



Center for Journalism Ethics
UNIVERSITY OF WISCONSIN-MADISON

ETHICS CONFERENCE 2019

WHAT



MEANS FOR
**GENDER, POWER
AND ETHICAL JOURNALISM**

APRIL 26, 2019

Wisconsin Institutes for Discovery
Madison, WI

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.

STAFF

Kathleen Bartzen Culver
DIRECTOR

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STUDENT FELLOW

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STUDENT FELLOW

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THE SCHEDULE OF EVENTS

8:50 AM: OPENING REMARKS

9 AM: KEYNOTE CONVERSATION WITH KARA SWISHER
The View from Silicon Valley: Gender, Journalism & Tech

10 AM: THE POWER OF PORTRAYALS IN A WIRED WORLD
*Barbara Glickstein, Kem Knapp Sawyer, Linda Steiner
moderated by Tracy Lucht*

11:15 AM: GENDER AT WORK: OVERCOMING BIAS IN THE NEWSROOM
*Michelle Ferrier, Christina Kahrl, Jon Sawyer
moderated by Lindsay Palmer*

12:15 PM: LUNCH & SMALL GROUP DISCUSSIONS

1:15 PM: SHADID AWARD RECOGNITION
Lucas Graves

1:30 PM: REAL WORLD SOLUTIONS: MOVING FORWARD WITH EQUITY & INTEGRITY
*Sharif Durhams, Annie Valentine, Tracy Schweikert, Susan Ramsett
moderated by Jill Geisler*

2:45 PM: CLOSING REMARKS

STAY CONNECTED

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.



#UWETHICS
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KEYNOTE CONVERSATION WITH **KARA SWISHER**

The View from Silicon Valley: Gender, Journalism & Tech



KARA SWISHER | @KARASWISHER

Kara Swisher is the editor-at-large of Recode, host of the Recode Decode podcast and co-executive producer of the Code Conference. She also has a special series on MSNBC called “Revolution” on the impact of technology on work, society and more, and is a contributing opinion writer for the New York Times.

Swisher co-founded former Recode and Code owner Revere Digital and, before that, co-produced and co-hosted The Wall Street Journal’s “D: All Things Digital,” with Walt Mossberg. It was the major high-tech conference with interviewees such as Bill Gates, Steve Jobs and many other leading players in the tech and media industries.

Previously, Swisher worked as a reporter at the Washington Post and as an editor at the City Paper of Washington, D.C. She received her undergraduate degree from Georgetown University’s School of Foreign Service and her graduate degree at Columbia University’s School of Journalism.

Swisher is also the author of “aol.com: How Steve Case Beat Bill Gates, Nailed the Netheads and Made Millions in the War for the Web,” published by Times Business Books in July 1998. The sequel, “There Must Be a Pony in Here Somewhere: The AOL Time Warner Debacle and the Quest for a Digital Future,” was published in the fall of 2003 by Crown Business Books.



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PRESENTERS & PANELISTS



SHARIF DURHAMS | @SDURHAMS

Sharif Durhams is president of NLGJA, the Association of LGBTQ Journalists, which works from within the news industry to foster fair and accurate coverage of diverse communities. He is also a senior editor for news and alerting for CNN Digital, where he oversees daily planning decisions for CNN's desktop homepage and mobile alerts. CNN won the Edward R. Murrow award for best TV network website in 2018. Durhams was previously a homepage editor at The Washington Post, a social media editor and digital strategist for the Milwaukee Journal Sentinel and a state and local government reporter at the Charlotte Observer.



MICHELLE FERRIER | @MEDIAGHOSTS

Michelle Ferrier is the dean of the School of Journalism & Graphic Communication at Florida Agricultural & Mechanical University and the founder of TrollBusters.com. Ferrier was named one of the top 20 journalism innovation educators for 2018. She conducts research around online communities, media entrepreneurship and digital identity and reputation management. She is the principal investigator for the Media Deserts Project (www.mediadeserts.com). Ferrier holds a Ph.D. from the University of Central Florida in texts and technologies; a master's degree from the University of Memphis in journalism; and a bachelor of science degree in journalism from the University of Maryland, College Park.





JILL GEISLER | @JILLGEISLER

Jill Geisler is the Bill Plante Chair in Leadership and Media Integrity at Loyola University Chicago. She also serves as the Freedom Forum Institute Fellow in Women's Leadership, heading its Power Shift Project. Geisler teaches and coaches newsroom leaders worldwide. 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 management column for the Columbia Journalism Review, and produces the podcast "Q&A: Leadership and Integrity in the Digital Age." Her 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 has been inducted into multiple media halls of fame. She holds a bachelor's degree in journalism from UW-Madison and a master's in leadership studies from Duquesne University.



BARBARA GLICKSTEIN

Barbara Glickstein is a public health nurse, health reporter and media strategist. She founded Barbara Glickstein Strategies, providing leaders in the public, private and social sectors guidance and expertise on leadership and media strategies. Glickstein produces and hosts HealthCetera, a podcast that provides evidence-based health news, analysis and commentary. She's the nurse consultant at Carolyn Jones Productions and worked on the documentaries "The American Nurse" and "Defining Hope." Glickstein was selected to participate in Take The Lead's 2019 "50 Women Can Change the World in Journalism." She's committed to changing the health narrative to reflect more diverse voices in health news.



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CHRISTINA KAHRL | @CHRISTINAKAHRL

Christina Kahrl is a senior editor for MLB coverage at ESPN, a member of the Baseball Writers Association of America since 2009, and was one of the founding members of the baseball think tank, Baseball Prospectus. She also came out publicly as a transgender woman in 2003, becoming the first out trans woman working in sports journalism. She has also worked as an activist on civic equality for transgender Americans, helping to reform Chicago police policy on transgender individuals, train police departments throughout the Midwest in cooperation with the Department of Justice, and writing on trans issues in mainstream society and sports for ESPN, Cosmo.com, Playboy, the Windy City Times, and elsewhere. She has also been active on the boards of GLAAD and Equality Illinois. She has been elected both to the Chicago LGBT Hall of Fame and the Gay and Lesbian Sports Hall of Fame. She lives in Connecticut with her wife.



TRACY LUCHT | @TRACYLUCHT

Tracy Lucht is an associate professor at the Greenlee School of Journalism and Communication at Iowa State University, where she teaches courses on news editing and journalism history. She holds a Ph.D. from the Philip Merrill College of Journalism at the University of Maryland and has worked for USA Today, The Washington Post and The Des Moines Register. She is the author of "Sylvia Porter: America's Original Personal Finance Columnist" and co-author of "Mad Men and Working Women: Feminist Perspectives on Historical Power, Resistance, and Otherness."





SUSAN RAMSETT | @SUSANRAMSETT

Sue Ramsett is vice president and general manager of KWQC-TV, Gray Television's NBC affiliate in Davenport, Iowa. A former reporter, anchor and news director, Sue brings a passion for journalism and community service to the GM's office. She is a member of the Power Shift Project's inaugural class, having completed leadership training at the Newseum in Washington, D.C. last summer. Sue is currently serving as past president of the Midwest Broadcast Journalists Association and is one of the driving forces behind the Midwest Journalism Conference in Minneapolis. She is a native of La Crosse, Wisconsin.



KEM KNAPP SAWYER | @KEMSAWYER

Kem Sawyer is a contributing editor and director of the university student fellowship program at the Pulitzer Center, a non-profit journalism organization based in Washington, DC. She has reported on women and children at risk in Congo, Haiti, Bangladesh and India. Her books for young readers include "Grace Akallo and the Pursuit of Justice for Child Soldiers, Refugees: Seeking a Safe Haven," "The Underground Railroad in American History," and biographies of Harriet Tubman, Nelson Mandela, Mohandas Gandhi, Anne Frank, Lucretia Mott and Eleanor Roosevelt.



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JON SAWYER | @JONSAWYER

Jon Sawyer is founding director of the Pulitzer Center. The Center promotes in-depth engagement with global affairs through its support of quality journalism and an innovative program of outreach and education. The Center has won an Emmy, the Asia Society's prize for best use of technology in international education, and best online journalism prizes from the National Press Foundation and the Society of Professional Journalists. Jon was previously Washington bureau chief for the St. Louis Post-Dispatch. He was selected three years in a row for the National Press Club's prize for best foreign reporting. He is a graduate of Yale University.



TRACI SCHWEIKERT | @TRACISCHWEIKERT

Traci Schweikert serves as Vice President for Human Resources for POLITICO. She has been building best-in-class teams and organizations across a variety of industries for 25 years. Traci has a proven record of optimizing organizational development for industry-leading companies such as NPR, LexisNexis and McKesson Corporation. She is particularly passionate about leveraging culture and communication to create opportunities where talent is a strategic business advantage, employees are valued and people truly make a difference. Traci received her degree in journalism from the University of North Carolina and holds several certifications including GPHR, SHRM-SCP, KFLA and Voices360. She serves on the advisory board for the Freedom Forum Institute's Power Shift Project.





LINDA STEINER

Linda Steiner is a professor in the College of Journalism at the University of Maryland and the editor of “Journalism & Communication Monographs.” She has published more than 100 book chapters and refereed journal articles, including pieces about sexual harassment in journalism and journalism education. Her recent co-edited books include “Key Concepts in Critical-Cultural Studies” (2010), “Routledge Companion to Media and Gender” (2013); “The Handbook of Gender and War” (2016); “Race, News, and the City: Uncovering Baltimore” (2017); and “Journalism, Gender and Power” (2019). Steiner worked briefly for a small newspaper and she leads Maryland’s campus-wide Keeping Our Faculty program.



NEGASSI TESFAMICHAEL | @NEGASSIT

Negassi Tesfamichael is the K-12 education reporter at the Capital Times in Madison. A 2018 graduate of the University of Wisconsin-Madison, he majored in English and political science and served as the managing editor of The Daily Cardinal. He previously was a digital intern at WISC-TV/Channel3000.com and a breaking news and politics intern at POLITICO.



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ANNIE VALENTINE | @ANNIEMVALENTINE

Annie Valentine is a senior program officer at the International Women's Media Foundation (IWMF), responsible for managing the IWMF's grant opportunities, overseeing the Emergency Fund, and implementing the organization's initiatives in Africa's Great Lakes Region. She believes everyone should #CheckYourBylines and that diverse women should be quoted more, assigned more, commissioned more, photographed more, paid more, awarded more and hired more. She has worked on fellowship programs in Western Sahara, Morocco, Democratic Republic of the Congo, South Sudan, Uganda, Rwanda and Colombia. She has a background in experiential education and holds a joint bachelor's degree in political science and religious studies from Gettysburg College.



CENTER STAFF



KATHLEEN BARTZEN CULVER | @KBCULVER
Director

Kathleen Bartzen Culver is an associate professor in the University of Wisconsin–Madison School of Journalism & Mass Communication, the James E. Burgess Chair in Journalism Ethics and 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 free expression. Culver was the founding education curator for MediaShift, where she helped advance innovation in journalism curricula and courses, and a visiting faculty member for the Poynter Institute for Media Studies.



KRISTA EASTMAN
Administrator

Krista Eastman is a writer and editor with expertise in university communications and external relations. In her role as administrator for the Center for Journalism Ethics, she assists with strategy, communication, event planning and special projects. She holds a B.A. in English and French from the University of Wisconsin–Madison and an M.F.A. in creative writing and women's studies from the Pennsylvania State University.



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LINDSAY PALMER | @LNPALMER2000

Affiliated Faculty

Lindsay Palmer is an associate professor in the University of Wisconsin-Madison School of Journalism and Mass Communication. 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 has recently published a book on this topic, entitled “Becoming the Story: War Correspondents after 9/11” (University of Illinois Press, 2018). Palmer is also interested in the local news employees who assist the foreign reporters visiting their nations. The translators, stringers, and “fixers” who guide the foreign press through cities like Beirut or Kiev are crucial to the practice of war reporting; yet, far too often, the journalists who depend upon “fixers” the most end up disavowing or erasing their contributions. Her current book project (Oxford University Press) focuses solely on the cultural labor of local “fixers,” examining their crucial participation in informing transnational publics about conflict in the present moment.



ANTHONY SHADID AWARD JOURNALISM ETHICS

2019 SHADID AWARD WINNER "PERVERSION OF JUSTICE"

"Perversion of Justice" by Julie K. Brown and Emily Michot of the Miami Herald has won the 2019 Anthony Shadid Award for Journalism Ethics. This three-part series investigated how Jeffrey Epstein, a wealthy hedge fund manager, struck a secret deal with U.S. prosecutor Alexander Acosta — now the Secretary of Labor — to cover up his crimes of molesting and sexually assaulting scores of underage girls.



BROWN

"The Herald's in-depth accountability reporting had an immediate impact, including a recent verdict confirming prosecutors broke the law," said Lucas Graves, associate professor in the UW-Madison School of Journalism and Mass Communication and chair of the Shadid Award judging committee. "The Herald team told the stories of dozens of young women who were victimized first by a wealthy sexual predator and then by the justice system. We are proud to recognize the care they took in their reporting and the challenge of the ethics choices they faced."



MICHOT

2019 SHADID AWARD FINALISTS

Garance Burke and Martha Mendoza, *Associated Press*
for "The Innocents: How U.S. immigration policy punishes migrant children" – a year-long investigation into the Trump administration's family separation policy.

Hannah Dreier, *ProPublica*
for "A Betrayal" – the story of a teenager and MS-13 gang member who became a government informant, only to face death threats and deportation after federal agents reneged on a promise to protect him.

David Jackson, Jennifer Smith Richards, Gary Marx, Juan Perez, Jr., *Chicago Tribune*
for "Betrayed" – an investigative series that exposed Chicago schools' failure to protect students from sexual abuse and assault.

Maggie Michael, Nariman El-Mofty, Maad al-Zikry, *Associated Press*
for reporting throughout 2018 that investigated atrocities occurring during Yemen's war.

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.

LAST **CONFERENCES**

- 2018 DIVISION, DENIAL & JOURNALISM ETHICS**
Bridging divides among news consumers; conspiracies and public debate; how journalists can build trust.
- 2017 TRUTH, TRUST & THE FUTURE OF JOURNALISM**
The challenge of truth; conspiracies, hoaxes and disinformation; and solutions in a “post-truth” era.
- 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.



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