

# **NEW JOURNALISM -- NEW ETHICS?**

THE SECOND ANNUAL ETHICS CONFERENCE

**CONFERENCE  
PROGRAM**

**April 30, 2010**

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.



notes . . .



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**SCHOOL OF JOURNALISM  
& MASS COMMUNICATION**  
University of Wisconsin-Madison



**NEW JOURNALISM -- NEW ETHICS?**  
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**April 30, 2010**

**SESSION ONE**  
**9:00am - 10:15am**

**THE NEW JOURNALISM ECOSYSTEM:**  
TRANSPARENCY, STANDARDS AND PRACTICE  
special presentation by Charles Lewis



Charles Lewis presents the latest findings of a study into key aspects of the new journalism ecosystem. He discusses such issues as the current standards of transparency & disclosure, and the percentage of journalists with prior professional experience.

Lewis is a professor of journalism and the founding executive editor of the Investigative Reporting Workshop at American University. A national investigative journalist since 1977, he has founded or co-founded four non-profit enterprises in Washington, DC.

**SESSION 1**  
The New Journalism Ecosystem:  
Transparency, Standards and Practice

**PRESENTATION**  
AWARD: Wisconsin Commitment to Journalism Ethics

**SESSION 2**  
Ethics for the New Investigative Newsroom

**SESSION 3**  
KEYNOTE: Bridging the Gaps: Holding True to Old-Media Values in a New-Media World

**SESSION 4**  
Whatever Happened to Verification in Journalism?

**SESSION 5**  
When Journalists Join the Media Revolution: An International Conversation



**INTRODUCTION:**

**Kathy Bissen**  
Director of Production  
Wisconsin Public Television



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**AWARD PRESENTATION**  
**10:15am - 10:30am**

**Wisconsin Commitment to  
Journalism Ethics Award**

**TOM BIER**

Vice President and Station Manager  
WISC-TV, Madison



With almost 40-years of tenure, Tom Bier is regarded by many as the dean of Madison journalists. His colleagues nominated him for this award.

The Wisconsin Commitment to Journalism Ethics award recognizes journalists who have acted responsibly and with integrity in the promotion of quality journalism in the public interest.

**Award presented by**

**Ellen Foley**

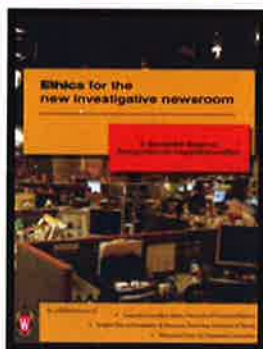
Executive Assistant/Development Director  
Madison College



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**SESSION TWO**  
**10:45am - 12:00pm**



### **ETHICS FOR THE NEW INVESTIGATIVE NEWSROOM**

The lead authors of a just-released report on emerging ethical issues in nonprofit investigative journalism present their main recommendations for discussion and debate. At stake is the ethical integrity of new models of investigative journalism.

#### **PANELISTS**



**Andy Hall**  
Wisconsin Center for  
Investigative Journalism



**Brant Houston**  
Knight Chair,  
University of Illinois



**Stephen J.A. Ward**  
UW-Madison Center for  
Journalism Ethics

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#### **RESPONDENTS TO REPORT**



**Carol Toussaint**  
Consultant to  
foundations & nonprofits



**Martin Kaiser**  
Editor, *Milwaukee  
Journal Sentinel*

#### **MODERATOR:**

**Lee Wilkins**  
Professor, Missouri School of Journalism





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**SESSION THREE**  
**1:05pm - 2:10pm**

**Keynote speech:**

**BRIDGING THE GAPS:**  
HOLDING TRUE TO OLD-MEDIA VALUES  
IN A NEW-MEDIA WORLD



**Jon Sawyer**

Executive director  
Pulitzer Center on Crisis Reporting

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After years as an award-winning foreign reporter for mainstream news organizations, Jon Sawyer now directs the Pulitzer Center on Crisis Reporting, a non-profit venture that funds independent international reporting with the intent of raising the standard of media coverage.

The Center supports dozens of projects each year, partnering with major newspapers, magazines and broadcast outlets and then using the Web and social-media platforms to reach the broadest possible public.



**INTRODUCTION:**

**Deborah Blum**

Professor, UW School of Journalism  
and Mass Communication



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## NEW JOURNALISM -- NEW ETHICS? THE SECOND ANNUAL ETHICS CONFERENCE

April 30, 2010

SESSION FOUR  
2:10pm - 3:15pm



### WHATEVER HAPPENED TO VERIFICATION IN JOURNALISM?

Is verification prior to publication still possible in a media world that exchanges information globally at almost the speed of light? Are online speed and journalism verification incompatible in journalism? What should journalism ethics say about this problem?

#### PANELISTS



**Scott Cohn**  
Senior correspondent  
CNBC



**Kristin Czubowski**  
Blogger/reporter  
LaptopCityHall/Capital Times



**Phil Rosenthal**  
Media columnist  
Chicago Tribune

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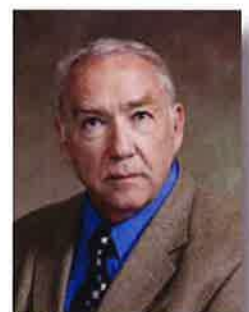
**SESSION 5**  
When Journalists Join the Media Revolution: An  
International Conversation



**Sue Robinson**  
Asst. professor, UW-Madison  
School of Journalism &  
Mass Communication



**John Smalley**  
Editor  
Wisconsin State Journal



#### MODERATOR:

**Peter Fox**,  
executive director  
Wisconsin Newspaper Association





## **NEW JOURNALISM -- NEW ETHICS?** THE SECOND ANNUAL ETHICS CONFERENCE

**April 30, 2010**

**SESSION FIVE**  
**3:30pm - 4:55pm**



### **WHEN JOURNALISTS JOIN THE MEDIA REVOLUTION:** An international conversation

The session explores the ethical issues that arise when mainstream journalists use new media, including social media, blogs and Twitter. What should be the guidelines?

Two leading experts in new media and social media, one in the United States, one in Canada, present their views on best practices in a dynamic, interactive session, using real-world examples.

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**Katy Culver**  
Faculty, UW-Madison  
School of Journalism  
and Mass Communication



**Alfred Hermida**  
Asst. Professor, Graduate  
School of Journalism,  
University of British Columbia



### **MODERATOR:**

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



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

## NEW JOURNALISM -- NEW ETHICS

The 2nd Annual Ethics Conference, April 30, 2010

## participants and contributors

### Contributors:

Stephen J.A. Ward/center director  
Wendy Swanberg/center assistant  
Mia Johnson/CJE webmaster

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### Photographer

Jake Naughton

### Special thanks:

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and  
Silha Center for the Study of Media Ethics  
and Law, University of Minnesota

[www.journalismethics.info](http://www.journalismethics.info)  
join us next year ...

### Conference participants

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Herrman Baumann, Green Line Strategies  
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Robert Williams, Idea Associates

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notes . . .



**comments or questions?**

Please fill out a comment card, or contact us at [ethics.journalism.wisc.edu](http://ethics.journalism.wisc.edu)



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

## FACT SHEET

**WHAT:** THE CENTER FOR JOURNALISM ETHICS

**WHERE:** SCHOOL OF JOURNALISM AND MASS COMMUNICATION,  
UNIVERSITY OF WISCONSIN-MADISON

**DIRECTOR:** STEPHEN J. A. WARD,  
JAMES E. BURGESS PROFESSOR OF  
JOURNALISM ETHICS

**MISSION:** To advance the ethical standards and practices of democratic journalism through discussion, research, teaching, professional outreach and newsroom partnerships.

**WHY IS IT NEEDED?** A media revolution of global proportions is changing the nature of how citizens use the media and how journalism is practiced. New forms of interactive communication allow anyone with a laptop to call himself or herself a journalist, creating information that often ignores journalistic standards of accuracy and objectivity. The very idea of journalism is under debate as public skepticism increases.

**WHAT WILL IT DO?** The center will be a voice for journalistic integrity, a forum for informed debate and an incubator for new ideas and practices. It will develop a leading ethics Web site with news, analysis, feature stories, a resource page for journalists, sections for faculty and students, and blogs. The center will work with newsrooms and journalism associations on ethical issues and sponsor public talks and lectures. The schedule will include an annual conference, workshops, curriculum development, advocacy on behalf of ethical journalism and discussions and studies that lead to practical recommendations and best practices.

### WHAT MAKES THE PROGRAM UNIQUE?

- The focus is on ethical integrity in journalism, rather than ethics or journalism in general or emerging communication technologies.
- The goals are practical: to make a difference in the quality of journalism, in the professional lives of journalists and in the development of newsroom and classroom ethics.
- The program will include journalists, students, faculty and the public with links to scholars and other centers at UW-Madison and beyond. Activities also will be integrated into the journalism and mass communication curriculum.

For more information, see the Center for Journalism Ethics website at [www.journalismethics.info](http://www.journalismethics.info)

