

THE EIGHTH ANNUAL CONFERENCE

RACE, ETHNICITY AND JOURNALISM ETHICS



CENTER FOR
Journalism Ethics
UNIVERSITY OF WISCONSIN-MADISON

UNION SOUTH
APRIL 29, 2016

WELCOME

No one should contemplate becoming a journalist without also contemplating the enormous power journalism wields and the critical role it has assumed in a democratic society. That power takes many forms: The vital informational function journalism performs, its interpretive and opinion leadership function and, of course, journalism's watchdog function. But inherently cutting across all of these is journalism's power to shape what "reality" is to each of us. Aside from the sliver of life we directly observe and experience, much, if not most, of what any of us knows about the world around us is a creation of the words and images that come to us directly or indirectly via journalism.

Today we attempt to dissect how journalism exercises – and should exercise – its power as it covers matters involving race and ethnicity. We recognize that we are addressing a topic so far-reaching that we can tackle only a small portion. Our keynote and two panels address the topic broadly – how are race and ethnicity portrayed and defined by the words and images used by the news media, and how can journalism do a better job of portraying and covering race? Two other panels focus on more specific topics: journalistic coverage involving race and ethnicity in the contexts of education and criminal justice. We are hoping for a day of candid and insightful discussion. And we are delighted that you have chosen to spend your day with us.

OUR MISSION

The mission of the Center for Journalism Ethics is to encourage the highest standards in journalism ethics worldwide. We foster vigorous debate about ethical practices in journalism and provide a resource for producers, consumers and students of journalism. We honor the best in ethical journalistic practice and will not hesitate to call attention to journalistic failings.



Robert E. Drechsel
*James E. Burgess
Chair in Journalism Ethics
Director, Center for
Journalism Ethics*

ADVISORY BOARD

Tom Bier
Kathy Bissen
James E. Burgess
Scott Cohn
Rick Fetherston
Peter D. Fox
Ellen Foley
Martin Kaiser
Jeff Mayers
Jack Mitchell
John Smalley
Carol Toussaint
Owen Ullmann
Richard Vitkus
Dave Zweifel

STAFF

Robert E. Drechsel
*James E. Burgess Chair
& Director*
Kathleen Culver
Associate Director
Lindsay Palmer
Assistant Professor
Holy Hartung
UW Foundation
Megan Duncan
Project Assistant
Meagan Doll
Undergraduate Fellow
Yidong Wang
Undergraduate Fellow

SUPPORT

Rowan Calyx
administrative support

ART

Josie Hopkins
cover artist

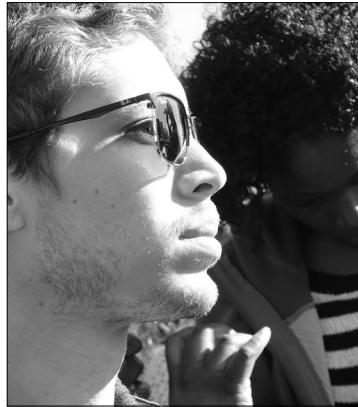
SCHEDULE

8:50	Opening remarks	Robert Drechsel, Director
9	Keynote address – Covering race: Challenging the status quo	
	Nikole Hannah-Jones	New York Times Magazine
10	Panel – Representing Race: Language, Imagery, Sources & Issues for Journalists	
	Sue Robinson, moderator	UW-Madison SJMC
	Alan Gomez	USA Today
	Patty Loew	UW-Madison Life Sciences Communication
	Henry Sanders	Madison365
11:15	Panel – Education Matters: Covering Racial Dynamics and Examining Journalism's Role	
	Rachelle Winkle-Wagner, moderator	UW-Madison Education Leadership and Policy
	Lisa Gartner	Tampa Bay Times
	Nikole Hannah-Jones	New York Times Magazine
	Sue Robinson	UW-Madison SJMC
12:15	Lunch	
12:45	Anthony Shadid Award for Journalism Ethics	
	Jack Mitchell,	UW-Madison SJMC
	Shadid Committee chair	
	Nada Shadid	Award presenter
	Robin McDowell	Associated Press
	Martha Mendoza	Associated Press
1:45	Panel – Questions of Justice: Crime, Inequality & News Media	
	Hemant Shah, moderator	UW-Madison SJMC
	Matthew Braunginn	Young, Gifted and Black
	Kathleen Culver	UW-Madison SJMC
	Jaweed Kaleem	Los Angeles Times
	Michael Koval	Madison Police Department
3:15	Panel – Tomorrow's Work: Moving Forward on Race & Journalism	
	Keith Woods, moderator	NPR
	Maria Len-Rios	University of Georgia
	Brent Jones	USA Today
	Eric Von	Precious Lives Project
4:30	Closing remarks	Robert Drechsel, Director

PRESENTERS AND PANELISTS

Matthew Braunginn

Matthew Braunginn is a local civil rights activist, writer for Madison365, and PEOPLE Program staff member. He uses his privilege of being mixed-raced to combat white supremacy and racism in sometimes difficult-to-access spaces. To him, diversity isn't a plan or goal, but a way of life in supporting the liberation of all those oppressed from their humanity being fully recognized.



Lisa Gartner

Lisa Gartner is an education reporter for the Tampa Bay Times (formerly known as the St. Petersburg Times). Her most recent team project, "Failure Factories," was a yearlong investigation into how the school board abandoned integration and neglected five elementary schools in south Pinellas County until they became the worst schools in Florida. The series won the 2016 Pulitzer Prize for local reporting, the George Polk Award for education reporting, the Worth Bingham Prize for Investigative Journalism, and the Investigative Reporters & Editors Medal, among other honors. Gartner covered District of Columbia Public Schools for The Washington Examiner before joining the Times in 2013 to cover Pinellas schools. Her beat coverage of Pinellas was named among the best in the nation by the Education Writers Association in 2014. Gartner is a graduate of Northwestern University's Medill School of Journalism, and she lives in St. Petersburg, Florida, with her scrappy beagle, Landon.



@lisagartner

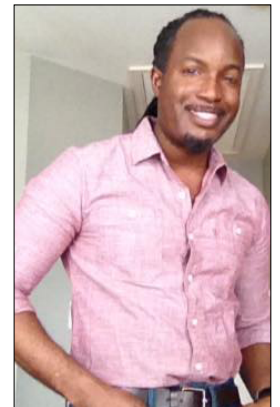


Alan Gomez

Alan Gomez is a Miami-based reporter for USA Today who covers immigration and Latin America. He has focused on all aspects of the immigration debate, from congressional efforts in Washington, D.C., to the daily lives of undocumented immigrants from California to Kansas to North Carolina. He also travels throughout Latin America to chronicle why immigrants leave their countries. More recently, he has led the paper's coverage of the historic diplomatic opening between the U.S. and Cuba. A native of Miami, he graduated from Florida International University.

Brent Jones

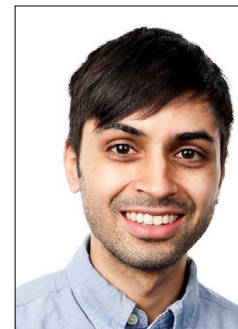
Brent Jones is USA Today's standards & ethics editor. His newsroom public service spans more than 15 years as a voice, writer and editor, including leadership positions that have guided journalistic best practices, organizational strategy, customer viewpoints, staff training, recruitment and student programming across print, desktop and mobile platforms. His work inside and outside of safeguarding newsroom standards is devoted in part to diversity issues, developing campus partnerships and mentoring young talent. Roles include leading a robust, year-round internship program at USA Today and serving on the board of visiting advisers for Morgan State University's School of Global Journalism and Communication.



@TweetBrentJones

Jaweed Kaleem

Jaweed Kaleem is the national race and justice correspondent at the Los Angeles Times. From 2011 to 2016, he was The Huffington Post's senior religion reporter. He has written extensively on the Roman Catholic church, evangelical Christians, Mormonism and Muslim Americans. Kaleem was a senior fellow at the East-West Center in 2014 and, in 2013, he was a Henry Luce Fellow in Global Religion at the International Center for Journalists. Prior to HuffPost, he was a religion and general assignment reporter for The Miami Herald.



@jaweedkaleem

PRESENTERS AND PANELISTS

Michael Koval



Michael C. Koval began his career with the Madison Police Department in 1983. His educational background includes being a proud graduate of Madison West High School (which he still proclaims to be the best high school in Madison), a graduate of UW-Madison with a journalism degree and law graduate from William Mitchell College of Law. Before becoming the chief of police in April 2014, he was a special agent for the FBI and subsequently returned to MPD and served in Patrol Services. Koval then became the sergeant of recruitment and training for 17 years. During Koval's tenure he has served in a variety of roles, which include police officer, field training officer, field training supervisor, SWAT hostage negotiator, critical response team supervisor, primary legal instructor and sergeant.

María E. Len-Ríos

María E. Len-Ríos, Ph.D., is an associate professor in the advertising & public relations department at the Henry W. Grady College of Journalism and Mass Communication, University of Georgia. She is the co-editor, with Earnest L. Perry, of the 2016 book, "Cross-Cultural Journalism: Communicating Strategically About Diversity" (Routledge). She is also author of numerous peer-reviewed academic studies that examine how news media portray gender and race. Her research also explores public opinion and communication options for those facing public relations crises involving race. For 10 years, Len-Ríos taught the cross-cultural journalism course at the Missouri School of Journalism.



@mlenrios

Join the conversation!

Tag your tweets and photos #UWEthics



@paloew

Patty Loew

Patty Loew, Ph.D., is a UW-Madison professor of life sciences communication, documentary producer, and former broadcast journalist in public and commercial television. Loew (Bad River Ojibwe) is the award-winning author of three books: "Indian Nations of Wisconsin," "Native People of Wisconsin," which is used by 18,000 Wisconsin school children as a social studies textbook, and "Seventh Generation Earth Ethics," a collection of biographies of Native American environmental leaders in Wisconsin. Loew has produced documentaries, including the award-winning "Way of the Warrior," which aired nationally on PBS in 2007 and 2011. Her outreach work focuses on Native American youth and digital storytelling.

Sue Robinson

A former journalist, Sue Robinson, Ph.D., is an associate professor in the School of Journalism & Mass Communication. She researches and teaches journalism studies, multimedia, social media, digital technology, qualitative methods and information authority particularly as it relates to marginalized communities. She is widely published in the Journal of Communication, Journalism & Communication Monographs, among other places, and is writing a book called "Networked Voices: Race, Journalism and Progressive Politics."



@suerobinsonUW

Henry Sanders Jr.



Henry Sanders Jr. is CEO and publisher of Madison365. He was appointed by the Obama Administration as the Region V Advocate for the Small Business Administration's Office of Advocacy, covering a six-state region. Sanders serves as a link between small business owners, the federal government and the public and private sectors. He has also served on the board of directors of Group Health Cooperative since 2013. Sanders is the founder of the Madison Area Growth Network and Propel Wisconsin Innovation, both non-profit organizations dedicated to job creation and attracting and retaining skilled professionals. He also worked for then-Congresswoman Tammy Baldwin as outreach coordinator and as vice president of the Greater Madison Chamber of Commerce.

RACE, ETHNICITY & JOURNALISM ETHICS RACE, ETHNICITY & JOURNALISM ETHICS RACE, ETHNICITY & JOURNALISM ETHICS RACE, ETHNICITY & JOURNALISM ETHICS

PRESENTERS AND PANELISTS

Hemant Shah

Hemant Shah is a professor in the School of Journalism and Mass Communication. He has served as the School's director since 2014. Shah joined the faculty in 1990 and teaches graduate and undergraduate courses on mass media, race and ethnicity; critical and cultural approaches to media studies; and international communication. He is the co-author of "Newspaper Coverage of Interethnic Conflict: Competing Visions of America" (2004); author of "The Production of Modernization: Daniel Le-rner, Mass Media and the Passing of Traditional Society," (2011); and co-editor of "Reorienting Global Communication: Indian and Chinese Media Beyond Borders" (2010).



Keith Woods

Keith Woods is NPR's vice president for diversity in news and operations. He leads the development of NPR's vision and strategy for diversity as a member of the executive leadership team and the office of the president. His focus: to help NPR and member stations strengthen the breadth and depth of diversity in content, staff, audience and the work environment. He serves as a resource for work teams and individuals at NPR and stations who share these goals. Woods joined NPR in February 2010 after 15 years at the Poynter Institute, the nation's leading training center for professional journalists. He spent his last five years at Poynter as its dean of faculty. He has taught writing and reporting on race relations, ethics and diversity, and was previously the Institute's director of diversity.

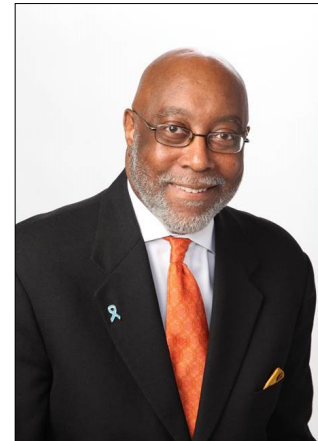


Rachelle Winkle-Wagner



@winklewagner

Rachelle Winkle-Wagner is an associate professor in educational leadership and policy analysis at the University of Wisconsin-Madison. Her research focuses on how students of color survive and thrive in higher education. She is the author of six books and numerous articles on these topics, including, "The Unchosen Me: Race, Gender and Identity Among Black Women in College" (2009, Johns Hopkins University) and "Diversity and Inclusion on Campus: Supporting Racially and Ethnically Underrepresented Students" (with Angela Locks, 2014, Routledge).



Eric Von

Eric Von is host of "Precious Lives" and lead producer of "Precious Lives: Before the Gunshots," an expansion of the Precious Lives Project that focuses on the root causes of gun violence. "Precious Lives: Before the Gunshots" is part of Finding America, a national initiative produced by AIR. Von is a veteran journalist. He has more than 25 years in the broadcast industry, starting his career as a disc jockey, then moving into news, where he was a reporter and anchor. He served as the business manager for Radio One in Washington, D.C., and director of operations and radio talk show host for 1290 WMCS, Milwaukee. Von currently has his own morning show on 860 AM WNOV.

Watch it again!

Video of today's events will be at ethicsconference.journalism.wisc.edu.

RACE, ETHNICITY & JOURNALISM ETHICS RACE, ETHNICITY & JOURNALISM ETHICS RACE, ETHNICITY & JOURNALISM ETHICS RACE, ETHNICITY & JOURNALISM ETHICS

KEYNOTE SPEAKER

Nikole Hannah-Jones

Nikole Hannah-Jones is an award-winning journalist, writing on modern day civil rights for The New York Times Magazine. Her widely read articles on segregated housing and schools, as well as her deeply personal reports on the black experience in America, expose how racial inequality is maintained through official policy. They also offer a compelling case for greater equity.



Photo courtesy Kathy Ryan/NYT

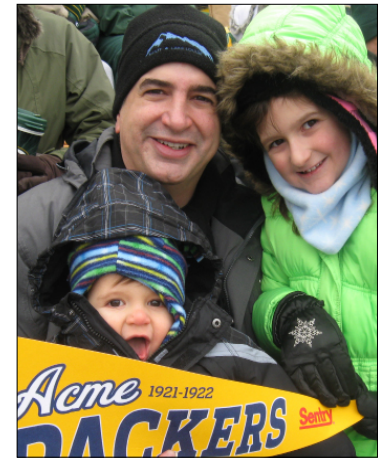
She has written extensively on the history of racism and inequality, school resegregation and the disarray of hundreds of desegregation orders, and the decades-long failure of the federal government to enforce the landmark 1968 Fair Housing Act. "Hannah-Jones supplements her work with helpful data, legal research and shoe-leather reporting, reminding us of the lingering legacy of racial discrimination on schoolchildren," writes the Education Writers Association Award Review Board. She has also written one of the most widely read analyses of the racial implications of the controversial Fisher v. University of Texas affirmative action Supreme Court case.

Hannah-Jones was named Journalist of the Year by the National Association of Black Journalists and was also named to The Root 100. Her reporting has won Deadline Club awards, online journalism awards, the Sigma Delta Chi Award for Public Service, the Fred M. Hechinger Grand Prize for Distinguished Education Reporting, the Emerson College President's Award for Civic Leadership, and was a finalist for the National Magazine Award. In 2016 she was awarded a George Polk Award for radio reporting for her "This American Life" story "The Problem We All Live With."

Hannah-Jones holds a Master of Arts in mass communication from the University of North Carolina and earned her bachelor of arts in history and African-American studies from the University of Notre Dame. Along with The New York Times, her reporting has been in ProPublica, The Atlantic Magazine, Huffington Post, Essence Magazine, The Week Magazine, Grist, Politico Magazine, and on "Face the Nation," "This American Life," NPR, "The Tom Joyner Morning Show," MSNBC, C-SPAN, "Democracy Now," and radio stations across the country.

ANTHONY SHADID AWARD FOR JOURNALISM ETHICS

The Center for Journalism Ethics proudly gives its annual ethics award in honor of Anthony Shadid, a UW journalism alumnus and foreign reporter for The New York Times who died in 2012 while covering unrest in Syria. Shadid, who won two Pulitzer Prizes, had a special connection to UW-Madison, its School of Journalism and Mass Communication and the Center for Journalism Ethics. He sat on the Center's advisory board and strongly supported promoting public interest journalism and stimulating discussion about journalism ethics.



A diehard Packer fan, Anthony celebrated his Wisconsin ties.

The 2016 Shadid Award goes to:

Associated Press reporters

Martha Mendoza

Margie Mason

Robin McDowell

Esther Htusan

While investigating an Asian "slave island" that provides fish for the American market, the reporters realized that any slave who talked with them faced possible execution. The reporters and their editors decided to rescue their sources from the island before publishing the explosive story, coverage for which they won the 2016 Pulitzer Prize for Public Service.

Other finalists for the award included:

- A team of journalists from **McClatchy** newspapers who took care to preserve the medical privacy of victims while exposing the human toll of America's Cold War-era nuclear energy programs.
- **ProPublica** and **NPR**, who took similar care in protecting the privacy and dignity of sick and injured employees as their reporters revealed how states across the country are curtailing workers' compensation programs.
- Reporters from the **Columbus Dispatch**, who also dealt with privacy issues in reporting on suicides as a public health issue, while considering the probability that reporting on suicides might lead to copycat attempts.
- **Milwaukee Journal Sentinel** reporter Gina Barton, who faced an array of ethical challenges reopening a 40-year-old unsolved murder case that, fairly or unfairly, might reflect badly on individuals and institutions.

CENTER STAFF



Robert Drechsel

Robert Drechsel holds the James E. Burgess Chair in Journalism Ethics and is director of the journalism school's Center for Journalism Ethics. He also holds an affiliated faculty appointment in the law school. His research and teaching focus on media law, the relationship between media law and media ethics, and media coverage of the judiciary. Drechsel holds a Ph.D. in mass communication from the University of Minnesota. He joined the Wisconsin faculty in 1983 and served as the director of the School of Journalism and Mass Communication from 1991 to 1998.

Kathleen Culver

Kathleen Culver is an assistant professor in the UW-Madison School of Journalism and Mass Communication and associate director of the Center for Journalism Ethics. Long interested in the implications of digital media on journalism and public interest communication, Culver focuses on the ethical dimensions of social media tools, technological advances and networked information. She combines these interests with a background in law and the effects of boundary-free communication on free expression. She also serves as visiting faculty for the Poynter Institute for Media Studies and education curator for MediaShift.



@kbculver

Lindsay Palmer

Lindsay Palmer is an assistant professor in the School of Journalism and Mass Communication at UW-Madison. She studies global media ethics from a humanist perspective, especially focusing on the cultural labor of conflict correspondents in the digital age. She is also interested in the local news employees who assist foreign reporters visiting their nations. Before becoming an academic, Palmer worked as a television news writer and producer in Miami, Nashville, Colorado Springs and San Diego. Palmer earned her Ph.D. in film and media studies at the University of California, Santa Barbara.



@lnpalmer2000

Megan Duncan

Megan Duncan is a Ph.D. candidate in the School of Journalism and Mass Communication. She researches the effects of news technologies on audiences, focusing on credibility judgments and partisan behavior. For five years, she taught university students beginning and intermediate media writing skills, both in hands-on lab and lecture settings. Duncan has eight years of experience in newspapers, where she held positions as a reporter, copy editor, page designer and editorial assistant.



@MegDunk

Meagan Doll

Meagan Doll is a fellow for the Center for Journalism Ethics and a graduating senior in the School of Journalism and Mass Communication. She holds certificates in African studies and global health. In addition to her work for the Center, Doll serves as the African Studies Program YALI Mandela Washington Fellowship program coordinator and as an editorial intern for MediaShift.



@meagandoll

Yidong Wang

Yidong (Steven) Wang is a research master's student in the School of Journalism and Mass Communication. He earned his B.A. in International Journalism from Hong Kong Baptist University. His research interests focus on the interaction between mass media and public culture. He also writes about political rhetoric and film/theater studies. Wang was the deputy editor of the Hong Kong-based student magazine "The Young Reporter," and he once interned at the video desk of the Agence France-Presse Hong Kong Bureau.





CENTER FOR
Journalism Ethics
UNIVERSITY OF WISCONSIN-MADISON

Ask.

Let us provide guidance for your newsroom during ethical dilemmas.

Report.

Call us when you are covering a news story about an ethical issue.

Read.

Visit our website for the latest in-depth stories about ethical issues.

Discuss.

Follow @UWJournEthics and our Facebook page to talk with others.

Learn.

Find helpful guides and background information on our website.

Enter.

Nominate a journalist for the Anthony Shadid Award for Journalism Ethics.

HISTORY

The center was founded in 2008 by media ethicist Stephen J.A. Ward shortly after he moved from the University of British Columbia to become the first James E. Burgess Chair of Journalism Ethics in the School of Journalism and Mass Communication at UW-Madison. The position was made possible by a gift from former Wisconsin State Journal

publisher James E. Burgess, who specified that the chair should create a center focusing on journalism ethics and hold an annual conference.

The Center was approved by the School and officially recognized by the University of Wisconsin-Madison in late 2008. Its first conference was held in spring 2009.

CONTACT Us

You can email the Center at ethics@journalism.wisc.edu

Find resources and read our stories online at ethics.journalism.wisc.edu

SOCIAL MEDIA

Facebook: facebook.com/JournalismEthics

Twitter: @UWJournEthics

Instagram: @UWJournEthics

Student social media team:

Lonnie Malik Anderson
Josie Hopkins
Katrina Morrison
Mia Sato

Melissa Behling
Cara Lombardo
Sawyer Olson
Yidong Wang

Meagan Doll
Alexandria Mason
Nikki Rasmussen
Evan Winter

#UWETHICS

PAST CONFERENCES

Archives available at ethicsconference.journalism.wisc.edu

2015: Fair or Foul? Ethics and Sports News

Investigating sports; race, gender and sexuality in sports media; criticism and vitriol; money in sports media.

2014: Surveillance, Security and Journalism Ethics

Protecting sources, using surveillance and data in journalism, changing norms.

2013: Who is Shaping the News?

Brand journalism, investigative reporting, watchdog media and attacks on the news.

2012: Ethics and Elections: Media, Money and Power

Implications of fact checking, political advertising, Twitter and votes, and a tribute to Anthony Shadid.

2011: In Your Face: Partisan Media in a Democracy

Rise and fall of partisan journalism, nonprofit journalism and transparency, polling and polarization.

2010: New Journalism, New Ethics?

The new ecosystem, investigative newsrooms, old values in a new media world and verification journalism.

2009: The Future of Ethical Journalism

Tough newsroom calls, democratic journalism and a dialogue with the New York Times public editor.

OUR SPONSORS

PRESENTING SPONSOR:
Gannett Foundation

WILLIAM T. EVJUE KEYNOTE ADDRESS SPONSOR:
The Evjue Foundation

RECEPTION SPONSOR:
WPS Health Solutions

PROGRAMMING SPONSORS:
Wisconsin State Journal
Ethics & Excellence Journalism Foundation

PARTICIPATING SPONSORS:
Wisconsin Newspaper Association
Wisconsin Broadcasters Association



The Evjue Foundation
The charitable arm of *The Capital Times*

