

# Ethical News

The newsletter of the AEJMC  
Media Ethics Division

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## Two looks forward, one look back Reflections on Toronto, predictions for San Antonio

**Kris Bunton**  
division head

I can't resist using a cliché. In fact, I think I'll use two. First, "Oh, Canada." Last month in Toronto, the Media Ethics Division had a great program at AEJMC's annual convention. I attended, or at least stuck my head into, many MED-sponsored sessions. What I found was a variety of thought-provoking, engaging sessions.

One, for example, was Jack Breslin's panel on U.S. news coverage of Canadian crimes, where I saw a Toronto media lawyer vigorously debating a U.S. journalist over applying First Amendment values in Canadian courts. (The Toronto lawyer seemed more able to keep his cool during heated debate than did the American reporter. No surprise there, eh?)

Another was Tim Christy's panel on offensive advertising, where I saw an Australian professor show a wide array of ads that annoy and outrage Australians – and then distribute stuffed koala bears to those attending the panel!

Another was a research paper session where I learned from Lee Wilkins about how journalists' moral development measures up on the Defining Issues Test and compared that to current journalism students' scores on a similar instrument, thanks to Jenn Burleson Mackay's Carol Burnett Award-winning study. It turns out journalists and students are more sophisticated ethical thinkers than they often get credit for being.

Yet another important session was the MED teaching ethics "boot

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camp." Under the able direction of Ginny Whitehouse and Bill Babcock, the boot camp provided practical advice for first-time teachers and veterans alike. Judging from what I saw, the participants were grateful for the workshop's excellent content. And Maggie Patterson did a noteworthy job of summarizing ethical theory in an understandable, interesting way – at the end of a long day at the end of a long convention week.

None of that great programming would have been possible without the work of many MED members. So, as chair of the Toronto program, let me thank everyone who organized panel and paper sessions, and served as presenters, moderators and discussants. Those MED members helped provide a convention slate that covered a wide variety of media formats, addressed international issues and offered new or emerging voices a place on the program.

In particular, thanks go to Erik Ugland, who chaired the research paper competition, to Wendy Wyatt Barger, who organized the panel and paper sessions around our special media literacy theme, and to Sandy Borden, who so ably served as our 2003-2004 MED head. Sandy's organization and attention to detail, as well as her complete

commitment to the work of MED, will be a hard act to follow.

If you had to miss the convention, check inside this newsletter to find another highlight of MED's Toronto program. The division awarded its first Professional Relevance Award to Susan Keith of Rutgers University for her study of newspaper copy editors' ability to exercise an ethical voice in newsrooms. Susan's study exemplifies what MED envisioned in creating the award – ethics scholarship that has clear, useful implications for working media professionals. Susan describes her excellent study inside.

And now, on to my second cliché: "Remember the Alamo." Let me repeat that: "Remember the Alamo."

Yes, MED is going to San Antonio, Texas, not once, but twice this year. The division's mid-year meeting, in conjunction with the annual meeting of the Association for Practical and Professional Ethics, is Feb. 24-27, 2005, in San Antonio, and next year's AEJMC convention is Aug. 10-13, 2005, also in San Antonio.

You can help us provide well-rounded programming slates for both events. Oct. 15, 2004, is the deadline for APPE paper submissions and panel proposals. All MED members should have received a paper call and submission information from APPE in their mail this summer. If you didn't, you can find information on page 3 or online at <http://www.indiana.edu/~appe>. You can also be in touch with Dave Boeyink ([boeyink@indiana.edu](mailto:boeyink@indiana.edu)) or me ([kebunton@stthomas.edu](mailto:kebunton@stthomas.edu)) to discuss specific ideas for the mid-

Awash in color,  
journos miss the real  
convention news

**Elizabeth A. Skewes**  
Univ. of Colorado

Over muffins, fresh fruit and coffee one morning at the Democratic National Convention in Boston, the Colorado delegates got a short lesson in courting the media from Julia Hicks, the state party's vice chairwoman.

The goal, she said, was to get on camera. The way to do that? Be loud and dress more loudly. Hicks, a veteran convention-goer, shops the post-July 4th sales for patriotic fabrics and accessories to make eye-popping convention costumes. Her outfits sparkle, jingle and usually put her front-and-center with the press.

Hicks isn't the only one who draws the camera with outlandish garb. At the Boston convention, a small swarm of journalists gathered around one man dressed head-to-toe in fluorescent orange and around a woman wearing a hat that represented her home state of New Mexico.

The assumption, of course, is that there is no real news at the convention, so journalists cover the color – literally.

In newsrooms and press filing centers, the conventions are called "coronations." The candidates and platforms are decided long before the delegates gather, and those who go to report on the conventions view them as highly scripted, multi-day media events choreographed to give the party a few

See FORWARD, page 2

See CONVENTION, page 4

# Send panels ideas ASAP for next year's convention

**Erik Ugland**  
vice chair/program head

After an exceptional program this August in Toronto that featured 10 MED-sponsored or cosponsored panels, it is already time to start shaping the program agenda for next summer in San Antonio.

To help ensure another successful lineup, we need your ideas and participation. And we need them soon. In order to meet AEJMC deadlines, we must receive all panel proposals by October 15, 2004.

Whether you are a MED veteran or someone looking to get involved for the first time, this is your chance to put your stamp on the work of the division while also giving yourself a role in the convention program, if you so choose.

There are no content-related restrictions on panel proposals, except for the obvious requirement that they relate in some way to media ethics. This is defined broadly, however, in terms of industry (print, broadcast, cable, Internet), professional context (journalism, public relations, advertising, entertainment) and theme (teaching, research, practice).

Although there are few limits on the content of panel proposals, there are some things you might want to consider when putting them together.

◆ **Co-sponsorship** – This is key! Each division has a limited number of slots it can use for its convention programs. When one division partners with another division, however, each is only charged for half of a slot. Collaboration with other divisions is therefore essential, so any panel proposal that is capable of being jointly sponsored will be given special consideration. Please note in your proposal which division or divisions might be suitable co-sponsors. If you think there might be three or more divisions interested in your topic, please indicate whether you might want the panel to be considered as a mini-plenary session. If you are not sure, that's fine – just leave it to me.

◆ **Location** – Panels that address issues of par-

## Panel proposals include:

- ◆ **Title**
- ◆ **Moderator** (feel free to name yourself)
- ◆ **Panelists:** Provide the names of possible panelists, but please make sure your volunteers understand you're submitting a proposal that is tentative and not guaranteed.
- ◆ **Topic:** A one-paragraph description of the topic/issue to be addressed in the panel.
- ◆ **Possible co-sponsors:** A list of other AEJMC divisions that might be interested in co-sponsoring the panel (preference for inclusion on the program will be given to topics that appeal to both MED members and members of other divisions).
- ◆ **Estimated costs, if any:** Please remember that funds for speakers and audio/visual equipment are quite limited; also, please note that if your panel proposal is accepted and you need funding to convince a non-AEJMC member to be on it, you'll need to file a later request seeking funds for travel and lodging.
- ◆ **Your contact information.**  
Send proposal by Oct. 15 as an e-mail attachment to: erik.ugland@mu.edu.

ticular salience to the city of San Antonio or the state of Texas might have added appeal. Nearly 60 percent of the residents of San Antonio are Hispanic, so panels addressing, for example, diversity, culture, or media representations of minorities, could be particularly interesting and fitting. Texas is also an important political state, so panels addressing political coverage, for example, could easily include a Texas component. Also, after exploring a number of cross-border issues last year in Toronto, the same could be done next summer with our neighbors to the south, so you might want to consider a panel that makes some connection to Mexican or Central American societies, cultures or media.

◆ **Participants** – Consider whether there are people in San Antonio or other Texas cities (journalists, PR professionals, entertainers, academics, politicians, etc.) who could make unique contributions to your panel.

◆ **Feasibility and Cost** – As much as we might like to see George Bush and John Kerry on an AEJMC panel next summer discussing the ethics of political advertising, it isn't going to happen. But if you think you can convince a high-profile figure to join your panel, great. Just be realistic. MED can request money from AEJMC to cover travel expenses for panelists who are not members of the association, but these funds are neither guaranteed nor limitless, so keep that in mind.

◆ **Timing and Current Events** – It is hard to predict in October what issues will be grabbing headlines in August, but panel proposals that address timely and controversial issues are certainly encouraged. The presidential election, the war in Iraq, and the media connections to those two events will probably still be on people's minds next summer. If there are other issues that you can anticipate being significant in 2005, consider addressing them in your proposal.

◆ **Originality** – Before working on your proposal, you might want to look at some of the panel titles and themes from the most recent AEJMC conventions (Toronto, Kansas City and Miami) to avoid any significant overlap. Note, however, that if you submitted a proposal last year (or earlier) that was not selected, you can re-submit it.

◆ **Themes** – As of this writing, AEJMC has not adopted a theme for the San Antonio convention, but that could change. Proposals that tie in to that theme would be especially attractive, so keep an eye on the AEJMC website for any announcements about a convention theme.

Before you submit your proposal, please review the guidelines outlined in the AEJMC call. If you have any questions or would like to see a sample proposal, let me know and I will gladly send one to you.

All proposals must be delivered to me as Word e-mail attachments. They should be sent to erik.ugland@mu.edu by the end of the day on Friday, October 15. I will send an e-mail reply when I have received your submission.

I am very excited to hear all of your great ideas. With your help we should be able to put together another great program for next summer's rendezvous in Texas.

## Texas two-step: MED set for a San Antonio double header in 2005

**FORWARD**, from page 1

year program. Dave has volunteered to be our MED liaison to APPE and to help us make sure we arrive at a program that's as interdisciplinary as possible.

Oct. 15, 2004, is also the deadline for submitting panel proposals for next summer's AEJMC convention. Read Erik Ugland's description of the panel submission process in the article at the top of this page.

Between San Antonio in the spring and San

Antonio in the summer, the Media Ethics Division has plenty of opportunities this year to provide yet more excellent programming about important issues in media ethics. I hope you'll take time to be involved in developing those programs.

## Ethical Briefing

Send items for this column to:  
Stephanie Craft, newsletter editor  
crafts@missouri.edu

### MED annual reports available online

To retain MED's institutional history in a more systematic way than we've done in the past, we've decided to post past MED annual reports on our MED Web site. To read them, please visit [http://jcomm/uoregon.edu/~tbivins/aejmc\\_ethics/home.html](http://jcomm/uoregon.edu/~tbivins/aejmc_ethics/home.html) and click on the "officers" section, where you'll see a subsequent link to the reports. Annual reports from the last five years are now posted. Thanks to MED Web master Tom Bivins and past MED heads Sandy Borden, David Allen, Ginny Whitehouse, Beth Blanks-Hindman and Maggie Patterson for making these documents available to all members.

### Mid-year meeting with APPE: call for papers and panels

For the second year in a row, MED will hold its mid-year meeting in conjunction with the Association for Practical and Professional Ethics annual meeting. Location: San Antonio. Dates: Friday, Feb. 25 to Sunday, Feb. 27, 2005.

MED invites paper and panel proposals on all topics related to ethics in media, including journalism, public relations, advertising, entertainment media, and the Internet. Interdisciplinary submissions are encouraged. Collaborations involving scholars from other fields are especially welcome. Possible topics for collaboration across disciplinary and professional lines include ethics codes across the professions, teaching across the curriculum, media coverage of ethical issues in medicine and other fields, the business organization culture and its impact on corporate media, ethical issues in public information campaigns, and adequacy of coverage of political elections. For information about interdisciplinary submissions, including possible collaborators, please contact David Boeyink ([boeyink@journalism.indiana.edu](mailto:boeyink@journalism.indiana.edu)).

Postmark deadline for papers and proposals is October 15. Papers should follow APPE's submission guidelines, including completion of the submission form available on the Web site at: <http://www.indiana.edu/~appe/>. (Papers will not be reviewed without a form). Authors should indicate on the title page if they wish to be reviewed as part of the MED paper competition. All papers submitted to the competition will be reviewed by MED members.

### TAKING IT TO THE CLASSROOM ...

# A gallery of dilemmas

When teaching ethics, fill the room with images to ponder

Wendy Wyatt Barger  
teaching chair

Teachers of media ethics are never without a captive audience when it comes time to talk about visual ethics. Students have a kind of built-in interest in the topic, and there is so much available from which to build a discussion.

One of the problems, however, is that there is almost too much. After all, one photo can be fodder enough for an entire class period. What happens to all of the other great examples?

Several years ago, my colleague Kris Buntton developed an innovative activity that she calls the "gallery of visual ethics." I have since adopted it for my own classes. The activity is unique in that it incorporates the vast range of examples and spectrum of issues dealing with visual ethics.

Over the years, Kris has collected nearly 100 images that raise ethical issues. They range from issues of offense and taste to those of manipulation and context. Some of the images are classic cases – the *Time* and *Newsweek* covers of O.J. Simpson and photos from Oklahoma City and Sept. 11. Others are more obscure, but intriguing nonetheless.

On the day of the visual ethics gallery, we get to the classroom early and tape the images to the walls, covering every bit of free space. Each image or group of images is accompanied by two or three sentences of text that describes the instance pictured. Students are asked to wait outside the closed room until everyone arrives and are then invited into the "gallery" for a viewing. When they enter, we hand students a list of questions to consider as they examine the images.

For 15 or 20 minutes, students move around the room studying the images, spending as much or as little time as they like looking at a particular image. Just as in any gallery, the room is silent, and students have time to make their own meaning from what they see.

When everyone has seen all of the images, the group comes together and discussion begins. As students raise issues about a particular image, it's easy for us to walk over to it, pull it off the wall and hand it around. It's also easy to make new groupings of images that, for example, bring up similar issues. Students can

### Share your teaching ideas with MED members

Have you done something in your class that works really well? Are you willing to share it with us?

If so, please send a description of the activity, assignment, etc. to Wendy Wyatt Barger at [wnbarger@stthomas.edu](mailto:wnbarger@stthomas.edu) and we'll include it in the newsletter.

even try to build a continuum of images ranging from the least to the most ethically justifiable. The possibilities are endless.

It's unlikely that we'll discuss all of the images, and that's fine. The power of the activity doesn't come from analyzing every single image but rather from creating a quiet space in which students are forced to confront images in a thoughtful way; it's quite different than just flipping past images on a page of a newspaper or a magazine. As Kris notes, the photo gallery day continues to be one of the few times in the semester where everyone thinks, but no one talks before he or she has thought.

We recognize that the method is low-tech, but both Kris and I like it this way. We considered scanning the images and running them like a slide show, but some of the impact is lost. Seeing the classroom walls covered is a powerful image in itself, and being surrounded by the images makes it easier to refer back to them during discussion.

Of course, doing something like this requires a good collection of images, but it's amazing how quickly the collection can build. In only a few months last spring, I gathered nearly 20 new photos (from Fallujah, the Madrid bombings, the Scott Peterson trial, and the flag-draped coffins of soldiers killed in Iraq) to contribute.

Perhaps the strongest indicator of how well the activity works is how long the day stays with students. Kris has been doing some version of the photo gallery since the fall of 1993, and approximately 550 of her students have experienced it. Kris says that, without a doubt, this activity has been the one that more students bring up at the end of the semester than any other. I have found that my students, as well, are clearly compelled by it, noting that the photo gallery day is something they won't soon forget.

# Should readbacks become part of journalists' 'standard of care'?

David Craig  
PF&R chair

The impulse to maintain independence from news sources makes journalists justifiably wary of anything that, in appearance or reality, would make them hand over control of a story to someone outside the newsroom. But in a climate of public distrust of journalists, it seems particularly important to help students explore the value as well as the potential dangers in reading back stories – or parts of stories – to sources.

I have been thinking about this issue because I spent two weeks this summer interviewing reporters and editors at *The Oregonian* in Portland and *The Dallas Morning News* about the ethical choices they face in writing. I talked with narrative and investigative writers, including two Pulitzer Prize winners. I shouldn't have been surprised that they have high standards for accuracy, but it struck me that several of them mentioned variations on the theme of readbacks.

The variations include double-checking quotes with sources, confirming the accuracy of details of scenes and events, checking complex scientific and medical matters, and confirming that a passage rings true with the larger point of what a source is saying.

Views in the profession on readbacks differ sharply. A lengthy piece on the topic in 1996 in *American Journalism Review* reflected the range

In a climate of public distrust of journalists, it seems particularly important to help students explore the value as well as the potential dangers in reading back stories – or parts of stories – to sources.

of views. On one end of the spectrum was the belief that readbacks are worthwhile because they foster accuracy and may yield more information. On the other end was the view of that they turn a reporter into "a glorified secretary."

The ethical principle of independence calls for caution in approaching readbacks. To maintain independence, it is important to make clear to sources that they do not have veto power over the content or framing of a story. Bryan Denson, who writes investigative and narrative pieces for *The Oregonian*, told me that if a source wants to cut a sensitive comment that Denson thinks should be in the story, he gets "very deposition-like" and – rather than backing down – points out that the person did say it the way he has it. He

said that he rarely is asked to change content and that sources appreciate careful fact-checking.

The need to draw careful lines should not lead to a wholesale rejection of readbacks. From the standpoint of truth-telling, readbacks are valuable not only for helping to get factual details right, but also for ensuring that the context is accurate. As Denson put it, "Nobody likes to get that call the next morning that says, 'You got this totally wrong,' and 'You accurately wrote my quote down, but you mischaracterized what the quote was about.'"

Ken Goodman, a medical ethicist and former journalist, has borrowed the term "standard of care" from medicine and applied it to journalism. I have heard him use it to argue for the need for better coverage of ethical issues, but the notion of standard of care is also relevant to fact-checking, including readbacks. Rigorous fact-checking will always be difficult in daily journalism because of time pressures, especially at small publications. But it is as important as proper patient-care protocols are in medicine.

We can help our students critically evaluate this aspect of journalistic practice by giving them cases centered on a body of material gathered for a story and how, as reporters, they might verify it most effectively. It might be particularly fruitful to discuss situations in which the content is sensitive and may provoke a negative reaction from the source – since this kind of situation is likely to pose the greatest ethical and practical challenge.

## Awash in color, journalists miss the real news from political-party conventions

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days of free PR and a subsequent bump in the polls.

They're not wrong. But when journalists dismiss the conventions by turning their focus to the loudly dressed delegate or to the Hollywood celebrity – whether it's Ben Affleck, Christie Brinkley or Michael Moore – who's making an appearance, they miss the fact that there is real news to cover.

The national political conventions bring together the party's most powerful leaders. They provide a forum for laying out the guiding principles for the elected officials from the party. And they draw delegates who are the face of the political party.

At the Republican National Convention, for instance, left-leaning Boulder, Colo., is being represented by Joleen Mossoni, a 21-year-old junior at the University of Colorado who is hoping for a career as a lawyer in the Marines.

The story about her can be told in several

ways. There is a story about being a fish out of water – a young conservative on a campus teeming with liberalism and in a city where "Anybody But Bush" bumper stickers started cropping up in 2001. There is a story about being one of a relative handful of new voters in the "Grand Old Party."

But the story that should be told is the one that examines what brought her to the Republican Party, and whether the things that brought Joleen Mossoni to the GOP will resonate with other young voters, and how both candidates address the issues that concern her most.

The stories of the candidates and campaign can be effectively told at the conventions through meaningful interviews with the delegates who support them. It will take more than five minutes, of course, to get these stories. And it will take turning a blind eye to the people in the glittering costumes or the stories about the lavish, privately funded parties.

But if, as media scholars and critics have pointed out, the job of the media is to give the

public information for rational decision-making, then the job of reporters covering conventions and the presidential race is to avoid the trivial in favor of real substance.

It will not present itself easily. Already this campaign has been reduced to a debate over John Kerry's swift boat service in Vietnam, George Bush's national guard service, and the influence of 527 organizations.

Coverage that really serves voters, however, will be the coverage that meets them where they live. David Broder of the *Washington Post* has argued that the best campaign coverage doesn't come from the conventions or the campaign press planes. It's the story about Peoria, Illinois, two days after the campaign has been through town and the quiet discussions that are going on in the coffee shops of towns across the country. Instead, many in the press corps will be drawn to the Julia Hickses – the loudest in the crowd who make it easy to get the sound bite. Good stories – ones that leave the reader or viewer with useful information – are never that simple.

# Researching 'The Last Line of Defense'

The challenges — and benefits — of getting data from copy editors

**Susan Keith**  
Rutgers University

When I was asked to write about my paper "The Last Line of Defense in Matters of Ethics? Copy Editors' Ethics Role Conceptions," which received the division's inaugural Professional Relevance Award in Toronto, I was happy that one option was writing about how I did the research. As a fairly new assistant professor, I often wish journals had room for the "back story": what led researchers to the topic and what they struggled with in seeking access or interpreting data.

My topic grew out of my work as a journalist. For 10 of my 16 years in newspapers, I was a copy editor. I enjoyed the work (if not the hours) because I thought it made a difference. I helped choose what readers would know as I pondered how to cut a wire story in half to fit the newshole. I determined how the news would be seen as I designed pages, and I wrote thousands of headlines that reduced complex events to five words — all some busy readers would ever know of that issue. I also faced questions we're concerned with in this division: Is this story fair? Does this phrase descend into stereotyping? Will we do unnecessary harm if we publish this piece?

So when I began studying media ethics as a master's student, I was surprised that my job rarely appeared in the literature. That gap seemed especially unfortunate as I heard and read of copy editors who tried to raise ethics-related questions being told to be quiet and worry about grammar because a senior editor had already approved the story.

About that time, I also began to read the large body of literature that showed that copy editors were less satisfied with their jobs than others in newsrooms and significantly more likely than reporters to suffer burnout. Could there be a connection?

That was one thing I sought to determine with my dissertation research, from which my paper was distilled. I tackled the problem with a national survey, which proved difficult to organize because:

- ◆ I wanted to address questionnaires to copy editors by name, rather than ask supervisors to pass them out. I worried that might imply a connection between the manager and the survey.

- ◆ There is no list of copy editors' names. They only rarely appear in newspapers or industry directories, and only a small minority of the



more than 10,000 daily newspaper copy editors belong to their eight-year-old association, the American Copy Editors Society.

So I pulled a stratified sample of 105 daily U.S. newspapers with circulations greater than 25,000 (thus likely to employ copy editors) and began asking for copy editors' names.

At some newspapers, an editor immediately understood the project and helped. Other newspapers closely guarded the names of copy editors. One editor told me his corporation forbade the release of employees' names and participation in surveys. By that time, I had obtained names of copy editors from staffers at other papers in that chain, and I had several more of its papers to contact. Should I warn editors that in giving me names they might be breaking rules? Should I tell copy editors from that chain that participating in my survey might be verboten? And what should I do with the letter from a national newspaper's public relations office? It said that under no circumstances could I have the names of copy editors, which a senior editor had already given me.

Although the questionnaire, made available on paper and online in late 2002, was almost certainly too long — 74 questions over eight pages — more than 59 percent of the 803 recipients completed it. More than 71 percent of respondents returned the paper version. Those who gave a reason for doing so most often cited a

desire to complete the questionnaire at home, where they would have more time and where some, apparently, did not have easy Internet access. I found this desire to reflect encouraging, as I did the report of a friend who came across copy editors at his major metro discussing whether my questionnaire appropriately defined ethics-related concepts.

The data, greatly summarized, showed that although most copy editors think their jobs should have an ethics-watchdog component, many perceive that in reality they are not encouraged to ask ethics-related questions. Editors whose "ideal" and "real" roles conflicted were less likely than others to be satisfied with their jobs, supervisors, prospects for advancement and the prospect of doing the same type of work in five years.

This work left with me three questions, which I will leave with you:

- ◆ Do we adequately arm our ethics students with techniques for being heard when they speak truth to power?

- ◆ Are there other "invisible" communicators — perhaps broadcast producers, tape editors, newsroom /researchers and designers — whom we have forgotten to bring into the ethics conversation?

- ◆ Have we spent enough time studying what constrains journalists who believe they know what is right from doing it?

## MINUTES OF THE 2004 MEDIA ETHICS DIVISION MEMBERS' MEETING

The annual members' meeting of the AEJMC Media Ethics Division was called to order by outgoing MED chair Sandra Borden (Western Michigan University) at 8:30 p.m. Thursday, Aug. 5, 2004, at the Sheraton Centre Toronto. About 22 members were present.

### I. Reports

Borden noted that MED's affiliation with the Association for Practical and Professional Ethics had created a successful mid-year meeting in the spring and that the affiliation would be continued this year.

She reported that MED currently has a budget balance of about \$4,000, and that the move to bundle subscriptions to the *Journal of Mass Media Ethics* with MED membership had been successful. Little loss of membership resulted from the dues increase that occurred when adding the JMME subscription to MED membership. Borden also reported that MED had contributed \$500 to the spring 2004 media ethics colloquium organized by Lee Wilkins at the University of Missouri, and the members agreed to contribute \$500 to the spring 2005 colloquium being organized by Tom Bivins at the University of Oregon.

Outgoing vice chair and program head Kris Bunton (University of St. Thomas) reported that with many members' assistance, an excellent program had been arranged for the Toronto convention. She noted that the program featured international topics and new voices in advertising, public relations and business ethics.

Outgoing secretary and newsletter editor Genelle Belmas (California State University-Fullerton) reported that four newsletter issues had been published and all are available online. She thanked associate newsletter editor Bill Reader (Ohio University) and Web master Bivins for their continued help. She also noted that articles in nearly every issue of the newsletter this year had included practical teaching issues and suggestions. A member asked whether postcard notifications of the newsletter's availability are really necessary and could be replaced with e-mail notifications

of the newsletter's availability. Borden suggested that AEJMC's e-mail data is woefully out of date, and an informal vote of members suggested that most present at meeting wished to continue receiving the postcards.

Outgoing research chair Erik Ugland (Marquette University) reported an increase in paper submissions from 22 to 36 and a 50 percent acceptance rate of submissions. He suggested this year's special call for media literacy papers helped increase submissions and said the division hoped for more submissions next year, particularly from graduate students.

Outgoing professional freedom and responsibility chair Wendy Wyatt Barger (University of St. Thomas) noted that PF&R content had appeared in several newsletter issues, that she had organized the paper session and panel program on media literacy for Toronto, and that she had assembled a panel of professional and academic reviewers to award this year's first MED professional relevance award.

Outgoing teaching chair Patrick Plaisance (Colorado State University) reported that teaching articles had been featured in the newsletter, that teaching-oriented MED panels at the APPE meeting were strong, and that the media literacy theme in Toronto had helped strengthen teaching connections.

Teaching ethics workshop chair Bill Babcock (California State University-Long Beach) reported that the Toronto workshop included three components: a keynote luncheon, a workshop on infotainment and democracy, and a teaching ethics bootcamp. He noted that the 30 participants' slots were quickly filled and that he believed offering the workshop on a Saturday for the first time had attracted a new audience. He also thanked workshop co-organizer Ginny Whitehouse (Whitworth College).

### II. Other Business

Under old business, Borden noted the success of the mid-year meeting with APPE and the continuation of that partnership. Paper and panel proposals for next year's meeting must be submitted to

APPE by Oct. 15. MED will have its own review process this year, which will give MED more control over the sessions it programs. David Boeyink (Indiana University) is coordinating that process. She also encouraged members to consider forming Ethics Bowl teams for APPE's annual competition at the meeting.

A member asked whether research papers could be submitted to both APPE and AEJMC. Members decided revisions of APPE papers for AEJMC are OK, as long as the spirit of non-doubling is kept in mind.

Borden also reported the creation of an expert link on the MED Web site, which provides a possible connection to the public to help them find experts for interviews or speaking engagements. Members who wish to be listed should e-mail Bivins.

Under new business, Borden summarized MED's relationship with JMME, which the division had voted to pursue on a one-year trial basis. Formerly MED dues were \$10 for faculty and \$5 for graduate students. Under the partnership, MED dues went up to \$26 for faculty and \$10 for graduate students to cover the JMME subscription costs. Borden reported that divisions typically lose 10 to 15 percent of their membership when dues go up; however, in June 2003 MED had 288 members, and in June 2004 had 283 members (a loss of 10 faculty and a gain of five grad students). She also noted that most divisions gained members this year while MED lost a few.

Members discussed whether to continue the relationship. The need for some kind of MED representation or link to the JMME board was considered. JMME editor Jay Black (University of South Florida) said he was in favor of investigating such a relationship. The members voted to continue an indefinite relationship with JMME, with the proviso that the MED executive board and JMME editors will structure some kind of formal relationship to be presented to the members next year.

Black also reported that JMME's acceptance rate is now 15 to 20 percent of submissions, due to publica-

tion of colloquium content, and JMME no longer automatically accepts Carol Burnett award winners for publication. There is often a year wait time between article acceptance and publication. A "research in brief" section will be added, and the journal will have its own Web site address, at [www.jmme.org](http://www.jmme.org).

Bunton reported on restructuring of the teaching workshop, which was moved from a pre-convention day this year to Saturday afternoon. The move was intended to make the workshop attractive to convention attendees who were forced to stay over Saturday night to obtain lower airfares and to garner outside speaker funding for the program. Unfortunately, it was discovered that because the workshop is not co-sponsored by any other divisions, AEJMC rules prohibited it from receiving outside speaker funding. Bunton also noted that the Saturday move had been made possible because MED voluntarily donated a "chip" of convention programming to a new AEJMC interest group and thus guaranteed its selection of the three Saturday convention slots for the workshop. However, under a new three-year rotation devised by the Council of Divisions, each division or interest group will have to surrender one of its programming chips to make programming slots available for new groups. Thus, the workshop's format and timing both will be reconsidered after this session, and workshop participant evaluations will be considered exit interview to help determine the workshop's future.

### III. Election of Officers

Borden conducted elections for MED's 2004-2005 officers. She noted that under the division's structure, Bunton would automatically succeed from vice head/program chair to division head. Bunton asked the membership to approve the appointment of Ugland to the position of vice head/program chair. Belmas would have succeeded to that post from her office as secretary/newsletter editor, but a new faculty position meant she needed to step off the officer track to focus on her new responsibilities.

## MINUTES OF THE 2004 MEDIA ETHICS DIVISION MEMBERS' MEETING

Borden then presented a slate of nominees Bunton had prepared after soliciting interest in the summer newsletter. Nominations from the floor were also welcomed. By acclamation, members elected the following officers: Secretary/newsletter editor Stephanie Craft (University of Missouri); research chair Patrick Plaisance (Colorado State University); teaching chair

Wendy Wyatt Barger (University of St. Thomas) and professional freedom and responsibility chair David Craig (University of Oklahoma).

The following volunteers offered to serve as liaisons between MED and several organizations: Commission on the Status of Women: Genelle Belmas (California State University, Fullerton); Graduate Education Interest Group: Patrick

Plaisance (Colorado State University); Law Division: Beth Blanks-Hindman (Washington State University); Mass Communication & Society Division: Liz Skewes (University of Colorado); Cultural & Critical Studies Division: Lee Wilkins (University of Missouri); NCA: Sandy Borden (Western Michigan University); APPE: Wendy Wyatt Barger (University of

St. Thomas); SPJ: Genelle Belmas (California State University, Fullerton); IRE: Maggie Patterson (Duquesne University); and PRSA: Matt Cabot (California State University, Long Beach).

The meeting adjourned shortly after 10 p.m., with a call for newly elected officers to attend an executive committee meeting and training sessions.

## MED officers and liaisons for 2004-2005

**Kris Bunton**, MED head  
University of St. Thomas  
kebunton@stthomas.edu  
(651) 962-5257

**Erik Ugland**, vice head/  
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**Stephanie Craft**, secretary/  
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crafts@missouri.edu  
(573) 884-9440

**David Craig**, professional freedom  
and responsibility chair  
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**Patrick Plaisance**, research chair  
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**Wendy Barger**, teaching  
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**Bill Reader**, associate  
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**Tom Bivins**, Web master  
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**Genelle Belmas**, liaison to  
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**Patrick Plaisance**, liaison to  
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**Beth Blanks Hindman**, liaison to  
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Washington State University  
ehindman@wsu.edu

**Liz Skewes**, liaison to the  
Mass Communication and  
Society Division  
University of Colorado  
elizabeth.skewes@colorado.edu

**Lee Wilkins**, liaison to the Cultural  
and Critical Studies Division  
University of Missouri  
wilkinsl@missouri.edu

**Sandy Borden**, liaison to  
the National Communication Asso-  
ciation  
Western Michigan University  
sandra.borden@wmich.edu

**Wendy Barger**, liaison to the Asso-  
ciation for Practical and Profession-  
al Ethics  
University of St. Thomas  
wnbarger@stthomas.edu

**David Boeyink**, liaison to the Asso-  
ciation for Practical and Profession-  
al Ethics (with special responsibili-  
ties for MED programming at  
APPE)  
Indiana University  
boeyink@indiana.edu

**Genelle Belmas**, liaison to the  
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**Matt Cabot**, liaison to the Public  
Relations Society of America  
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mcabot@csulb.edu

### TEACHING WORKSHOP GURUS

Bill Babcock, co-organizer  
California State University-Long Beach  
wbabcock@csulb.edu

Ginny Whitehouse, co-organizer  
Whitworth College  
gwhitehouse@whitworth.edu

## 2005 Colloquium to focus on 'caring and the media'

You are invited to apply for a fellowship to the media ethics colloquium on "Caring and the Media." The colloquium is the sixth in a decade-long series the goal of which is to enhance scholarship in media ethics.

Selected scholars will receive an honorarium and all expenses. Papers will be published in the *Journal of Mass Media Ethics* in 2006.

Proposals should address the application of theories of care and compassion to media practices. Examples might be the potential for the use of the Ethic of Care in various media (news journalism, advertising, public relations, etc.); the feminist concern over objectivity versus subjectivity in reporting; the idea of reflexivity applied to media practices; Religious applications of compassion and love in media, etc. Applicants may suggest other topics as well.

Fellows will be asked to work in two-person teams, and a total of six teams will be selected. Applicants may apply as individuals (in which case Colloquium organizers will pair them with another applicant) or as part of already formed teams. In the selection process, preference will be given to teams that either combine disciplines or include a junior scholar working with a more

### If you apply:

- ◆ **Colloquium 2005 in Applied MEDIA Ethics: Caring and the Media**
- ◆ **When:** May 9-12, 2005
- ◆ **Where:** University of Oregon, Eugene.
- ◆ **What:** Research proposals should focus on the application of theories addressing care and compassion to media practices.
- ◆ **Contact:** Professor Tom Bivins  
c/o Caring and the Media Colloquium  
School of Journalism and Communication  
University of Oregon, Eugene, OR 97403
- ◆ **Phone:** (541) 346-3740.
- ◆ **E-mail:** tbivins@oregon.uoregon.edu.

senior scholar. The guidelines are general and should not be seen as exhaustive or exclusive.

Applications for fellowships should include the following:

- ◆ A brief (500 word) abstract of a paper proposal;
- ◆ A curriculum vitae;
- ◆ If appropriate, a notation of the desired team member.

The deadline has been extended to Sept. 30, 2004. Electronic submissions are strongly encouraged. Send to:

Professor Tom Bivins  
Caring and the Media Colloquium  
School of Journalism and Communication  
University of Oregon  
Eugene, OR 97403  
Phone inquiries at: (541) 346-3740.  
E-mail: tbivins@oregon.uoregon.edu.

This year's colloquium will be part of the Spring Ethics Series at the University of Oregon. Participants will have an opportunity to meet and interact with the winners of the Payne Ethics Award (a national award honoring journalists of integrity and character who report with insight and clarity in the face of political, social, or economic pressures) and the 2005 Ruhl Lecturer (a prominent journalist chosen for his/her contribution to ethics in the practice).

The colloquium, one of the Colloquia 2000 series in Applied Media Ethics, is sponsored by the University of Oregon School of Journalism and Communication, Brigham Young University, the Journal of Mass Media Ethics, Lawrence Erlbaum Associates, Inc., and others.

Send items for the winter newsletter to Stephanie Craft (crafts@missouri.edu)  
no later than Nov. 12, 2004.  
Length should not exceed 700 words.

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