

IN YOUR FACE: PARTISAN MEDIA IN A DEMOCRACY

the third annual ethics conference

Friday • April 15 • 2011



conference program



notes . . .

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

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**



**SCHOOL OF JOURNALISM
& MASS COMMUNICATION**
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CENTER 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

WELCOME
8:45 am



Dean Gary Sandefur
College of Letters & Science
UW-Madison

**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



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IN YOUR FACE: PARTISAN MEDIA IN A DEMOCRACY

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SESSION ONE
8:50am - 9:10am

THE FALL AND RISE OF PARTISAN JOURNALISM

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.

SESSION 1
The Fall and Rise of Partisan Journalism

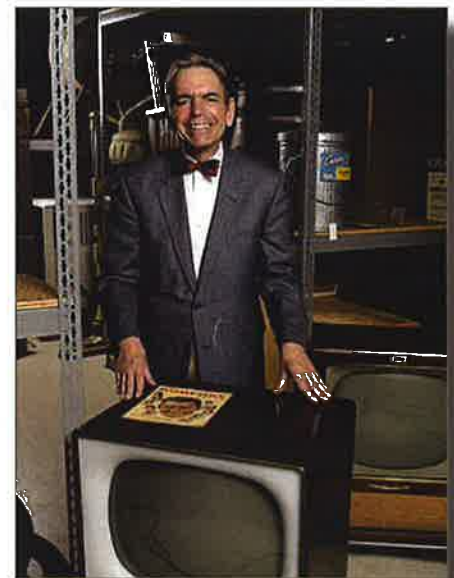
SESSION 2
National Partisan Radio?
The impact of partisan journalism on public broadcasting

SESSION 3
Who Funds Your News?
Transparency and nonprofit journalism

KEYNOTE LUNCH
The Future of News Over Noise
Tony Burnan, Al Jazeera in the Americas

SESSION 4
Partisan Media Across Borders

SESSION 5
Polling, Partisanship & Polarization
How numbers change and reflect who we are



James L. Baughman
Media Historian
UW-Madison SJMC

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SESSION TWO
9:10am - 10:15am



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



Raul Ramirez
Executive News Director
KQED/San Francisco



Alicia C. Shepard
Ombudsman
National Public Radio

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MODERATOR:

Jack Mitchell
Emeritus Professor, UW-Madison SJMC
Former director, National Public Radio



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SESSION THREE
10:30am - 11:45am



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

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MODERATOR:

Karen Lincoln Michel
Assistant Managing Editor
Green Bay Press-Gazette



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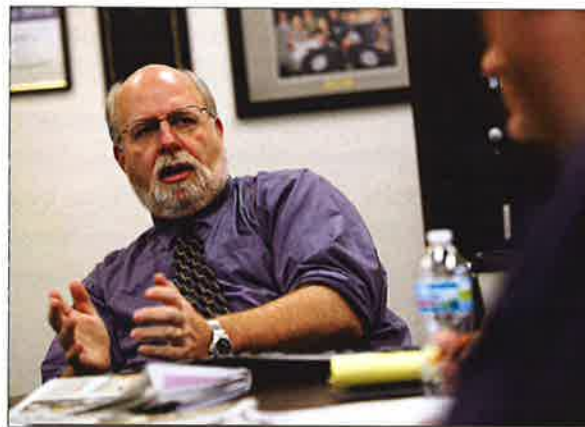
IN YOUR FACE: PARTISAN MEDIA IN A DEMOCRACY

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AWARD PRESENTATION

between lunch & keynote speech

**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



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Keynote Lunch

12:00pm - 1:20pm

**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?

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Tony Burman, Al Jazeera in the Americas

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INTRODUCTION:

Scott Cohn

Senior Correspondent, CNBC



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SESSION FOUR
1:30pm - 2:40pm



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

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MODERATOR:

Shawnika Hull,
assistant professor
UW School of Journalism
and Mass Communication



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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

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MODERATOR:

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

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Center for Journalism Ethics:

Stephen J.A. Ward/center director

Wendy Swanberg/center associate

Social Media Team

Katy Culver, faculty organizer

Zack Zaban, student organizer

Technical Consultant

Sterling Anderson

Photographer

Brett Blaske

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UW School of Journalism & Mass Communication

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Corinne Ahrens

Susie Brandscheid

Janet Buechner

Dustin McGinnis

UW Foundation

Jen Karlson

Kari Stokosa

Stephen Wald

UW-Extension/Tricaster Team

Michele Jacques, project manager

Kevin Adamzak, digital media specialist

Phil Prewett, videoconference technician

Matt Stanosz, digital media specialist

Fluno Center for Executive Education

Heidi Ableidinger

Alex Gillis

Allison Shuldhiess

University Club

Sarah Davis

Ed Zaleski

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stevendepolo

Ben Sutherland

ethics.journalism.wisc.edu

join us next year . . .

Conference participants

a

Mahmoud Abouraya, UW Veterinary School

Gary Achterberg, *Ozaukee County News Graphic*

Barry Adams, *Wisconsin State Journal*

Ann Allison

Sterling Anderson, UW-Madison SJMC

Ellen Anevicus, UW-Madison

Scott Angus, *Janesville Gazette*

John Archer

Jim Armstrong, Factivist

b

James Bartelt, *Green Bay Press-Gazette* (ret.)

Ira Basen, CBC Radio

James Baughman, UW-Madison SJMC

Herman Baumann, Green Line Strategies

Jori Bell

Colin Benedict, WISC-TV

Beth Bennett, Wisconsin Newspaper Association

Michael Berigan, UW Law School

Serajul Bhuiyan, Auburn University at Montgomery

Tom Bier, WISC-TV

Kathy Bissen, Wisconsin Public Television

David Black

Harvey Black

Susie Brandscheid, UW-Madison SJMC

Arthur Brisbane, *New York Times*

Jay Burlingham, UW-Madison

Tony Burman, Al Jazeera in the Americas

c

Eric Carlson, UW-Madison

Aaron Cederberg, UW-Madison

Clifford Christians, University of Illinois

Priscilla Christians

Charles Cohen, UW-Madison LISAR/History

Scott Cohn, CNBC

Cassandra Colson, River Valley News Group

Ronald Cook, UW-Madison/Business

Katy Culver, UW-Madison SJMC

Bird Cupps, Madison College

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Valeria Davis, UW-Madison

Alex DiTullio, UW-Madison

Greg Downey, director, UW-Madison SJMC

Joan Downs

Robert Drechsel, UW-Madison SJMC

Sharon Dunwoody, UW-Madison SJMC

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Stewart Eskew, UW-Madison/Philosophy

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JoEllen Fair, UW-Madison SJMC

Brittany Farrell

Brendan Fischer, UW-Madison/Law School

Dan Flannery, *Appleton Post-Crescent*

Ellen Foley, Madison College

Jackson Foote, UW-Madison SJMC

Judy Frankel, Madison Writers Guild

Charles Franklin, *PollsAndVotes.com*

James Freeman/*New York Times/Wisc.State Journal*

Lewis Friedland, UW-Madison SJMC

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Andrew Golden, UW-Madison

Ken Goldstein, UW-Madison/Political Science

David Gordon, UW-Eau Claire (Emeritus)

Albert Gunther, UW-Madison SJMC

h

Andy Hall, Wisconsin Center for Investigative Journalism

Camille Haney

Dena Harris, *Vernon Broadcaster*

Brady Hartung, UW-Madison

Phil Haslanger, Memorial United Church of Christ

Patricia Hastings, UW-Madison SJMC

Rebecca Holland, UW-Madison

Nomagugu Hloma, UW-Madison

Brant Houston, University of Illinois

Shawnika Hull, UW-Madison SJMC

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Martenzie Johnson, UW-Madison

Sari Judge, UW-Madison LISAR

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Jennifer Karlson, UW Foundation

Dimitri Kelly, UW-Madison/Political Science

Young Mie Kim, UW-Madison SJMC

Byron Knight, Wisconsin Public Broadcasting

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Michele Langer, UW-Madison

David Larkin

Karen Lincoln Michel, *Green Bay Press-Gazette*

Rory Linnane, UW-Madison

Yang Liu, UW-Madison/Communication Arts

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Margaret Majors

Janet Masters

Douglas McLeod, UW-Madison SJMC

Vanessa Merina, UW-Madison Law School

Jack Mitchell, UW-Madison SJMC

Aaron Mrotek, UW-Madison

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Brennan Nardi, *Madison Magazine*

Daniel Nour, UW-Madison

o

Peppy O'Neill, UW-Madison Alumna

Christie Ott, UW-Madison

p

Elly Pick, American Cancer Society

Charley Pruesser, *Crawford County Independent/*

Kickapoo Scout

Eulalia Puig Abril, UW-Madison SJMC

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Ryan Rainey, UW-Madison

Raul Ramirez, KQED San Francisco

Shakuntala Rao, SUNY-Plattsburgh

Sheila Reaves, professor, UW-Madison

Joan Riggs

Sue Robinson, UW-Madison SJMC

Hernando Rojas, UW-Madison SJMC

Henry Ruminski, Wright State University

Kristin Runge, UW-Madison/Life Sciences Comm.

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Gary Sandefur, Dean, UW-Madison Letters & Science

Lynne Schwartzhoff, Southern Illinois College

Dhavan Shah, UW-Madison SJMC

Hemant Shah, UW-Madison SJMC

Alicia C. Shepard, National Public Radio

Michael Sinnott, UW-Madison

John Smalley, *Wisconsin State Journal*

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Samantha Stepp, UW-Madison

Julie Strupp, UW-Madison

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David Tank, UW-Stout

Carol Toussaint

Jennifer Tratter, UW-Madison

Patrick Tricker, UW-Madison

Meg Turville-Heitz, UW-Madison

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Bastiaan Vanacker, Loyola University, Chicago

Stephen Vaughn, UW-Madison SJMC

Rachel Vesco, UW-Madison

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Christopher Wells, UW-Madison SJMC

Dave Wilcox, UW-Madison SJMC

Lee Wilkins, Missouri School of Journalism

Steve Wiltmer, American Family Insurance

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Keith Zukas, UW-Madison SJMC

Virginia Farwell Zwickey, UW-Madison SJMC alumna



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