notes ...
This conference is only possible because of the generous support of our sponsors, who share our commitment to encouraging high ethical standards in journalism.

Special thanks to UW Alumna Peppy O'Neill (Class of 1965) for individual sponsorship and to an anonymous donor through CJE Advisory Board member Lee Wilkins.
The Center for Journalism Ethics welcomes you to the third annual conference!

It is our privilege to stage this event once again. Your participation today -- as panelists, students, faculty, journalists, sponsors and citizens -- will help us continue to encourage high ethical standards in journalism, here and abroad. Your support is vital to the CJE mission:

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.

Stephen J.A. Ward
Director, Center for Journalism Ethics
Through much of the 19th century, American newspapers were closely tied to political parties, a connection that often affected their presentation of news.

For various reasons, including commercial considerations, the news media gradually took up a more objective standard.

These journalistic outlets are now having to contend with a new partisan model that flourishes on radio, cable news channels, and the Internet.

Has partisan journalism returned?

Not quite.
NATIONAL PARTISAN RADIO?
The impact of partisan journalism on public broadcasting

The panel will deal with the issues brought to mind by the recent controversies involving NPR, Juan Williams, and comments about members of the Tea Party movement. Members will discuss current practices at NPR and public TV in regard to neutrality, fairness, and balance. Is public broadcasting currently biased against conservatives? Panelists will consider, too, how the new media environment might change current definitions and practices.

Byron Knight
Emeritus Director of Broadcasting and Media Innovations
UW Extension

Alicia C. Shepard
Ombudsman
National Public Radio

Raul Ramirez
Executive News Director
KQED/San Francisco

MODERATOR:

Jack Mitchell
Emeritus Professor, UW-Madison SJMC
Former director, National Public Radio
WHO FUNDS YOUR NEWS?
Transparency & nonprofit journalism

Traditional news media increasingly collaborate with and publish content from news websites and journalism organizations, many of which are young nonprofits. Some of these newcomers report on politics and receive funding from donors with political agendas.

While some disclose details about their donor lists, financial operations and key personnel, others don’t.

Does transparency matter?

Arthur Brisbane
Public Editor
The New York Times

Andy Hall
Executive Director
Wisconsin Center for Investigative Journalism

Brant Houston
Knight Chair in Investigative & Enterprise Reporting
University of Illinois

MODERATOR:
Karen Lincoln Michel
Assistant Managing Editor
Green Bay Press-Gazette
Wisconsin Commitment to Journalism Ethics Award

DAN FLANNERY
Executive Editor
The Post Crescent

At The Post Crescent, Flannery oversees the day-to-day editorial operations of the newspaper and its website www.postcrescent.com. He has been lauded by colleagues for his revitalizing the op-ed and editorial pages of the paper. Dedicated to building strong relationships with community members, Flannery doubled the number of daily commentaries and seeks out frequent guest columns for the paper to ensure that The Post Crescent reflects the diversity of voices in the Fox Valley.

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

Tom Bier
Vice President and Station Manager
WISC-TV
Luncheon and Keynote speech:

THE FUTURE OF NEWS OVER NOISE

Tony Burman
Chief Strategic Adviser
Al Jazeera in the Americas

America's role in the world is being threatened by the growth of a loud, partisan and unthinking news media. Instead of informing Americans about their world, much of today's broadcast media has become an echo chamber for conflict and division.

How is Al Jazeera English trying to turn this around?

INTRODUCTION:

Scott Cohn
Senior Correspondent, CNBC
PARTISAN MEDIA ACROSS BORDERS

Modern technology is erasing communication boundaries, and the 'public sphere' is increasingly a global arena. Partisanship in one country's media can have cross-border impacts.

How are these impacts felt? What are the cultural implications of a polarized public sphere? This panel broadens the discussion beyond the US, focusing on Africa, Colombia, India and Canada.

Ira Basen
Senior Producer
CBC Radio

Shakuntala Rao
Professor, SUNY-Plattsburgh

Hernando Rojas
Associate professor,
UW-Madison SJMC

JoEllen Fair
Professor, UW-Madison
SJMC

MODERATOR:

Shawnika Hull,
assistant professor
UW School of Journalism
and Mass Communication
IN YOUR FACE: PARTISAN MEDIA IN A DEMOCRACY
The 3rd Annual Ethics Conference, April 15, 2011

SESSION FIVE
2:55pm - 4:10pm

POLLING, PARTISANSHIP, AND POLARIZATION: How numbers change and reflect who we are

Panelists will explore integrity and bias in polling on social and political issues.

How do polls help us understand opinion and how are they used to drive opinion? What are the greatest challenges news organizations face in conducting and covering polls, and how do we ensure ethical approaches to these thorny issues? How did journalism fare in gauging and reporting public opinion in the recent budget upheaval in Wisconsin?

Colin Benedict
News Director, WISC-TV

Dhavan Shah
Professor, UW-Madison SJMC

Charles Franklin
PollsAndVotes.com
Co-founder, Pollster.com

Ken Goldstein
Professor, Political Science, UW-Madison

MODERATOR:

Katy Culver,
faculty, UW School of Journalism and Mass Communication
CENTRAL FOR JOURNALISM ETHICS
SCHOOL OF JOURNALISM & MASS COMMUNICATION
UNIVERSITY OF WISCONSIN-MADISON

IN YOUR FACE: PARTISAN MEDIA IN A DEMOCRACY
The 3rd Annual Ethics Conference, April 15, 2011

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Wendy Swanberg/center associate

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Zack Zaban, student organizer

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join us next year...