

THE UW-MADISON CENTER FOR  
JOURNALISM ETHICS PRESENTS

# FAIR OR FOUL?

ETHICS AND  
SPORTSJOURNALISM

**2015 CONFERENCE**

FEATURING SPEAKERS FROM  
ESPN, NBC SPORTS, CBS NEWS,  
THE NFL, AND MANY OTHER  
MEDIA OUTLETS

APRIL 10, 2015  
UNION SOUTH

# THE CENTER FOR JOURNALISM ETHICS

Welcome to a day that promises to be filled with thought-provoking discussion of some of the most significant issues ever to face journalism and government: Who has what obligations to whom in most appropriately resolving conflicts between the public's need for both information and privacy in a self-governing society and the need to protect citizens and the state from serious harm?



## WELCOME

from Robert E. Drechsel

*James E. Burgess  
Chair in Journalism Ethics*

Journalists find themselves at the center of the debate in many ways. They provide a critical conduit for information the public and sometimes the government itself need to develop and deploy sound policy. But while gathering information, journalists may themselves become targets of government surveillance. And journalists, too, engage in surveillance, since that in part is what it means to gather news. New and surreptitiously intrusive technological tools are available to all parties, and the very definition of journalist and journalism is in flux.

Thus we offer a keynote, panels and breakout sessions that address serious ethical questions regarding surveillance of journalists and the public by government, as well as surveillance by journalists. Do the times demand a fundamental rethinking of journalistic ethics? We hope today's program will point to possible answers.

## OUR 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.*

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## SCHEDULE OF EVENTS

- 8:30 Breakfast/registration
- 8:50 Opening remarks, Robert Drechsel and Kathleen Culver
- 9:00 Keynote by Eric Lichtblau, New York Times  
Media Minefields: Journalism, National Security and the Right to Know
- 10:15 Break
- 10:30 Protecting Sources and Data in a Surveillance Environment  
Moderator: Jason Shepard, Cal State-Fullerton  
Brant Houston, University of Illinois  
Jonathan Stray, Associated Press  
Marisa Taylor, McClatchey DC
- 11:30 Anthony Shadid Award for Journalism Ethics, presented by Jack Mitchell to the Associated Press, Matt Apuzzo, Ted Bridis and Adam Goldman
- 12:00 Lunch
- 1:00 Surveillance by Media: Ethical Bounds of Tools for Watching, Scraping and Sensing  
Moderator: Kathleen Bartzen Culver, UW-Madison  
John Keefe, WNYC  
Fergus Pitt, Tow Center at Columbia University  
Sisi Wei, ProPublica
- 2:00 Break
- 2:15 Breakouts  
How to Technologically Protect Your Sources – Jonathan Stray  
Ethics When Using Data in Journalism – Alex Howard, Tow Center  
Cracking Local and State Government Secrecy – Dee Hall, Wisconsin State Journal and Wisconsin Center for Investigative Journalism
- 3:00 Radical Rethink: Do New Security Challenges Require New Norms?  
Moderator: Robert Drechsel  
Jay Rosen, New York University  
Gabriel Schoenfeld, Hudson Institute  
Stephen Ward, University of Oregon
- 4:15 Closing Remarks



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# PRESENTERS & PANELISTS

**Ira Basen** began his career at CBC Radio in 1984. He has written for *Saturday Night*, *The Globe and Mail*, *The Walrus*, *Maisonneuve*, and the *Canadian Journal of Communication*, CBC.ca, and is a contributing editor at J-source.ca. He won many awards, including the Canadian Science Writers Association Award, the Canadian Nurses Association Award, the Gabriel Award, and the New York Radio Festival Award. His article "Citizen Uprising" was included in the book "Best Canadian Essays -2010," and his article "Age of the Algorithm" was nominated for a 2011 National Magazine Award. He holds degrees from Carleton University and UW-Madison. He has developed training programs for CBC journalists and taught at several universities.



**James L. Baughman** is the Fetzer Bascom Professor of Journalism and Mass Communication at the University of Wisconsin-Madison. A member of the UW journalism faculty since 1979, Baughman served as director of the School from 2003 to 2009. He has written extensively on the recent history of American journalism and broadcasting. His books include *Republic of Mass Culture: Journalism, Filmmaking and Broadcasting Since 1941* (Johns Hopkins UP, 2006).



**Steve Berkowitz** is a projects reporter for USA Today Sports. He has been with *USA Today* since June 2000, and worked previously as its sports projects editor. Since 2006, he has helped lead regular surveys of the compensation received by college football coaches, men's basketball coaches and athletics directors, as well as the annual revenues and expenses of Division I athletics programs, conferences and the NCAA. Recently, he has covered various NCAA legal and legislative issues. Before joining USA Today, he worked most of 14 years at *The Washington Post*, where he was composing room editor, copy editor, reporter, night editor and assistant sports editor.



## Connect with our presenters and panelists.

Check the inside back cover for Twitter handles of participants and to learn more about social participation in today's conference.

#uwethics

**Walt Bogdanich** is an assistant editor on the Investigative Desk at *The New York Times*. Before joining The Times in 2001, he was an investigative producer for "60 Minutes" on CBS and for ABC News. Previously, he worked as an investigative reporter for *The Wall Street Journal*. He also worked for *The Cleveland Press* and *The Plain Dealer*. Mr. Bogdanich has received three Pulitzer Prizes, two while at The Times and one at the Wall Street Journal. He is a graduate of the University of Wisconsin in Madison and currently teaches journalism at Columbia University.



**Scott Bukstein** is in his sixth year as a faculty member at the University of Central Florida. Scott is currently the Director of the DeVos Undergraduate Sport Business Management Program at the University of Central Florida. Scott also serves as Assistant Director of the DeVos Graduate Sport Business Management Program. Scott teaches classes at the graduate and undergraduate levels on topics such as diversity and inclusion in sport, the business of college and professional sport, event operations and facility management, sport business analytics, and legal issues in sport.



**Mary Byrne** is the managing editor for *USA Today Sports*. A former Olympics editor at *USA Today*, she rejoined the organization in 2012 in her current position. Byrne previously served as the deputy sports editor for The Associated Press and worked at publications including *The Miami Herald* and *Charlotte Observer*. Mary graduated from the University of Missouri with degrees in journalism and Spanish. She lives in Washington D.C.



**Mark Fainaru-Wada** is a member of ESPN's investigations/enterprise unit. In October 2013, Fainaru-Wada and his colleague/brother Steve Fainaru published the New York Times bestseller "League of Denial: The NFL, Concussions and the Battle for Truth." The book won them the 2014 PEN Award for Literary Sports Writing. The brothers also served as reporters/writers on a documentary of the same name for PBS's award-winning program "Frontline." The "League of Denial" documentary earned the prestigious George Polk and Peabody awards. The Fainarus also were part of an ESPN team honored with a Peabody.



Madison native **Jessie Garcia** has been a TV sportscaster for 20 years, first with WISC in Madison and currently with WTMJ in Milwaukee. A graduate of the Boston University College of Communication, Garcia was one of the first women in the country to host an NFL coach's show. When not reporting or anchoring for WTMJ, Garcia can be found teaching journalism at Carroll University in Waukesha, writing her next two books, or enjoying time with her husband and two sons.



**Rob Hernandez** directs digital sports content for madison.com. Prior to that, he had written for the Wisconsin State Journal since 1987, primarily focusing on high school sports. A graduate of Wisconsin Rapids Lincoln High School and UW, Hernandez co-hosts the weekly "Prep Report" radio show on WTSO (1070 AM) in Madison and appears regularly on WEKZ (93.7 FM) in Monroe.



**Greg Hughes** is senior vice president, Communications, NBC Sports Group. He has oversight of the communications and media relations strategy for the NBC Sports Group's portfolio. Hughes served as president of Sedan Communications, a public relations firm he founded that represented major sports media companies, events and businesses. Hughes received a bachelor's in journalism with an emphasis on Public Relations from the University of Wisconsin-Madison, and is on the Board of Visitors. He received the school's Distinguished Service Award, and the Ralph Nafziger Award for Achievement in Journalism.



Now writer for ESPNW and ESPN.com, **Melissa Isaacson** has worked in sports writing for 32 years. She currently also teaches journalism at Northwestern University as an adjunct professor. During her career, she covered the Chicago Bulls during the championship years and the Chicago Bears for seven years. She began her career at Florida Today, covering the Tampa Bay Buccaneers before moving to Washington, D.C., to work for *USA Today*.

**Christina Kahrl** is one of the five co-founders of Baseball Prospectus, a member of the Baseball Writers Association of America since 2008, and since 2011 a national MLB writer and editor for ESPN.com. She also became the first American sports journalist to come out as transgender in 2003. She is also an activist on the subject of policy reform for trans inclusion at the local, state and national level, and is a member of the national board of GLAAD. She resides in Chicago.



11-time Emmy Award winner **Armen Keteyian** is the lead correspondent for 60 Minutes Sports on Showtime and a contributing correspondent for 60 Minutes. From March 2006 to November 2012 Keteyian was the Chief Investigative Correspondent for CBS News and head of the network's Investigative unit. From 1998-2006 and 2010-2012 he was also a contributing correspondent to HBO's critically-acclaimed magazine show "Real Sports with Bryant Gumbel." In addition, Keteyian is the author or co-author of 10 books, including most recently, The New York Times best-seller "The System: The Glory and Scandal of Big-Time College Football."

**Chris Kluwe** grew up in Southern California among a colony of wild chinchillas and didn't learn how to communicate outside of barking and howling until he was 14 years old. He has played football in the NFL, once wrestled a bear for a pot of gold, and lies occasionally. He is also the eternal disappointment of his mother, who just can't understand why he hasn't cured cancer yet. Do you know why these bio things are in third person? I have no idea. Please tell me if you figure it out.



**Robert Lipsyte**, a long-time sports reporter and columnist for *The New York Times*, is a former ombudsman for ESPN. He was a finalist for the Pulitzer Prize in commentary in 1992 and twice won Columbia University's Meyer Berger Award for Distinguished Reporting. He won the Margaret A. Edwards Award from the American Library Association for lifetime contribution to Young Adult Literature. His best-selling teen novels include "The Contender" and "One Fat Summer." Among his 20 books are "An Accidental Sportswriter," "SportsWorld: An American Dreamland," and Dick Gregory's autobiography, "Nigger." Lipsyte's TV career includes CBS' Sunday Morning, PBS's, "Life (Part2)," and "The Eleventh Hour," for which he won an Emmy Award as host.



**Tammy Madsen** is an award-winning sportswriter who covered motorsports, UW basketball, high school sports and public education for nine years at The Capital Times. A graduate of West Bend East High School and UW-Milwaukee, Madsen works as a freelance writer for the Milwaukee Journal Sentinel, Wisconsin State Journal, The Sports Xchange and The Associated Press. She's also written for CBS Sports, The Sporting News, and a handful of magazines, and filed stories from NCAA men's basketball tournaments, NASCAR and IndyCar races and a Rose Bowl.





**James Andrew Miller** is an award-winning journalist and #1 New York Times best-selling author. He got his start as a member of the Television Reporting Team at *The Washington Post* and continued his career as executive vice president and head of Original Programming for USA Network and as Senior Executive Producer of Anderson Cooper 360 at CNN. In 1985, he wrote the bestselling book “RUNNING IN PLACE: Inside the Senate.” Later, he and co-author Tom Shales wrote “LIVE FROM NEW YORK: an Uncensored History of Saturday Night Live,” and “THOSE GUYS HAVE ALL THE FUN: Inside the World of ESPN,” both *New York Times* bestsellers.

**Jason M. Shepard**, Ph.D., is chair of the Department of Communications and associate professor of communications at California State University, Fullerton. Shepard’s first book, “Privileging the Press: Confidential Sources, Journalism Ethics and the First Amendment,” explored the relationship between journalism ethics and law in journalist-source protections. He has published related research in *Communication Law and Policy*, *Journal of Media Law & Ethics*, and *Yale Journal of Law and Technology*. Shepard earned his Ph.D. from the University of Wisconsin-Madison and is a former reporter and columnist for *The Capital Times* and *Isthmus*.



**Patrick Stiegman** is responsible for all content and the overall editorial direction of ESPN’s leading portfolio of digital and print sports properties, including text, audio, video and multimedia content. He also oversees management of an award-winning team of more than 450 editors, writers and designers across ESPN.com and its network of related sites and mobile applications, as well as ESPN The Magazine. An Emmy-award winning producer at ESPN, Stiegman works closely with the networks many news, information and programming units to develop greater cross-platform integration and development of cross-media franchises.

**Jason Wilde** joined 540 ESPN, FM 100.5 ESPN and ESPNWisconsin.com in September 2009, having covered the Packers since 1996 for the Wisconsin State Journal. A two-time NSSA Wisconsin Sportswriter of the year, he has won multiple Associated Press Sports Editors, Wisconsin Newspaper Association and Pro Football Writers of America awards for his writing. He and his wife Paula live in Green Bay with daughters Madison and Sydney.



## CENTER STAFF



**Robert Drechsel** holds the James E. Burgess Chair in Journalism Ethics and is director of the 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, where he also earned undergraduate and master’s. He joined the Wisconsin faculty in 1983 after spending four years as an assistant professor at Colorado State University. Drechsel is the author of *News Making in the Trial Courts* and articles in a variety of legal and communication journals.

**Katy Culver** is an assistant professor in the University of Wisconsin-Madison School of Journalism & 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 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 PBS MediaShift.



**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 the 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.

**David Wilcox** is a Ph.D. student in UW-Madison’s School of Journalism and Mass Communication. His dissertation research focuses on how different types of media content consumption interact with people’s varying degrees of tolerance toward and acceptance of homosexuals in everyday life. His other research interests include the roles social media play in political communication and civic engagement. He currently serves as project assistant for the Center for Journalism Ethics. His teaching experience includes serving as a teaching assistant at UW-Madison and as an instructor of advertising and public relations at UW-Whitewater. He had a 25-year career in advertising.



## 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 & 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 2014 Shadid Award goes to the Associated Press, Adam Goldman, Matt Apuzzo and Ted Bridis for their reporting on the disappearance in Iran of Robert Levinson, an American businessman, who they demonstrated was employed by the CIA even as the agency denied it to the White House, the FBI and Congress.

The center lauds the AP's responsibility in holding the story for three years until it was confident it would not cause harm to Levinson or to national security.

Other finalists:

- ProPublica and reporter Michael Grabbell for reporting on the plight of temporary workers in American companies
- Stephanie Mencimer for her story in the Washington Monthly verifying the truthfulness of Kellogg, Brown & Root, the defense contractor, when it denied that employees in Iraq had gang-raped a female employee
- Minnesota Public Radio for documenting child abuse by priests in the St. Paul diocese, which had held itself up as a model for other dioceses to follow
- USA Today for its examination of "mass killings" in the United States

## INTERACTIVITY

### Social Media Coverage

A student social media team will provide live coverage of the conference. Please share the conference coverage page in your social networks and tweet along with the student team. Visit <https://ethics.journalism.wisc.edu/conference> or scan the QR code above. The page also links to additional reading relevant to conference topics and speakers.



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#### Participant handles

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## PAST CONFERENCES

### 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 media.

### 2012: Ethics & 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.



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