

ETHICS CONFERENCE 2018



DIVISION, DENIAL & JOURNALISM ETHICS



Center for Journalism Ethics
UNIVERSITY OF WISCONSIN-MADISON

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DISCOVERY BUILDING
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CENTER FOR JOURNALISM ETHICS



When I was quoted last week in a few national news stories on the revelation that Fox News host Sean Hannity was a client of attorney Michael Cohen, I received an email from a man named Tom. He said, "Your recent comments are the clearest form of hypocrisy I have seen to date" and went on to guess that I rob my students

of perspectives they need. I responded respectfully that I try not to be hypocritical and to work and live with integrity. He replied, thanking me for responding, and the tenor of his reply was completely different from the vitriol in his first message. He concluded it by saying, "You are in a position to make a positive difference before it is too late."

This is not the first time I've had this experience. I've been attacked before, and almost every time, if I reply with respect and explanation, it seems to open a door to a whole different kind of conversation.

And that's why we're here today for Division, Denial and Journalism Ethics.

No one can escape the reality that in the United States today, we have built a culture fraught with divisiveness. From online trolling to cleavages based on differences of race, religion or gender, we are in an age of difficult conversations that can seem at times devoid of ethics.

Yet my exchange with Tom – and others like it – give me hope that deliberation can have a future in this culture, regardless of how combative the current information environment can feel. Today we will explore the many ways in which we are divided and the denial that often comes along with those separations. But we're also going to dig into how we bridge those divides and progress together. Thank you for joining us for what I am certain will be an active, engaged and enlightening conversation.

- Kathleen Culver

James E. Burgess Chair in 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

8:50 AM

Welcome and opening remarks from
CJE Director Kathleen Bartzen Culver

9 AM

William T. Evjue Keynote Conversation
with Justin Gillis

10 AM

Panel I – *Deep Divides: Bridging the Gaps
with Ethical Journalism*

Nick Penzenstadler

Juana Summers

Andrea Wenzel

Moderated by Phil Haslanger

11:15 AM

Panel II – *Denial: Your Truth and Mine*

Stephanie Edgerly

Lucas Graves

Michelle Holmes

Moderated by Michael W. Wagner

12:15 PM

Shadid Award recognition

12:30 PM

Lunch

1 PM

Small group conversations

2:15 PM

Panel III – *Solutions: Is There a Future
for Deliberation?*

Jane Elizabeth

Michelle Holmes

Marty Kaiser

Carline Watson

Moderated by Jill Geisler

3:45 PM

Closing remarks

WILLIAM T. EVJUE KEYNOTE CONVERSATION



JUSTIN GILLIS @JUSTINHGILLIS

Justin Gillis is an author and consultant working on a book about how to solve global warming. He is also the Spring 2018 Science Writer in Residence at UW-Madison. He spent nearly a decade as a reporter for The New York Times, covering environmental science with a special focus on climate change, and is now a contributing opinion writer for the newspaper. He was the author of the Times series "Temperature Rising" which ran from 2010 to 2013. The series updated readers on major developments in climate science, winning the John B. Oakes Award for Distinguished Environmental Journalism from Columbia University. He was also the principal author in 2014 of "The Big Fix," which critically examined proposed solutions to climate change. In 2015, he was part of the Times team that covered the Paris climate conference, which produced the world's most ambitious agreement to tackle global warming. He traveled to Antarctica twice in 2016 to create a series of articles and virtual reality videos on the risk that the West Antarctic Ice Sheet will collapse in a warming world.

Gillis is a native of southern Georgia and a graduate of the University of Georgia in journalism. Earlier in his career he worked at the Associated Press, The Miami Herald and The Washington Post. For the Post, he covered genetics, biotechnology and the completion of the Human Genome Project. In the 2004-05 academic year, he was a Knight Fellow in Science Journalism at the Massachusetts Institute of Technology.

PANEL I: PRESENTERS & PANELISTS

Deep Divides: Bridging the Gaps with Ethical Journalism will explore several current news stories with an eye to the ethical issues involved and will consider options for how to address them in ways that could help bridge divides among news consumers.

NICK PENZENSTADLER @NPENZENSTADLER

Nick Penzenstadler is an investigative reporter at USA TODAY where he works on national investigations. Before joining USA TODAY, he was a reporter at The Post-Crescent in Appleton, Wisconsin, and The Rapid City (South Dakota) Journal. He is a 2010 graduate of UW-Madison's School of Journalism and Mass Communication.



JUANA SUMMERS @JMSUMMERS

Juana Summers is a senior writer for CNN Politics, covering national politics. Previously, she was an editor for the CNN Politics mobile app. Summers joined CNN after serving as politics editor at Mashable, where she directed coverage of the 2016 presidential race, the White House and Congress. She has covered Congress for NPR and covered the 2012 presidential race and Capitol Hill for POLITICO. Before moving to Washington D.C., she covered Missouri politics for The Kansas City Star and St. Louis Post-Dispatch. She is a former member of the Online News Association's Board of Directors and was named to Marie Claire's "New Guard" list of the 50 most connected women in America in 2015.



ANDREA WENZEL @ANDREAWENZEL

Andrea Wenzel, Ph.D., is an assistant professor at Temple University and a fellow with Columbia's Tow Center for Digital Journalism. She previously spent 15 years in public radio (WBEZ, WAMU) and international media development with organizations such as BBC Media Action and Internews in Afghanistan, Sri Lanka, Iraq and Ghana.



PHIL HASLANGER @PHILHASLANGER MODERATOR

Phil Haslanger has straddled the worlds of skepticism and belief. A UW-Madison grad (BA in sociology in 1971, MA in journalism in 1973), he worked at The Capital Times from 1973 to 2008 as a reporter, city editor, editorial page editor and managing editor. In 2007, he was ordained as a minister in the United Church of Christ.



PANEL II: PRESENTERS & PANELISTS

Denial: Your Truth and Mine will consider the routines and incentives of journalists and the psychology of the audience that grows conspiracies, values the wisdom of the mob over expert knowledge and limits public debate on policies.



STEPHANIE EDGERLY @STEPHEDGERLY

Stephanie Edgerly is an assistant professor with a specialization in audience insight. Her research at Northwestern explores how shifts in the media environment promote or prevent engagement with news, especially among youth and young adults. Recent research examines youth news socialization and the predictors of news avoidance during the 2016 election.



LUCAS GRAVES @GRAVESMATTER

Lucas Graves is a communication scholar and former magazine journalist who studies how news and news organizations are changing in the contemporary media ecosystem. His 2016 book "Deciding What's True: The Rise of Political Fact-Checking in American Journalism" chronicled the history, mission and day-to-day work of a form of journalism that has reshaped political reporting.



MICHELLE HOLMES @MLH_HOLMES

Michelle Holmes is VP of Content at Alabama Media Group (based in Birmingham), which publishes the statewide AL.com, the state's three largest newspapers, and niche sites ranging from Reckon (issues and political news) to It's a Southern Thing. She also was a John S. Knight fellow at Stanford from 2011-12. Previously she was with Ustream, San Francisco, and a reporter and editor in the Chicago area.



MICHAEL W. WAGNER @PROWAG
MODERATOR

Michael W. Wagner is an associate professor and Louis A. Maier Faculty Development Fellow in the UW-Madison School of Journalism and Mass Communication. He teaches and publishes on questions of political communication and democracy in books like "Political Behavior of the American Electorate" and journals such as Journal of Communication, Human Communication Research and Political Communication.

PANEL III: PRESENTERS & PANELISTS

Solutions: Is There a Future for Deliberation? will ask what journalists can do to represent diverse views in public debate, restore a common set of facts as the basis for discourse, build trust and aid citizens in a self-governing democracy.



JANE ELIZABETH @JANEELIZ

Jane Elizabeth, a former editor at The Washington Post, joined the American Press Institute in 2014. She has been an editor and reporter at four other U.S. metropolitan newspapers and has taught journalism at three universities. She was a 2017 Knight-Nieman Fellow at Harvard University. She's also the author of the "News from a Friend" newsletter designed to showcase top stories from reliable news sources.

MICHELLE HOLMES @MLH_HOLMES

See page 5.

MARTY KAISER @MARTYKAISER

Marty Kaiser is a journalism consultant and Senior Fellow at the Democracy Fund. He was Editor of the Milwaukee Journal Sentinel from 1997 to 2015. Kaiser's newsroom won three Pulitzer Prizes and was a finalist six other times from 2003 through 2014. Editor & Publisher magazine named him Editor of the Year in 2009.



CARLINE WATSON @WATSONCARLINE

Carline Watson is the executive producer of NPR's award-winning newsmagazine All Things Considered and is responsible for the day-to-day running of the show. Previously, she served as executive producer of NPR's Identity and Culture Unit and before that she was executive producer of NPR's Tell Me More. Watson graduated summa cum laude from Howard University with a degree in political science and journalism and earned a master of science degree in journalism from the Columbia University Graduate School of Journalism.



JILL GEISLER @JILLGEISLER

MODERATOR

UW alum Jill Geisler is known from her many years leading the management programs of the Poynter Institute, her book "Work Happy: What Great Bosses Know," her monthly Columbia Journalism Review management column, or her podcast "Q&A: Leadership and Integrity in the Digital Age." Jill was among the country's first women TV news directors, has been inducted into multiple media halls of fame and was recently named the Newseum Institute Fellow in Women's Leadership. She holds a bachelor's degree in journalism and a master's in leadership studies.



CENTER STAFF



KATHLEEN CULVER @KBCULVER

Kathleen Bartzen Culver is the James E. Burgess Chair in Journalism Ethics, an assistant professor in the UW-Madison School of Journalism & Mass Communication and director of the Center for Journalism Ethics. Long interested in the implications of digital media on journalism and public 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 free expression. She also serves as visiting faculty for the Poynter Institute for Media Studies and was the founding editor of MediaShift's education section. Culver's current work explores emerging technologies, such as drones and sensors, and how their use in news affects both ethics and journalism's relationship with the public, as well as pieces on journalism ethics during the Trump presidency and ideologically driven free expression controversies on campuses.



LINDSAY PALMER @LNPALMER2000

Lindsay Palmer is an assistant professor in the School of Journalism and Mass Communication at UW-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.



MEGAN DUNCAN @MEGDUNK

Megan Duncan plans to graduate this spring with a Ph.D. in Mass Communications. This is her second year with CJE. She is excited to join Virginia Tech in the fall as an assistant professor of data journalism and analytics. As a former journalist and a journalism instructor, navigating ethics in rapidly changing cultures of journalism is of particular interest to her.

CENTER FELLOWS

SHEZAD BALOCH

Shezad Baloch is a journalism graduate student at UW-Madison. Previously, he worked for the Daily Express Tribune, one of Pakistan's largest English newspapers, for UNICEF as a media consultant and for Pakistan Television Network PTV-Bolan as a host of a politics and current affairs show. He regularly contributes to Pakistan's national and regional newspapers. He holds a master's degree in Mass Communication from the University of Balochistan and a certificate in Journalism in the Digital World from the International Institute for Journalism (Intajour) in Hamburg, Germany. He also has a certificate in Journalism from Madison Area Technical College (MATC).



JENNA MYTTON

Jenna Mytton is a senior majoring in political science and journalism with emphases in strategic communication and reporting. She's interested in how digital and social media can be used as a vehicle for traditional messages in advertising and reporting. Previously, she held positions at The Daily Cardinal and Curb magazine. Currently, she's excited to intern at a digital marketing agency and work for CJE.



CAMILLE PASKIND

Camille Paskind is a senior majoring in journalism with emphases in strategic communication and reporting and certificates in French and leadership. She previously held an internship at Resolution Media in Chicago. She is the graphics editor for the Daily Cardinal and is on the social marketing team for agency startup FreshinUp in Madison. She is coaching tennis camp in Madison this summer and is excited to see the Cubs win the World Series again.



BEN PICKMAN

Ben Pickman is a senior at UW-Madison, where he is double-majoring in journalism and history. His main journalistic interests include sports media and political reporting. He is currently the sports editor and men's basketball beat writer for the Daily Cardinal. He has written for various sports blogs and after graduation is interning at CNN Sports. He is originally from New York City.



STEVEN POTTER

Steven Potter began his reporting career in Milwaukee but now lives in his hometown of Madison. His work regularly appears in Isthmus, Milwaukee Magazine, Discover magazine, Wisconsin People & Ideas magazine and many other publications. A graduate student at UW, he's pursuing a master's degree in journalism with a focus on multimedia reporting and data visualization.



ANTHONY SHADID AWARD FOR JOURNALISM ETHICS

2018 Shadid Award winner: "The Body Trade"

Brian Grow, John Shiffman and the Reuters team win the 2018 Shadid Award. "The Body Trade" exposes the industry that dissects, rents and sells the bodies of the recently deceased. During interviews with family members of those who had donated their bodies, Grow "set aside the instincts as an intrepid reporter and relied instead on his own ethical compass, showing the families his respect for their loss and his understanding of the difficult choices many of them made," the nominating editor wrote.



From left to right: John Shiffman, Shadid winner, Katy Culver, Tom Friedman, keynote speaker, Nada Bakri Shadid, widow of Anthony Shadid.

2018 Shadid Award finalists:

- **Kristen Gelineau, Wong Maye-E and Rishabh Jain, Associated Press.** "Rohingya Methodically Raped by Myanmar's Armed Forces" is a look at atrocities documented through interviews done in a refugee camp in Bangladesh.

- **Maggie Michael and Maad al-Zikery, Associated Press.** "Inside Yemen's Secret Prisons" found evidence of torture and other abuses in secret prisons across southern Yemen, run by the United Arab Emirates, an ally in the U.S. fight against al-Qaida.

- **Mike Rezendes, The Boston Globe.** "Father, My Father" explored the pain and neglect experienced by unacknowledged sons and daughters of Catholic priests around the world.

- **Gerry Shih and Han Guan Ng, Associated Press.** "Digital Police State Shackles Chinese Minority" details the repression and surveillance of Uigher communities in western China, as well as their recruitment by extremist groups in Syria and elsewhere.

The Center for Journalism Ethics proudly gives its annual ethics award in honor of Anthony Shadid, a UW-Madison 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.

PAST CONFERENCES

Videos of past conferences available on our website at ethics.journalism.wisc.edu

2017: TRUTH, TRUST AND THE FUTURE OF JOURNALISM

Journalists, scholars and advocates addressing critical issues facing journalism.

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. A student social media team will provide live coverage of the conference.

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