

**CENTER FOR JOURNALISM ETHICS** SCHOOL OF JOURNALISM &  
MASS COMMUNICATION **UNIVERSITY OF WISCONSIN-MADISON**

**APRIL 30 – MAY 1, 2009**

# **THE FUTURE OF ETHICAL JOURNALISM**

THE FIRST ANNUAL ETHICS CONFERENCE

## **CONFERENCE PROGRAM**

Our mission is to advance the ethical standards and practices of democratic journalism through discussion, research, teaching, professional outreach, and newsroom partnerships. The center is a voice for journalistic integrity, a forum for informed debate, and an incubator for new ideas and practices.



FOUNDATION

**CENTER FOR JOURNALISM ETHICS** SCHOOL OF JOURNALISM &  
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**notes . . .**

**THE FUTURE OF ETHICAL JOURNALISM**  
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**MAY 1, 2009**

**SESSION ONE**  
9:00 AM - 10:25 AM



**SURVIVING THE MEDIA CARNAGE:**  
PATHWAYS TO GOOD JOURNALISM

The future of journalism is being debated amid the decline of traditional economic models and a media revolution.

In tough times, can journalism afford ethics? What are the pathways to the future? Are there new models for doing good public-interest journalism and maintaining ethical standards?

**PANELISTS:**

SESSION 1

*Surviving the Media Carnage:  
Pathways to Good Journalism*

SESSION 2

*Ethical Situations: Tough Calls in  
the Newsroom*

SESSION 3

*Media Accountability: A Dialogue  
with the Public Editor of the New  
York Times*

SESSION 4

*The Future of Investigative  
journalism*

SESSION 5

*New Media, Ethics and Democratic  
Journalism*



**Kathy Bissen,**  
director of  
production,  
Wisconsin Public  
Television



**Ellen Foley,**  
former editor,  
*Wisconsin State  
Journal*



**Phil Rosenthal,**  
media  
columnist,  
*Chicago Tribune*



**Jon Sawyer,**  
executive director,  
Pulitzer Center on  
Crisis Reporting



**MODERATOR:**

**Lew Friedland,**  
professor, UW School of Journalism  
and Mass Communication





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**SESSION TWO  
10:35 AM - 12:00 PM**



**ETHICAL SITUATIONALS:  
TOUGH CALLS IN THE NEWSROOM**

Senior journalists and editors present the toughest ethical issues they face today in the newsroom, and how they have responded to specific cases and situations.

This is an interactive session where the editors present ethical situations and ask the audience how they would respond.

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SESSION 3  
Media Accountability: A Dialogue  
with the Public Editor of the *New  
York Times*

SESSION 4  
The Future of Investigative  
journalism

SESSION 5  
New Media, Ethics and Democratic  
Journalism



**Scott Anderson,**  
former senior  
political  
producer, CNN,  
com



**Martin Kaiser,**  
editor, *Milwaukee  
Journal-Sentinel*



**Glen Mabie,**  
former news  
director,  
WEAU-TV



**Owen Ullmann,**  
deputy managing  
editor/news, *USA  
Today*



**MODERATOR:**

**Lee Wilkins,**  
Curators' Teaching Professor,  
Missouri School of Journalism



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**SESSION THREE**  
**1:05 PM - 2:00 PM**



**MEDIA ACCOUNTABILITY:  
A DIALOGUE WITH THE PUBLIC EDITOR  
OF THE NEW YORK TIMES**

Clark Hoyt, public editor of the *New York Times*, discusses his role as public editor and his assessment of journalism ethics today with conference attendees.



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with the Public Editor of the New  
York Times*

SESSION 4  
The Future of Investigative  
journalism

SESSION 5  
New Media, Ethics and Democratic  
Journalism

**INTRODUCTION:**

Sharon Dunwoody,  
Evjue-Bascom Professor, UW School  
of Journalism and Mass Communication



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**SESSION FOUR**  
2:05 PM - 3:15 PM



**THE FUTURE OF INVESTIGATIVE JOURNALISM**

Prominent investigative journalists discuss the future of their craft and consider new models for funding and doing investigative journalism.

Is investigative journalism possible given the economic crisis in many newsrooms? Can it be sustained through donations from foundations, universities, and other non-traditional sources? Is the public willing to pay for investigative stories?

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SESSION 4  
**The Future of Investigative  
journalism**

SESSION 5  
New Media, Ethics and Democratic  
Journalism



**Robert Cribb,**  
investigative  
reporter, *Toronto Star*



**Andy Hall,**  
executive director,  
Wisconsin Center  
for Investigative  
Journalism



**Brant Houston,**  
Knight Chair  
in Investigative  
Journalism,  
University of  
Illinois



**Kate Parry,**  
asst. managing  
editor, enterprise/  
investigations,  
*Star-Tribune,*  
Minneapolis

**MODERATOR:**

**George Stanley,**  
managing editor, *Milwaukee Journal-Sentinel*





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**SESSION FIVE  
3:30 PM- 4:45 PM**



**NEW MEDIA, ETHICS  
AND DEMOCRATIC JOURNALISM**

Does online journalism have an ethics, or should it have an ethics? If it has an ethics, what is it? Must there be a tension between traditional and new media journalism? How can the potential of new media and communication technology be used responsibly to enhance democratic journalism?

A panel of journalists and media scholars debates the prospects and the practice of new media journalism.

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SESSION 4  
The Future of Investigative  
journalism

SESSION 5  
**New Media, Ethics and Democratic  
Journalism**



**Ira Basen,**  
producer, CBC  
Radio



**Katy Culver,**  
faculty,  
UW School of  
Journalism  
and Mass  
Communication



**Peter Kafka,**  
senior editor,  
AllThingsDigital



**Jeff Mayers,**  
president,  
Wispolitics.com



**Dhavan Shah,**  
Maier-Bascom Professor, UW  
School of Journalism and  
Mass Communication

**MODERATOR:**

**Sue Robinson,**  
assistant professor, UW School of  
Journalism and Mass Communication



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## THE FUTURE OF ETHICAL JOURNALISM THE FIRST ANNUAL ETHICS CONFERENCE

MAY 1, 2009

participants and  
contributors

### Conference participants

Stephen J.A. Ward/center director

Wendy Swanberg/center assistant

Mia Johnson/webmaster

#### Weblog moderators

Katy Culver  
Brian Ekdale  
Phil Levin

#### Special thanks:

**UW School of Journalism  
& Mass Communication**  
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Sterling Anderson  
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**University Club**  
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**Photographs courtesy of  
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WhyTuesday

[www.journalismethics.info](http://www.journalismethics.info)

join us next year . . .



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Peter Anniin, Institutes for Journalism & Nat'l Resources

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Kathy Biesen, Wisconsin Public Television  
Deborah Blum, UW-Madison SJMC  
Susie Brandscheid, UW-Madison SJMC  
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James Burgess  
Ken Burns, *Isthmus*

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*Kickapoo Scout*

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Owen Ullmann, *USA Today*

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Stephen Vaughn, UW-Madison SJMC

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Lee Wilkins, Missouri School of Journalism  
Jim Winter, Hometown News Group  
Matt Wisniewski, UW-Madison SJMC

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