

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

# **ETHICS and ELECTIONS**

## **Media, Money and Power in 2012**

*the fourth annual ethics conference*



**conference program**



notes . . .



**CENTER FOR JOURNALISM ETHICS** SCHOOL OF JOURNALISM &  
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**This conference is only possible because of the generous support of our sponsors, who share our commitment to encouraging high ethical standards in journalism.**

*CJE is grateful to the board of the Evjue Foundation for making this conference possible*



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**ETHICS AND ELECTIONS  
Media, Money, and Power in 2012**  
*The 4th Annual Ethics Conference, April 13, 2012*

**WELCOME  
8:45 am**

**The Center for Journalism Ethics  
welcomes you to the fourth 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



**ETHICS AND ELECTIONS**

**Media, Money, and Power in 2012**

*The 4th Annual Ethics Conference, April 13, 2012*

**SESSION ONE**

**9:00am - 10:25am**

HF DeLuca Forum

**FACT-CHECKING IN AN ELECTION YEAR**

**Implications for politicians, journalists, and the public**

The last decade has seen the emergence of a new journalistic organism in the American media ecology: "factchecking" organizations dedicated to evaluating the veracity of statements made by public figures -- especially politicians and candidates. These organizations have worked hard to establish a niche, coexisting in interesting ways alongside the other news media.

As one of the newer entries in the American journalism scene, the practice of factchecking raises important questions both about the practice itself, and what its emergence says about the larger field of news media:

- Why have factchecking organizations arisen at our particular moment in history?
- What is the relationship between factcheckers and journalists? How do the ethics of the two types of practice compare?
- What will be the role of factchecking as the digital media ecology evolves into the future?



**Bill Adair**  
Editor, PolitiFact



**Lucas Graves**  
Columbia University



**Lisa Graves**  
Executive Director  
Center for Media & Democracy

**SESSION 1**  
*Fact-checking in an Election Year*

**SESSION 2**  
Political Advertising:  
The Perils & Promise of the Modern Campaign

**KEYNOTE LUNCH**  
*Can Journalists be Ethical at the Warp Speed of the 2012 Campaign?*  
Tom Rosenstiel, Project for Excellence in Journalism

**BREAKOUT WORKSHOPS**  
1) Tweets & Votes: Elections in a social media age  
2) Following the Money: Tools for reporters & editors  
3) Biting the Hand that Feeds You: Some practical advice for covering political advertising as news

**SESSION 3**  
*The Truths We Tell: Reporting from Foreign Fields*  
*A tribute to Anthony Shadid*  
and  
Presentation of the Anthony Shadid Award for Journalism Ethics

Thanks and closing remarks

**MODERATOR:**

**Christopher Wells**  
Assistant Professor  
UW-Madison SJMC



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## ETHICS AND ELECTIONS

### Media, Money, and Power in 2012

The 4th Annual Ethics Conference, April 13, 2012

## SESSION TWO

10:35am - 11:50am

HF DeLuca Forum

## POLITICAL ADVERTISING:

### The Perils and Promise of the Modern Campaign

Few topics generate the widespread interest or strong opinions that are reserved for political advertising. This may be because the amount spent on modern elections has exploded, especially in the wake of campaign finance reform. Citizens and academics fret about the resources required to fund political campaigns, the rise of political attacks at the state and national level, and the impact of advertising, in general, and negative appeals, in particular, on voters.

The assembled experts will discuss the scope and impact of political ads in recent elections and the role of journalists in making their perils and promise more visible. The panelists will also explore related questions:

- Does exposure to campaign ads facilitate or hinder participation?
- Do people learn from political ads, and, if so, do they still need the news?
- What role do emergent news formats, whether news satire programs or digital media outlets, play in this dynamic?



**Erika Franklin Fowler**  
Director, Wesleyan Media Project  
Wesleyan University



**Lee Wilkins**  
Curator's Teaching Professor  
Missouri School of Journalism



**Charles Franklin**  
Director, Marquette Law Poll  
Marquette University

**SESSION 1**  
Fact-checking in an Election Year

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*The Truths We Tell: Reporting from Foreign Fields A tribute to Anthony Shadid*  
and  
Presentation of the Anthony Shadid Award for Journalism Ethics

Thanks and closing remarks

## MODERATOR:

**Dhavan V. Shah**  
Maier-Bascom Professor  
Director, Mass Communication Research Center  
UW-Madison SJMC



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**ETHICS AND ELECTIONS**

**Media, Money, and Power in 2012**

*The 4th Annual Ethics Conference, April 13, 2012*

Keynote Lunch

**12:10pm - 1:30pm**

HF DeLuca Forum

**Luncheon and  
Keynote speech:**

***Can Journalists Be Ethical  
at the Warp Speed of the  
2012 Campaign?***

The accelerating speed and fragmentation of media are continually affecting what the public is hearing.

If elections are essentially national job interviews, are we learning what we need to about the candidates, and about ourselves?

What are the responsibilities of the press in elections, and how well they are being met in the 2012 campaign?



**Tom Rosenstiel**

Director, The Pew Research Center's  
Project for Excellence in Journalism

**SESSION 1**

Fact-checking in an Election Year

**SESSION 2**

Political Advertising:  
The Perils & Promise of the Modern Campaign

**KEYNOTE LUNCH**

*Can Journalists Be Ethical at the Warp Speed of the  
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Tom Rosenstiel, Project for Excellence in Journalism

**BREAKOUT WORKSHOPS**

- 1) Tweets & Votes: Elections in a social media age
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The Truths We Tell: Reporting from Foreign Fields  
A tribute to Anthony Shadid  
and  
Presentation of the Anthony Shadid Award for  
Journalism Ethics

Thanks and closing remarks



**INTRODUCTION:**

**James L. Baughman**

media historian  
Fetzer-Bascom Professor  
UW-Madison SJMC

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## ETHICS AND ELECTIONS

### Media, Money, and Power in 2012

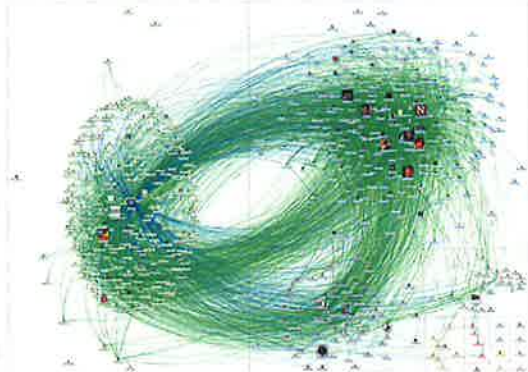
The 4th Annual Ethics Conference, April 13, 2012

## BREAKOUT WORKSHOPS

1:40pm - 2:40pm

various locations/see below

### Workshop #1 Tweets & Votes: Elections in a social media age • H.F. deLuca Forum



This workshop will focus on the impact social media will have on election 2012 at the local, state and national levels. We'll examine the promise and pitfalls of tools like Facebook and Twitter for informing and engaging citizens in a democracy.

The session will highlight ethical practices by both journalists and campaigns, as well as the potential for manipulation and misinformation.

**Katy Culver**, UW-Madison SJMC • **Ryan Gallentine**, Midwest Regional Director, Obama for America  
**Thomas Keeley**, online strategy consultant, Keeley Company • **Marc Smith**, Connected Action Consulting

### Workshop #2 Following the Money: Tools for reporters & editors • Room 1260

This workshop will explore resources for reporting on the intersection of money and politics, looking at public databases on campaign fundraising, spending, and lobbying activity in Wisconsin.

It will consider the ethical uses of information about spending meant to influence the political process — e.g. the need to draw distinctions between spending by candidates vs. special interests. It will challenge simplistic analyses that suggest the political process is like a vending machine, in which people put money in, and get policy out. And it will suggest ways that public data can be used as a starting point for further inquiry.



**Bill Lueders**, money & policy director, Wisconsin Center for Investigative Journalism

### Workshop #3 Blting the Hand that Feeds You: Practical advice for covering political advertising as news • Room 1170



This breakout workshop will explore several ways of reporting on political advertising. It will discuss the ethical imperative to hold the claims in political ads up to the same sort of scrutiny that journalists bring to other sorts of political statements.

Specific examples of how to approach this process will be included — for example, how to challenge political ads in an interview setting, how to report and then broadcast or print an ad watch, and some possible ways that citizen journalists — in cooperation with the regular reporting staff — can help to monitor everything from robo calls and push polls to direct mail advertising.

**Lee Wilkins**, Curator's Teaching Professor, Missouri School of Journalism

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**ETHICS AND ELECTIONS**

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**SESSION THREE**  
**2:45pm - 3:45pm**

**THE TRUTHS WE TELL**  
**Reporting from foreign fields**  
*a tribute to Anthony Shadid*

In February 2012, Anthony Shadid, a UW-Madison alumnus and foreign correspondent for *The New York Times*, died from health complications while reporting in Syria.

In his honor and memory, the CJE will devote the final session of its conference to Mr. Shadid's outstanding journalism and enduring humanity. The session will pay tribute to his life and work by focusing on the values that informed his journalism.

Anthony Shadid honored the central ethical values of journalism at home and abroad. Through his courageous commitment to accuracy, fairness and depth in reporting, Anthony Shadid defined, through his work, what we mean by responsible journalism in the public interest.



Reflections on a life in journalism:  
Friends and colleagues

Stephen Ward  
Director  
Center for Journalism Ethics

Kayla Johnson  
Editor-in-Chief  
*The Daily Cardinal*

Katy Culver  
Professor  
UW-Madison SJMC

David Hoffman  
Contributing Editor  
*The Washington Post*

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**ETHICS AND ELECTIONS**

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**Presentation of the first  
ANTHONY SHADID AWARD  
FOR JOURNALISM ETHICS**



CENTER FOR  
**Journalism Ethics**  
UNIVERSITY OF WISCONSIN-MADISON

**Anthony Shadid Award for  
Journalism Ethics**

presented to

**STEVEN T. LOVEJOY**

**The Journal Times**  
Racine, Wisconsin

This award honors journalists in Wisconsin who have  
exhibited unwavering commitment to responsible  
journalism in the public interest through their editorial  
decisions, their journalistic practice, and their stories.

Conferred by the  
Center for Journalism Ethics  
School of Journalism and Mass Communication  
University of Wisconsin-Madison  
13 April 2012



**Award presented by**

**Dan Flannery**

Executive Editor, *The Post-Crescent*  
Winner of the 2011 Wisconsin Commitment  
to Journalism Ethics Award

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## ETHICS AND ELECTIONS

### Media, Money, and Power in 2012

The 4th Annual Ethics Conference, April 13, 2012

#### Center for Journalism Ethics:

Stephen J.A. Ward/center director

Wendy Swanberg/center associate

#### Social Media Team

Katy Culver, faculty organizer  
Josh Lieberthal, student organizer  
Addie Blanchard  
Katie Foran-McHale  
Harrison Goodman  
Andrey Heisler  
Kayla Jensen  
Emily Kesner  
Shelby Lewis  
Devin Muelrtt  
Jessica Phan  
Caroline Radaj  
Bridget Ryan  
Erica Sperber  
Amy Verhey

#### Technical Consultant

Sterling Anderson

#### Photographer

Brett Blaske

#### Special thanks:

##### UW School of Journalism

& Mass Communication  
Greg Downey, director  
Corinne Ahrens  
Susie Brandscheid  
Janet Buechner  
Dustin McGinnis

##### UW Foundation

Jen Karlson  
Karl Stokosa

##### UW-Extension/Tricaster Team

Kevin Adamzak, digital media specialist  
Nathan Cray, digital media specialist  
Matt Stanosz, digital media specialist

##### Wisconsin Institutes for Discovery

Maria Peot  
Alan Ruby

##### Steenbocks on Orchard

Lisa Loup

##### University Club

Sarah Davis  
Justin Duris

#### Photographs courtesy of Creative Commons artists:

Sean Naber  
Tracy O  
Marc Smith

#### Conference participants

a

Bill Adair, PolitiFact  
Barry Adams, *Wisconsin State Journal*  
Allison Aul, UW-Madison

b

Nelson Balke, UW-Madison (retired)  
James Baughman, UW-Madison SJMC  
Herman Baumann, Green Line Strategies  
Beth Bennett, Wisconsin Newspaper Association  
Kathy Bissen, Wisconsin Public Television  
David Black, University of Missouri  
Harvey Black, UW-Madison  
Corinne Burgermeister, UW-Madison  
Jim Burgess

c

Mary Callen, Wisconsin Newspaper Association  
Andrea Choi, UW-Madison  
Scott Cohn, CNBC  
Connie Colussy, Capital Connection  
Katy Culver, UW-Madison SJMC

d

Judith Davidoff, *Isthmus*  
Greg Downey, director, UW-Madison SJMC  
Robert Drechsel, UW-Madison SJMC  
Sharon Dunwoody, UW-Madison SJMC

e

Stephenie Edgerly, UW-Madison  
Estephany Escobar, UW-Madison

f

Dan Flannery, *Appleton Post-Crescent*  
Ellen Foley, Madison College  
Stacy Forster, UW Communications  
Judy Frankel, Madison Writers Guild  
Erika Franklin-Fowler, Wesleyan University  
Charles Franklin, Marquette University  
Lewis Friedland, UW-Madison SJMC

g

Ryan Gallentine, Obama for America  
Robert Golub, *The Journal Times*  
Lisa Graves, Center for Media & Democracy  
Lucas Graves, Columbia University

h

Gilman Halsted, Wisconsin Public Radio  
Philip Haslanger, UW-Madison alumnus  
Patricia Hastings, UW-Madison SJMC  
Lindsey Hayes, WXOW News 19  
Neil Heinen, WISC-TV  
William Howard, UW-Madison faculty (retired)

i

Niyi Jacobs, ex-Ghana  
Kayla Johnson, *The Daily Cardinal*  
Seth Jovaag, Woodward Communications Inc.  
Jason Joyce, *Isthmus Publishing*

k

Martin Kaiser, *Milwaukee Journal Sentinel*  
Jennifer Karlson, UW Foundation  
Hannah Kazmarek, Edgewood College Newspaper  
Thomas Keeley, Keeley Company LLC  
Hannah Kiddoo, UW-Madison  
Young Mie Kim, UW-Madison SJMC  
Byron Knight, UW Extension  
Alex Kowalsky, UW Communications  
Tracy Kuczynski, Wis. Legislative Reference Bureau

l

Amanda Lam, UW-Madison  
Bill Lueders, Wis. Center for Investigative Journalism  
Erin Luhmann, UW-Madison  
Joe Lynde, *The Nation*

m

Rebecca Mason, Godfrey & Kahn, S.C.  
Jeff Mayers, WisPolitics.com  
Douglas McLeod, UW-Madison SJMC  
Jack Mitchell, UW-Madison SJMC  
John Montgomery, Wisconsin Democracy Campaign  
Donna Montgomery, UW-Madison alumna

n

Daniel Niepow, UW-Madison  
Joseph Nistler, UW-Madison  
Jeff Nytes, UW-Madison

o

Peppy O'Neill, UW-Parkside  
Todd Osborne, Osborne Audio

p

Alice Pauser, The Demeter Foundation, Inc.  
Elly Pick, American Cancer Society  
Mark Pitsch, *Wisconsin State Journal*  
Charley Pruesser, *Crawford County Independent/Kickapoo Scout*

r

Sheila Reaves, professor, UW-Madison  
Dean Robbins, *Isthmus*  
Sue Robinson, UW-Madison SJMC  
Tom Rosenstiel, Pew Research Center  
Linda Rowe, wort

s

Augustine Saiz, UW-Madison  
Gary Sandefur, Dean, UW-Madison Letters & Science  
Eric Sandgren, UW-Madison  
Dhavan Shah, UW-Madison SJMC  
Hernant Shah, UW-Madison SJMC  
Gail Shea

John Smalley, *Wisconsin State Journal*  
Marc Smith, Social Media Research Foundation  
Molly Stentz, WORT-FM

t

Carol Toussaint  
Meg Turville-Heitz, UW-Madison

v

Bastiaan Vanacker, Loyola University, Chicago  
Steve Verburg, *Wisconsin State Journal*

w

Carolyn Walkup, UW-Madison alumna  
Stephen Ward, UW-Madison SJMC  
Christopher Wells, UW-Madison SJMC  
Dave Wilcox, UW-Madison SJMC  
Lee Wilkins, Missouri School of Journalism  
David Wise, UW-Madison

z

Keith Zukas, UW-Madison SJMC  
Dave Zweifel, *The Capital Times*  
Virginia Farwell Zwickey, UW-Madison SJMC alumna

Thank you for joining us . . .

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