



ETHICS CONFERENCE 2017

# TRUTH, TRUST & THE FUTURE OF JOURNALISM

MARCH 31, 2017

8 A.M. – 4 P.M.

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Center for Journalism Ethics  
UNIVERSITY OF WISCONSIN-MADISON

# THE CENTER FOR JOURNALISM ETHICS

A year ago, I would have found last week's TIME magazine cover shocking. In bold red letters on a black background, the cover asks: "Is Truth Dead?"

While I may have found this provocative question unreal last spring, today I find myself all too often asking whether we have indeed entered a "post-truth" era. I shudder a bit even typing that phrase, but we are in a historic moment many find uniquely unsettling.

Today is going to be one of tough questions. What does journalism do when it is under attack? Can a democracy survive without a free, strong and responsible press? What have we ourselves done to weaken news media practices and hinder the public's trust in us? What are the paths forward?

We're going to hear about some encouraging things, including the rise of the fact-checking movement and the strength of investigative work. We're also going to hear solid critiques, including allowing news cycles to be dominated and credibility to be undermined. And we're going to hear calls to both return to our ethical roots and to radically rethink those roots.

I'm uncertain about many things in what I see as an existential time for American journalism. But today we also will celebrate a slate of thoughtful, conscientious and courageous journalists – the finalists and winner of the Anthony Shadid Award for Journalism Ethics. I am certain you will share my feeling that work like theirs should make us hopeful about the future for truthful, trustworthy and ethical journalism.

– Kathleen Culver, Director of the Center for Journalism Ethics

## OUR MISSION

*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.*

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# SCHEDULE OF EVENTS

*9-10 AM* KEYNOTE: Margaret Sullivan of The Washington Post  
Katy Culver, interviewer

*10-11 AM* PANEL 1: THE RESPONSIBILITY & CHALLENGE OF  
TRUTH: FACT, FICTION AND NEWS  
Jason Shepard  
Lucas Graves  
Raney Aronson-Rath  
Ken Vogel  
Jason Stein

*11:15 AM* PANEL 2: BLIND BELIEFS? CONSPIRACIES, HOAXES  
*-12:15 PM* AND DISINFORMATION  
Mike Wagner  
Deb Blum  
Joanne Miller  
Charlie Sykes

*2:15-4 PM* PANEL 3: WHERE DO WE GO FROM HERE?  
SOLUTIONS IN AN ALLEGEDLY POST-TRUTH ERA  
Jill Geisler  
Stephen Ward  
Dawn Garcia  
Michelle Lee  
Marty Kaiser



# PRESENTERS AND PANELISTS

## MARGARET SULLIVAN @SULLIVIEW



Margaret Sullivan is the media columnist for The Washington Post. Before joining The Post in 2016, she was The New York Times public editor, and previously, the chief editor of The Buffalo News, the largest news organization in upstate New York. She began at The News, her hometown paper, as a summer intern. She was a government reporter, metro columnist and city-desk editor. As top editor, she emphasized local enterprise reporting, diversified the 200-member newsroom staff, and established the paper's first investigative team. While New York Times public editor, she successfully pressed for the strengthening of The Times' guidelines on the use of anonymous sources. A graduate of Georgetown University and Northwestern University's Medill School, she lives in Washington, D.C. She is a former member of the Pulitzer Prize Board, and was twice elected as a director of the

American Society of News Editors, where she led the First Amendment committee. Sullivan has taught in the graduate schools of journalism at Columbia University and City University of New York. She is the mother of two children, now in their 20s, both working in public defense.

## JASON SHEPARD @JASONMSHEPARD



Jason M. Shepard, Ph.D., is a media law scholar, associate professor and chair of the Department of Communications at California State University, Fullerton, one of the largest mass communications programs in the United States. His research examines the role of the First Amendment in American democracy, journalism and culture, and he teaches courses in journalism and media law, history and ethics. Shepard's journalism and media-law scholarship includes more than 60 publications and presentations. He is co-author of Major Principles of Media Law, an annually updated textbook published by Cengage. His first book, Privileging the Press: Confidential Sources, Journalism Ethics and the First Amendment, explored the history and ethics of journalists' protection of confidential sources. He writes "Online Legalities," a regular media law column for California Publisher.

Shepard has a Ph.D. in mass communications, with a Ph.D. minor in law, from the University of Wisconsin-Madison. Shepard has two master's degrees, in education (Pace University) and in journalism and mass communication (University of Wisconsin-Madison), and a bachelor's degree in journalism and political science (University of Wisconsin-Madison). Before academia, Shepard worked as a former award-winning journalist in Wisconsin and Teach For America in New York City.

## LUCAS GRAVES @GRAVESMATTER



Lucas Graves is an assistant professor in the School of Journalism and Mass Communication. His research focuses on new organizations and practices in the emerging news ecosystem, and more broadly on the challenges digital networks pose to established media and political institutions. His book "Deciding What's True: The Rise of Political Fact-Checking in American Journalism" came out in 2016 from Columbia University Press. Graves is affiliated with UW's Holtz Center for Science & Technology Studies and with the Center for Communication and Democracy. He has been a research fellow at the New America Foundation in Washington, D.C., and the Institute for Social and Economic Research and Policy at Columbia University in New York. His research has been supported by the American Press Institute, the Poynter Institute, the Duke Reporters' Lab and the Reuters Institute for the

Study of Journalism.

## **RANEY ARONSON-RATH @RANEYARONSON**

Raney Aronson-Rath is the Executive Producer of FRONTLINE, PBS' flagship investigative journalism series, and is a leading voice on the future of journalism. She has been internationally recognized for her work to expand FRONTLINE's reporting capacity and reimagine the documentary form across multiple platforms. From the emergence of ISIS in Syria to the hidden history of the NFL and concussions to the secret reality of rape on the job for immigrant women, Aronson-Rath oversees FRONTLINE's acclaimed reporting and directs the series' evolution and editorial vision. She has developed and managed nearly 30 in-depth, cross-platform journalism partnerships with outlets including ProPublica, The New York Times and Univision. Under her leadership, FRONTLINE has won every major award in broadcast journalism and dramatically expanded its digital footprint. Prior to FRONTLINE, Aronson-Rath worked at ABC News, The Wall Street Journal, and MSNBC. She earned her bachelor's degree from the University of Wisconsin-Madison and her master's from Columbia Journalism School.



## **KEN VOGEL @KENVOGEL**

Ken Vogel is the chief investigative reporter for POLITICO. He is the author of "Big Money: 2.5 Billion Dollars, One Suspicious Vehicle, and a Pimp—on the Trail of the Ultra-Rich Hijacking American Politics.", which chronicles the characters and motivations behind the explosion of unlimited money in politics after the Supreme Court's 2010 Citizens United decision. He has covered politics and government at all levels, from small-town cop shops and school boards to statehouses, Congress and the presidential campaign trail.



Before joining POLITICO prior to its 2007 launch, Vogel reported for The News Tribune in Tacoma, Wash., The Times Leader in Wilkes-Barre, Pa., The Center for Public Integrity in Washington, D.C. and The Journal Inquirer in Manchester, Conn. He grew up in Philadelphia, graduated from the University of Wisconsin-Madison and lives in Washington, DC.

## **JASON STEIN @JASONMDSTEIN**

Jason Stein covers the state Capitol for the Milwaukee Journal Sentinel and is the author with his colleague Patrick Marley of "More than They Bargained For: Scott Walker, Unions and the Fight for Wisconsin." His work has been recognized by groups such as the American Society of News Editors, the Society of American Business Editors and Writers, and the Association of Capitol Reporters and Editors.



# PRESENTERS AND PANELISTS

**MICHAEL WAGNER** @PROWAG



Michael Wagner is associate professor and Louis A. Maier Faculty Development Fellow in the School of Journalism and Mass Communication at the University of Wisconsin-Madison. He directs the Physiology and Communication Effects Lab. He is affiliated with the Department of Political Science and the La Follette School of Public Affairs. He's published more than 40 books, journal articles and book chapters in the areas of political communication, journalism, public opinion, and biology and politics, including the book, "Political Behavior of the American Electorate." A former radio/television news reporter and anchor, Wagner is an award-winning teacher and adviser. He is the current Forum Editor for the journal Political Communication and a regular guest host on the local radio program, "A Public Affair."

**DEBORAH BLUM** @DEBORAHBLUM



Deborah Blum is the director of the Knight Science Journalism Program at MIT, a Pulitzer-prize winning journalist, the author of five books, and publisher of the digital science magazine, Undark. In addition to her book work, which includes The New York Times best-seller, "The Poisoner's Handbook," she's written for publications including the Times, The Washington Post, The Wall Street Journal, TIME, Discover and Scientific American. Before becoming KSJ director in 2015, she was the Helen Firstbrook Franklin Professor of Journalism at the University of Wisconsin-Madison.

**JOANNE MILLER** @POLYPSYPROF



Joanne Miller is an associate professor of Political Science at the University of Minnesota. She also has appointments in Psychology and the School of Journalism and Mass Communication. Her work, which has been funded by the National Science Foundation and the Pew Charitable Trusts, centers on the psychological underpinnings of political attitudes and mass behavior. She is the recipient of three best paper awards from the American Political Science Association, including the Paul Lazarsfeld Award for the best paper delivered on a Political Communication panel. Her work has been published in journals such as the American Journal of Political Science, Journal of Politics, Political Psychology, and Public Opinion Quarterly. Her most recent research, on the antecedents of conspiracy beliefs, has been featured in The New York Times, Salon, and The Washington Post, and The Atlantic.



## CHARLES SYKES @SYKESCHARLIE

Until he stepped down in December after 23 years, Charles Sykes was one of Wisconsin's top-rated and most influential conservative talk show hosts. He is currently an MSNBC contributor and a co-host of the national public radio show, "Indivisible," which originated from WNYC. He is an outspoken critic of the Trump Administration and of what he calls the conservative "alternative reality" media.



Sykes is also author of eight books, including "A Nation of Victims," "Dumbing Down Our Kids," "Profscam," "The Hollow Men," "The End of Privacy," "50 Rules Kids Won't Learn in School," "A Nation of Moochers" and "Fail U.: The False Promise of Higher Education." He was co-editor of the National Review College Guide. He is currently working on a book titled "How the Right Lost Its Mind, which will be published by St. Martin's Press in October 2017. He is also the founder and editor in chief of the website Right Wisconsin. Sykes is a senior fellow at the Wisconsin Policy Research Institute, where he is editor of the group's magazine, "Wisconsin Interest." He lives in Mequon, Wisconsin, with his wife and two dogs. He has three children and two grandchildren.

## JILL GEISLER @JILLGEISLER

Jill Geisler is the Bill Plante Chair in Leadership and Media Integrity at Loyola University Chicago. Previously, she spent 16 years guiding the leadership and management programs of the Poynter Institute. She is the author of the book "Work Happy: What Great Bosses Know," writes a monthly management column for the Columbia Journalism Review, and produces the podcast: "Q&A: Leadership and Integrity in the Digital Age" on iTunes U. Her first podcast, "What Great Bosses Know," has been downloaded millions of times and ranks in iTunes U's top ten collections. Geisler's first career was in broadcast journalism, as a reporter, anchor, and one of the first female TV news directors in the United States at WITI-TV in Milwaukee. She holds a bachelor's degree in journalism from the University of Wisconsin-Madison and a masters in leadership studies from Duquesne University.



## STEPHEN WARD @MEDIAMORALS

Stephen J. A. Ward is an internationally recognized media ethicist, author and educator. He is a distinguished lecturer in ethics at the University of British Columbia, Courtesy Professor at the University of Oregon, and the founding director of the Center for Journalism Ethics at the University of Wisconsin. He is the author of several award-winning books, including "The Invention of Journalism Ethics," "Global Journalism Ethics," "Ethics and the Media: An Introduction" and "Global Media Ethics: Problems and Perspectives." His most recent book, "Radical Media Ethics: A Global Approach," won the 2016 Tankard Book Award.



**DAWN GARCIA @DEGARCIAKNIGHT**



Dawn Garcia is Director of the John S. Knight Journalism Fellowships at Stanford University. Garcia helped transform the JSK Fellowships from a sabbatical model to one that challenges fellows to become innovative leaders and change agents to reinvent journalism. She began her career as a reporter and editor at West Coast newspapers, including the San Jose Mercury News and the San Francisco Chronicle. She has served on nonprofit boards championing First Amendment rights, women journalists and quality journalism education. She has a master's degree in liberal arts from Stanford and a bachelor's degree in journalism from the University of Oregon.

**MICHELLE YE HEE LEE @MYHLEE**



Michelle Ye Hee Lee is a reporter at The Washington Post. She writes for The Fact Checker column, digging for the truth beyond political rhetoric on the 2016 presidential campaign. Previously, Michelle was government accountability reporter on the investigative team at The Arizona Republic in Phoenix, Arizona. She is senior vice president of Asian American Journalists Association (AAJA) and member of Investigative Reporters and Editors (IRE).

**MARTY KAISER @MARTYKAISER**



Marty Kaiser is a Senior Fellow for the Democracy Fund and journalism consultant. He specializes in leadership, digital innovation, ethics, investigative reporting and editing. He was Editor/Sr. Vice President of the Milwaukee Journal Sentinel from 1997 to 2015. Under his leadership, the Journal Sentinel earned a national reputation for its journalism and digital innovation. Kaiser's newsroom won three Pulitzer Prizes and was honored as a finalist six other times. In 2009, Editor & Publisher magazine named Kaiser Editor of the Year. He was president of the American Society of News Editors 2009-2010. In addition to the Journal Sentinel, he worked for the Baltimore Sun, Chicago Sun-Times and Florida newspapers in Sarasota and Clearwater. He earned his bachelors at The George Washington University and completed the Northwestern University Kellogg Graduate School of Management Executive Program.



# CENTER STAFF

## KATHLEEN CULVER @KBCULVER

Kathleen Culver joined the School of Journalism & Mass Communication in 1999 to help launch an innovative converged curriculum to prepare students for a changing media landscape. When Culver was advised early on that she was “preparing students for jobs that may not even exist yet,” she scarcely had a clue how quickly and massively the ground would shift. Culver credits her diverse professional background, spanning from police reporter to magazine editor to marketing manager, in helping her develop courses to make students adaptable writers and critical thinkers. Her broad variety of academic experience and training includes a doctorate in mass communication with an emphasis in media law. Culver specializes in access to information, media ethics and digital media, especially social tools.



She is currently studying the ethical implications of data, sensors and drones in journalism and emerging ethics in online commenting. Culver serves as a visiting faculty member for the Poynter Institute for Media Studies.

## LINDSAY PALMER @LNPALMER2000

Lindsay Palmer is an assistant professor in the School of Journalism and Mass Communication at University of Wisconsin-Madison. She studies global media from a qualitative perspective, especially focusing on the cultural labor of conflict correspondents in the digital age. Though Palmer looks at numerous questions inspired by conflict reporting in the 21st century—questions of translation, representation, and political domination, just to name a few—she is particularly interested in the economic and political structures that inform news organizations' policies on their correspondents' safety in the field. Palmer is currently working on a book that explores this complicated topic, entitled “Becoming the Story: War Correspondents after 9/11.”



## MALLORY PERRYMAN @MALLORYPERRYMAN

Mallory Perryman is a PhD candidate in the School of Journalism and Mass Communication at the University of Wisconsin-Madison. She earned her bachelor's and master's degrees at the University of Missouri School of Journalism. Her research explores why people see the news as biased. She is currently finishing her dissertation, “Biased Gatekeepers? Audience Perceptions of How Media Attention Impacted the 2016 Election.”



# ANTHONY SHADID AWARD FOR JOURNALISM ETHICS



The Center for Journalism Ethics proudly gives its annual ethics award in honor of Anthony Shadid, a University of Wisconsin 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 the 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.

The 2017 winner will be chosen from among six outstanding examples of journalism that displayed high ethical standards in the pursuit of truth. The finalists are:

- 1 Mother Jones reporter Shane Bauer, who wrestled with the problem of journalistic deception when he spent four months undercover as a prison guard in a corporate-run Louisiana prison.
- 2 The Spotlight team at the Boston Globe, which made sophisticated judgments in choosing when to identify victims and accused abusers while investigating sex abuse at New England private schools.
- 3 In her series "Venezuela Undone," Associated Press reporter Hannah Dreier balanced journalistic objectivity with her human instinct to help victims as she showed the human cost of Venezuela's crumbling infrastructure.
- 4 Kathy Gannon's "Honor Bound" series for the Associated Press took fairness and balance to an unusual level by seeking to understand the motives of men in some parts of the world who torture and murder women.
- 5 The Palm Beach Post chose public awareness of a not widely recognized problem over individual privacy when it devoted its front page to the photos of every person in Palm Beach County who had died from a heroin-related overdose in 2015.
- 6 In her report published in The Guardian, reporter Lauren Wolfe had to weigh whether publishing a story would do more harm than good as she brought international attention to the plight of young girls being kidnapped and raped in a village in the Democratic Republic of the Congo.

The Center will announce a winner from among the finalists at today's conference and present the award at a ceremony on April 19 at the National Press Club in Washington, D.C.

# PAST CONFERENCES

## **2016: RACE, ETHNICITY AND JOURNALISM ETHICS**

*Exploring how news media portray race and ethnicity; reporting on race, criminal justice and education; racial diversity in newsrooms.*

## **2015: FAIR OR FOUL? ETHICS AND SPORTS JOURNALISM**

*Investigating 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 media.*

## **2012: ETHICS & THE ELECTION: 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.*

# INTERACTIVITY

Keep track of the conference by following along with #UWethics and UW-Madison accounts on Twitter.

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