

the fifth annual journalism ethics conference

Friday, April 5, 2013
Madison, Wisconsin



Who is Shaping the News?

Academics • Corporations • Critics

conference program



IMPORTANT NOTE

This conference is being livestreamed and videotaped.

Your presence in the room implies consent.

WELCOME
8:45 am

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



WHO IS SHAPING THE NEWS?

The 5th Annual Ethics Conference, April 5, 2013

SESSION ONE

9:00am - 10:15am

BRAND JOURNALISM IN A DIGITAL AGE

Is it journalism, or marketing, or both?

In a digital age, corporations, sports organizations and other groups can go directly to audiences without using news media as an avenue, sometimes employing former journalists as communicators. Often called "brand journalism," the practice raises critical questions for media ethics.

What standards apply to this kind of work? Can audiences accurately distinguish between independent reporting in the public interest and writing that promotes a particular product or service? How does brand journalism contribute to and detract from truthful information in the public sphere? And how do these workers resolve such issues as conflict of interest and controversial cases?



Teresa Alpert
Director
Crimea River Ltd.



Ira Basen
Producer
Canadian Broadcasting
Corporation



Greg Hughes
Senior Vice President
NBC Sports Group

SESSION 1
Brand Journalism

SESSION 2
Journalism Inside Academia

KEYNOTE LUNCH
Reflections on 48 years of Troublemaking
Lowell Bergman

BREAKOUT WORKSHOPS
1: Building a Nonprofit
2: The Next Journalism
3: The Wild West/SPJ session

SESSION 3
Attacking the News Media

PRESENTATION of the
Anthony Shadid Award for
Journalism Ethics

MODERATOR:

Katy Culver
Assistant Professor, UW School of
Journalism and Mass Communication



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

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SESSION TWO

10:25am - 11:40am

JOURNALISM INSIDE ACADEMIA

Is the watchdog leashed?

This session will examine the issues that surround nonprofit investigative centers in academia, and schools of journalism more specifically. Both the heads of nonprofit centers and academics who play host to their newsrooms will discuss the issues when such centers employ students, become part of school programs, and begin to cover the university in a critical manner.

What is the extent of the freedom of the press within the boundaries of academia? What is the potential for influence by academic officials, university funding sources and powerful alumni? What guidelines are needed to prevent misunderstanding or undue influence?



Lorie Hearn

Executive director & editor
inewssource



Brant Houston

Knight Chair in Investigative
& Enterprise Reporting
University of Illinois



Karl Idsvoog

Media consultant &
professor,
Kent State University



Jan Schaffer

Executive Director, J-Lab
American University

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Robert Drechsel

Professor, UW School of
Journalism and Mass Communication



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Keynote Lunch

12:00pm - 1:30pm

The William T. Evjue keynote speech



LOWELL BERGMAN
Reflections on
48 Years of Troublemaking

Lowell Bergman is the Reva and David Logan Distinguished Professor of Investigative Reporting at the Graduate School of Journalism at University of California, Berkeley and director of the Investigative Reporting Program. He is also a producer/correspondent for the PBS documentary series Frontline.

Bergman's career spans nearly five decades, most notably as a producer, a reporter and then the director of investigative reporting at ABC News and as CBS News producer for 60 Minutes.

Hosted by
Owen Ullmann
Managing editor/print news
USA Today

Introduction by
Brant Houston
Knight Foundation Chair in
Investigative & Enterprise Reporting

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Breakout workshops
1:30pm - 2:30pm

WORKSHOP #1: BUILDING A NONPROFIT – *The basics*

Lorie Hearn, executive director & editor, *inewssource*

Andy Hall, executive direction, Wisconsin Center for Investigative Journalism



If you're thinking about – or in the midst of – building your own journalism nonprofit, this workshop will walk you through the essentials as you navigate the road to sustainability.

Is there a need in your community for this news outlet? Where will you get the money to finance your big idea? Should you affiliate with a university? What about partners? And a board of directors?

Join the conversation about best practices in the rapidly developing world of nonprofit journalism.



WORKSHOP #2: THE NEXT JOURNALISM: *The media landscape is evolving quickly*

Jan Schaffer, executive director, J-Lab, the Institute for Interactive Journalism

The journalism of the future is going to come from smaller and smaller players reporting pieces of a bigger picture. They will range from tech-company news operations, to statewide watchdog news outlets, to hyperlocal news sites, to soft advocacy news, to robotic aggregations.

This news will be supported by micro streams of revenues that will include things like "native advertising." And media literacy will be all important. We cruise through who is creating the news.

WORKSHOP #3: THE WILD WEST:

Maintaining ethical standards amid the bloggers, partisans and haters

Joe Radske, news director, WKOW-Ch. 27

Judith Davidoff, news editor, Isthmus

Matt Kittle, bureau chief, Wisconsin Reporter

Mark Pitsch, assistant city editor, Wisconsin State Journal

Christie Taylor, reporter & editorial board member, Dane 101



As newsrooms shrink, bloggers, partisans and citizen journalists have stepped into the void. Sometimes they are the only ones covering the government meetings that used to be the province of traditional journalists.

But do new media follow ethical guidelines for reporting? How do reporters and editors ferret out the legitimate news from sources that may have an agenda or do not verify findings before hitting "publish"? The Kyle Everett Wood story provides a good launching pad for this discussion.

(session conducted by the Society of Professional Journalists, Madison pro chapter)

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SESSION THREE
2:30pm - 3:40pm

ATTACKING THE NEWS MEDIA:
Fair criticism, or political strategy?

The news is shaped not only by the published stories. The news is shaped by the reaction to such stories in the public sphere, or the anticipated reaction to stories. News organizations have always had to answer to people who criticize their stories.

But today, criticism has become a major 'industry' operating in a hyper-connected and partisan media sphere. Fact-checkers from political groups check fact-checkers for mainstream media. Political groups use every form of media to re-spin a story and cast doubt on journalists who publish unpopular facts and analysis. Large corporations will spend millions of dollars, hire journalists, and deploy a battery of lawyers to intimidate a news organization or undermine the credibility of its reporters over a particular investigation.

Has media criticism been replaced by attacks that are motivated by something other than the facts, fairness, and truth?



Scott Cohn
Senior Producer, CNBC



Lee Wilkins
Missouri School of Journalism



Owen Ullmann
Managing Editor/print news
USA Today

Kennan Wood
Wood Communications
Group

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Sue Robinson
associate professor, UW School of
Journalism and Mass Communication



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AWARD PRESENTATION

**The Anthony Shadid Award
for Journalism Ethics**



Mark Johnson
Milwaukee Journal Sentinel

for his series
Uniquely Human: The Science of Gender

Mark Johnson's remarkable series on the science of gender continues the tradition of quality public journalism practiced by Anthony Shadid.

Johnson engages the reader with personal and moving stories of people who deal every day with issues of gender identity -- theirs and others'. Based on extensive scientific research, probing interviews and beautiful writing, Johnson shows both the scientific and the human face of the complex issue of gender in our changing society.

Award presented by

Dan Flannery
Executive editor, *The Post-Crescent*, Appleton, Wis.
2011 recipient of the
Wisconsin Commitment to Journalism Ethics Award



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Center for Journalism Ethics:

Stephen J.A. Ward/center director

Katy Culver/associate director

Wendy Swanberg/project manager

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Sterling Anderson

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Jentri Colelo

Special thanks:

UW School of Journalism & Mass Communication

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Susie Brandscheid
Janet Buechner
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UW Foundation

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Wisconsin Institutes for Discovery

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Steenbocks on Orchard

Lana Call
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Anthony Shadid Award

Panel of Judges
Herman Baumann
Tom Bier
Ellen Foley
Peter Fox
Judy Frankel
Jack Mitchell
John Smalley

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kari frankowski
peasap
veryuseful

Conference participants

a

Dai Adachi, Yomiuri News
Ann Allison
Teresa Alpert, Crimea River Ltd.

b

Ira Basen, CBC
James Baughman, UW-Madison SJMC
Herman Baumann, Green Line Strategies
Courtney Becks
Lowell Bergman, UC-Berkeley
David Black
Patty Bois, Madison College
Jade Bolack, Lake Geneva Regional News
Lynn Brockmeyer, Wisconsin Public Television
Jim Burgess

c

Mary Callen, Wisconsin Newspaper Association
Caitlin Cieslik-Miskimen, UW-Madison
Scott Cohn, CNBC
Kristyn Cole

d

Rebecca Dachille
Judith Davidoff, Isthmus
Peg Davis, UW-Extension
Pam Dempsey, Midwest Center for Investigative Reporting
Alison Dirr, UW-Madison
Justin Doherty, UW-Madison
Greg Downey, director, UW-Madison SJMC
Robert Drechsel, UW-Madison SJMC
Sharon Dunwoody, UW-Madison SJMC

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Emily Eggleston UW-Madison
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Jennifer Fetterly, Hometown News Group
Dan Flannery, Gannett Wisconsin Media
Ellen Foley, WPS
Jackson Foote, UW-Madison SJMC
Stacy Forster, UW-Madison SJMC
Norman Foster, UW Hospital
Judy Frankel, Madison Writers Network
Lewis Friedland, UW-Madison SJMC
Lauren Fuhrman, Wisc. Center for Investigative Journalism

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Phil Glende, Indiana State University
Robert Godfrey
Kate Golden, Wisc. Center for Investigative Journalism
Bennett Goldstein
Emily Grant
Petra Guerra, Chicano Latino Studies Program
Albert Gunther, UW-Madison SJMC
Jackie Guthrie

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Andy Hall, Wisconsin Center for Investigative Journalism
Gilman Halsted, Wisconsin Public Radio
Moira Harriman, UW Sea Grant Institute
Lorie Hearn, Investigative Newssource
Nora Hertel
Brant Houston, University of Illinois
James Hoyt, UW-Madison SJMC

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Karl Idsvoog, Kent State University

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Mark Johnson, Milwaukee Journal Sentinel

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Martin Kaiser, Milwaukee Journal Sentinel
Samara Kalk
Sandra Kailo, UW Colleges & UW Extension
Jennifer Karlson, UW Foundation
Young Mie Kim, UW-Madison SJMC
Matt Kittle, Wisconsin Reporter
Byron Knight, Wisconsin Public Broadcasting
Alex Kowalsky, University Communications

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Nate Leaf, Broadcast Interactive Media
Rory Linnane, Wisc. Center for Investigative Journalism
Erin Luhmann

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Raymond Marion, UW-Madison
Erin Martin, Crawford County Independent/Kickapoo Scout
Janet Masters, American Family Insurance
Michael May
Jeff Mayers, wispolitics.com
Jane McConnell, Minnesota State University-Mankato
Douglas McLeod, UW-Madison SJMC
Mark Mederson
Jack Mitchell, UW-Madison SJMC

n

Eric Nelson, Irgens

o

Peppy O'Neill, UW-Madison Alumna

p

Elly Pick, American Cancer Society
Mark Pitsch, Society of Professional Journalists/Madison
Charley Pruesser, Crawford County Independent/Kickapoo Scout

q

Rebecca Quigley, UW Colleges

r

Joseph Radske, WKOW Television
Kelly Riordan
Dean Robbins, Isthmus
Sue Robinson, UW-Madison SJMC
Linda Row, WORT

s

Jan Schaffer, J-Lab, Institute for Interactive Journalism
Maynard Schneider
Annie Shao, Simpson Street Free Press
John Smalley, Wisconsin State Journal
Sandra Spann, American Family Insurance
Jordan Stalker, UW-Madison SJMC
Larry Sussman, freelance writer
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Christina Taylor, Dane 101
David Tennenbaum, University Communications
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Kennan Wood, Wood Communications Group

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Ho Young Yoon

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Keith Zukas UW-Madison SJMC
Dave Zwiefel, The Capital Times



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Our sponsors are the lifeblood of the Center for Journalism Ethics.

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