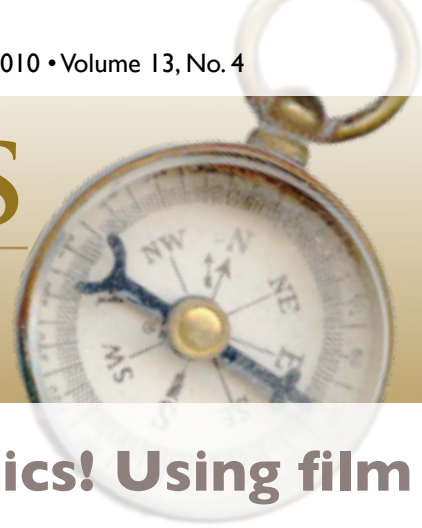


ETHICAL NEWS

Division Head Jack Breslin
 Vice head/Programming Chair Shannon Bowen
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- Visit the MED website at http://jcomm.uoregon.edu/~tbivins/aejmc_ethics/index.html
- Have an announcement or an article to share with MED members? Email the newsletter editor at bvanacker@luc.edu

Lights, camera, ethics! Using film to teach media ethics

Jane E. Kirtley
 University of Minnesota

I'm a movie addict. I love films, especially classics. I love sharing them with friends and family – and students.

Some of my favorite movies also offer wonderful examples of media ethics issues. “The Philadelphia Story” (1940) involves two reluctant journalists (James Stewart and Ruth Hussey) whose editor orders them to go undercover to report on Katharine Hepburn’s “Mainline” society wedding for “Spy” magazine. “Laura” (1944) and “All About Eve” (1950) raise questions about the ethics of columnists and critics (Clifton Webb and George Sanders, respectively) who use their power to promote their protégés (Gene Tierney and Anne Baxter). “Nothing Sacred” (1937) is a cautionary tale about a love-struck reporter (Fredric March) who gets sucked into a hoax involving Carole Lombard’s supposedly fatal (but non-existent) radium poisoning. And that’s just for starters. There are dozens more.

In 2008, I persuaded the School of Journalism and Mass Communication to allow me to teach an upper-level “special topics” course called “Media Law and Ethics Go to the Movies.” In the syllabus, I emphasized that this was more than just an excuse to watch movies. Prior or concurrent

enrollment in either the introductory media law or media ethics course was required.

Drawing from my personal collection of several hundred films, I divided the course into 14 topical units, such as “sensationalism,” “fabrication,” “invasion of privacy,” and “deceptive newsgathering

Tracy, Jean Harlow, Myrna Loy and William Powell, or “Absence of Malice” (1981), with Paul Newman and Sally Field. Assigned readings might include a legal opinion, a short scholarly article, or one of the essays in *Journalism Ethics Goes to the Movies* (Howard Good, ed., Rowman & Littlefield,



techniques.” For each unit, students were given a choice of at least two, and in some cases three, films, one of which they were required to watch on their own, outside of class. They could use a service like Netflix or rent, borrow, or buy the film, but they had to actually watch it as part of their class preparation. I tried to identify one classic and one (relatively) contemporary film for each unit. For example, for the “libel” unit, they could watch either “Libeled Lady” (1936), a terrific screwball comedy with Spencer

2008).

Each student was assigned to be the “expert” for one unit, and was required to watch all the films for that unit, to select an additional reading assignment for the class, and to lead the discussion. We’d watch clips from the films in class, and use them as the springboard for analysis of the issues presented. At the end of the course, students submitted a 15-to-25-page research paper on a legal or ethical topic utilizing a film (or films) that had not been viewed as part of the assigned class

material, as well as a short essay synthesizing all the material presented in class.

Departmental cutbacks have meant that this class hasn't been offered again, but I've been able to incorporate some of the material into our introductory courses. In the media ethics course, I screen the 1935 "B" movie, "The Headline Woman," as an issue-spotting exercise early in the semester. I ask the students to write an essay identifying the ethical issues (both journalism and strategic communications) that they see. This is a useful tool for me to gauge the baseline level of their understanding of the subject matter. Then, at the end of the course, they are required to pick another film (from a list of more than 80 movies, ranging from 1931 to 2010) and write a similar essay. But this time, they are expected to utilize the analytical tools that they've learned about during the semester. The difference in the two essays is usually substantial, as the students themselves often note.

The movies are a terrific vehicle for identifying and analyzing "evergreen" issues

that face journalists and other communications professionals. Students are surprised at how contemporary the films seem. Was Gregory Peck justified in masquerading as a Jew to research his magazine story on anti-Semitism in "Gentleman's Agreement" (1947)? Was it ethical for columnist Barbara Stanwyck to adopt a Martha Stewart-type persona in "Christmas in Connecticut" (1945), pretending to live on a farm with a husband and a baby when she was really an apartment-dwelling single in Manhattan? Did Andy Griffith step over an ethical line when promoting a patent medicine called Vitajex (bearing more than a passing resemblance to Viagra) in "A Face in the Crowd" (1957)?

There's no shortage of new material out there, either, at least as far as depictions of journalism are concerned: "Nothing But the Truth" (2008), "The Soloist" (2009) "State of Play" (2009) and "Green Zone" (2010), are just a few recent examples. Students love to watch, and write about, "Chicago" (2002),

"Capote" (2005), and "The Devil Wears Prada" (2006). But because many of our majors are studying strategic communications, the biggest challenge I face is the relatively small number of films dealing with those professions. A few I've identified include "The Hucksters" (1947), "State of the Union" (1948), "The Man in the Gray Flannel Suit" (1954), "Sweet Smell of Success" (1957), "Wag the Dog" (1997), and "Thank You for Smoking" (2005). I have expanded the options by considering television series: "Mad Men," or even some episodes of "Bewitched" or "The Simpsons," can be suitable.

I am delighted that the students learn how to apply ethical principles through watching and critiquing the "case studies" in these films. But, for me, it is equally thrilling to watch them develop a greater appreciation of classic cinema. Hard as it may be to believe, some of them had never watched, or even heard of, "Citizen Kane" until they took my class.

At the beginning of the semester, many of them eschew the older films. One student asked me to identify "which films are in color," because she said she didn't want to watch any "old black and white movies." But by the end of the course, that same student asked me where she could get her own copy of "Q Planes" (also known as "Clouds Over Europe"), an obscure 1939 British film featuring a young Laurence Olivier as a test pilot and Valerie Hobson as an undercover reporter trying to get to the bottom of a government cover-up.

The student decided that those "old movies" had something to teach her, after all.

Jane Kirtley is Silha Professor of Media Ethics and Law and Director of the Silha Center at the School of Mass Communication and Journalism at the University of Minnesota. Suggestions or requests for her syllabus or movie list are welcomed:
kirtl001@umn.edu



A word from the outgoing Division Chair

Jack Breslin
Division Chair

Part of a division chair's final responsibilities involves compiling an annual report summarizing the division's activities, accomplishments and goals in such areas as research, teaching, professional freedom and responsibility and service.

Despite a warning in the AEJMC guidelines, there is a temptation to rewrite or copy and paste the previous year's submission. But this will come back to haunt future chairs when the division's five-year assessment rolls around. And if a chair just copies the past, has the division made any progress?

This year we have celebrated MED's growth in membership, reputation and

leadership during its first decade. The goal of the MED pioneers was to establish a separate division that focused on media ethics scholarship. Looking over our journal publications, convention panels and research paper sessions, we have exceeded that goal.

Moreover, in seeking co-sponsorship for proposed convention panels, MED programming chairs find that many divisions and interest groups are eager to consider our ideas. In addition to those co-sponsorships, chairs actively recruit our scholars to share the media ethics perspective on other panels.

Reflecting on those accomplishments while writing this year's report, I wondered how much MED's efforts have influenced the world outside of AEJMC. Our efforts have helped hundreds of media ethics

professors prepare thousands of mass communication majors for their careers in journalism, advertising, public relations, broadcasting and new media. Yet what influence does MED have on these professionals after their graduation?

We need to reach out more to professional organizations, such as SPIJ, PRSA or RTDNA, and let them know what we offer by attending local meetings, organizing workshops or sharing our publications. Each year a MED research paper is recognized for being the most "professional relevant," yet how many of these papers are ever read by media practitioners who would benefit from such practical scholarship?

Compiling the report also made me realize the contributions of MED's membership to that first decade. Pardon me

for repeating my plea from the spring issue of Ethical News, but the division's continued growth depends on getting more members, especially junior faculty and graduate students. We need to get them involved in leadership, paper submissions and panel proposals. And we need to find ways to encourage our members who belong to multiple divisions and interest groups to become more active with MED.

As a rookie graduate student at my first AEJMC convention in Baltimore in '98, I witnessed the planning of a media ethics interest group, followed by the push for division status the following year. Little did I realize that I would one day have the honor of being selected by those same peers as division chair. Thank you for the

opportunity to serve the past three years as research chair, programming chair and division chair. For those who might hesitate to take on such responsibilities, I am living proof that anyone can do it – so step up!

In Denver, MED will offer an impressive schedule of research sessions and panels thanks to our research chair Kati Tusinski Berg (Marquette) and our programming chair Shannon Bowen (Syracuse). We should also recognize the contributions of our teaching chair Jenn Mackay (Virginia Tech) and our PF&R chair Chris Roberts. Ethical News would not be possible without the on-going contributions of the editor Bastiaan

Vanacker (Loyola Chicago) and webmaster-graphics guru Tom Bivins (Oregon).

Mark your convention calendar for MED's business meeting (Thursday, 6:30 p.m.) and our first off-site social following the meeting at the Denver press club, as we welcome Shannon as our incoming division chair. meetings of several of the AEJMC divisions that I belong to," Prof. Skewes said. "And while there are great people in all of the other divisions, the Media Ethics Division was the most open in terms of welcoming people to get involved in the division's leadership."

When are reporters not reporters? When they're in the public relations business.

Chris Roberts
PF&R Chair

PR folks, listen up! As a former reporter still who is still dizzy from being spun for decades by hundreds of flaks of various skills and morality, I propose a deal: I won't call you a "flak" if you won't call yourself a "reporter."

Two instances of PR practitioners calling themselves "reporters" have landed in my crosshairs in the past few months:

- My office building has been plastered by signs inviting women to apply to be Nike's next "field reporter." The company's website says it's looking for a "one-of-a-kind 18 to 24 year old with crazy charisma and sports savvy." (There's no mention that the winner would need to know about compound modifiers that require hyphens, such as "18-to-24.")

The ad says the Nike reporter needs personality, chutzpah and game for a job of which the description includes "maxing and relaxing with famous peeps all over the country." The winner will be working for Lady Nike, dishing "with the biggest names in sports, culture, even Hollywood."

- While journalists (and some independent scientists) still complain that BP is blocking access to beaches and information (Peters, 2010), the company's own "BP reporters" are filing reports about the spill.

Typical is a June 15 report on the BP website filed by a BP reporter who took a helicopter ride with a BP oil-spotting crew without bothering to mention that oil was in the water. I won't expand here on the obvious ethical issues of such practices; do a Google search or see the *New York Times*' blog post (Revkin, 2010) with a

link to The Rachel Maddow Show's juxtaposition of BP's flowery reporting against non-BP video of oil-slick water and goop-covered wildlife.

Why am I so worked up? Because even though public relations practitioners do reporting, and share some of their college training with journalism students, they are not reporters. For PR practitioners to call themselves "reporters" is disingenuous at least. At most, it is an insult to the memory of the 800-plus journalists whom the Committee to Protect Journalists (2010) says have been killed covering wars and running afoul of governments and thugs since 1992. (Quick: Who was the last PR person killed as a direct result of his occupation?)

The distinction deserves a mention in our ethics classes. In a world where the key goals of mass media—to inform, persuade, and entertain—are merging ever forward, audiences deserve to know the differences.

To their credit, in both instances it is clear that the "reporting" is done on the company's sites. But it's not real reporting.

To be a real reporter, that Nike Field Reporter needs to ask some tough questions of Nike spokesman Ben Roethlisberger, whose behavior around women the same age as the Nike Reporter will keep him on the sidelines

until October. To be a real reporter, this student needs to learn and write about universities such as Wisconsin-Madison (Lucas, 2010) and Cornell (Stripling, 2010) cutting ties with Nike because of alleged labor abuses.

The point: Public relations is fine. It serves a legitimate function in our marketplace of ideas. Like any other mass communication



enterprise, it deserves praise when done ethically. But don't call PR practitioners "reporters," and don't call what they do "reporting."

It's at least as offensive as calling someone a "flak."

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2010 MED research paper competition

Kati Tusinski Berg
Research Chair

As we know, there is never a shortage of media ethics topics to be examined – just open a daily newspaper and switch on the television. This year's research paper competition reflected this variety: from iconic images to capital punishment, transparency to digital sustainability, and the Daily Show to advertising campaigns. We hope the diversity of media ethics topics that will be presented over four days intersects with your research interests and if not, might spark ideas for future projects.

This year the division received 36 paper submissions, 23 from faculty members and 13 from graduate students. In total 24 papers were accepted, 16 faculty papers and 8 student papers, resulting in a 67% acceptance rate. Below, I highlighted some of our research sessions.

On Wednesday from 11:45 am to 1:15 pm eight papers will be presented during a High Density Refereed Paper Research Session titled Ethical Challenges Across Media Professions. In this session, Chris Roberts, this year's Professional Relevance Award Winner, will present his paper titled, "Identifying and Defining Values in Media Codes of Ethics."

On Thursday, we encourage you to attend the Scholar-to-Scholar Poster Session from 1:30 pm to 3 pm. Three media ethics papers will be presented including Wendy Wyatt's "Humiliation TV: A Philosophical Account of Exploitation in Reality Television."

The top paper winners will present their work on Friday from 5:15 pm to 6:30 pm in a session titled *Grappling with Controversial Events: An Examination of Media Coverage Across Old and New Media*. This year's Top Paper Award winners were Bartosz Wojdyski and Daniel Riffe for their paper "Public Opinion About News Coverage of Leaders' Private Lives: A Role for 'New' vs. 'Old' Media?"

On Saturday from 3:15 pm to 4:45 pm, the top student papers in the Media Ethics Division will be presented during a session called *Exploring Ethical Issues in Advertising, Public Relations and Journalism*. As our outgoing chair has pointed out elsewhere in this issue, it is important that we keep adding new blood to our division. So those of you who will still be around this late in the conference: please attend this session and encourage these young scholars to continue pursuing media ethics scholarship.

A huge thank you to the 34 reviewers who read, rated and commented on papers. We were particularly grateful that the scores were submitted on time. We also want to thank those of you who will serve as moderators and discussants in Denver. The success of the research competition depends on all of you. Thank you for your service and commitment to the division.

Congratulations to the presenters, and we look forward to seeing you in Denver.



MED's Denver conference program

Shannon Bowen
Programming Chair

As you finalize your travel plans for Denver, your officers encourage you to look over our plans for the Denver conference. We have many activities scheduled! From the pre-conference on Tuesday to the final session of award-winning student papers on Saturday afternoon, we think you will be pleased with the selection of activities in MED -- and you'll be busy!

The next several pages list all of the Media Ethics Division activities in Denver. You could take the newsletter with you in case you do not want to lug the conference program to sessions -- just be sure to make a note of room names/numbers, as yet to be announced by headquarters. Please look for your officers at the conference if you have any questions or just want to say hello: we will be delighted to chat with you!

Please note that the division's first off-site social is planned for Thursday night, directly after our member's meeting. Festivities are being held at the historic Denver Press Club from 8:30 pm to 10 pm, and include a cash bar and hors d'oeuvres provided by the division. You are welcome to walk over with a group of us after the member's meeting, or to use these directions provided by the Denver Press Club: The Press Club is located at 1330 Glenarm Place, a short walk from the conference hotel. From the Sheraton, walk down the 16th Street Mall, turn left onto Glenarm Place, walk three blocks and the Denver Press Club will be on the left with a green canopy.

We've all worked hard to have interesting sessions planned, and we hope you enjoy them. Safe travels to Denver and here's to the invigorating sessions to come on media ethics!

Note: Officers believe program is correct as of 7/15/10 – but is subject to last-minute corrections.

Tuesday, August 3, 2010

12:30 pm to 6 pm / 007

Media Ethics Division (Preconference)

Workshop Session: **How to Keep Ethics Alive as Institutions Die: Teaching Ethics in a Changing Market**

Moderating/Presiding: **Maggie Patterson**, Duquesne

Panelists:

- Lee Wilkins**, Missouri
- Virginia Whitehouse**, Whitworth
- Lorraine Branham**, Syracuse
- William Freivogel**, Southern Illinois at Carbondale
- Jan Leach**, Kent State
- Patrick Lee Plaisance**, Colorado State
- Edmund Lambeth**, Missouri
- Louis Hodges**, Washington & Lee
- Clifford Christians**, Illinois at Urbana
- William Babcock**, Southern Illinois at Carbondale

Wednesday, August 4, 2010

8:15 am to 9:45 am / 025

Communication Technology and Media Ethics Divisions

PF&R Panel Session: **The Ethics of Technology and Communication**

Moderating/Presiding: **Elizabeth K. Hansen**, Eastern Kentucky

Panelists: Social Media, Friend or Foe?

Don Stacks, Miami

Beyond PhotoShop: The Ethics of Visual Communication Technology

Paul Martin Lester, California State-Fullerton

Ethics and the Future of News: Can Aggregators and Curators Co-Exist
with Reporters and Editors?

Jan Leach, Kent State

Tweets, Blogs, E-blasts and the Ethics of 21st Century
Communication Technology

Jim Benjamin, Toledo

11:45 am to 1:15 pm / 053

Media Ethics Division

High Density Refereed Paper Research Session: **Ethical Challenges Across Media Professions**

Moderating/Presiding: **Shannon Bowen**, Syracuse

How Legalities Play a Part in the Transaction between Journalists
and Their Anonymous Sources

Michele Kimball, South Alabama

A Contractarian Approach to Tabloids and the Limits of Celebrity Privacy

Mark Cenite, Nanyang Technological

A Separate Code of Ethics for Online Journalism? Results of A Large-Scale
Delphi Study

Richard van der Wurff, Amsterdam

and **Klaus Schoenbach**, Amsterdam/University of Vienna

Identifying and Defining Values in Media Codes of Ethics*

Chris Roberts, Alabama

Digital Sustainability: Ethical Observations of a Disappearing Present

Ed Peyronnin, Colorado State

Ethical Priorities Revisited: A Delphi Study of Future Ethical Issues Facing Journalists

Rebecca Tallent and **Michelle Wiest**, Idaho

The Fifth Estate: A Textual Analysis of How *The Daily Show* Holds
the Watchdogs Accountable

Chad Painter and **Lee Wilkins**, Missouri

Just (and unjust) War Journalism *Ad, In* and *Post Bellum*: Toward

A Theory of Comprehensive Conflict Coverage

Phillip Todd, Oklahoma

Discussant: **Patrick Lee Plaisance**, Colorado State

*Professional Relevance Award Winner

5 pm to 6:30 pm / 094

Community Journalism Interest Group and Media Ethics Division

Teaching Panel Session: **Media Ethics in My Little Town**

Moderating/Presiding: **Andris Straumanis**, Wisconsin-River Falls

Panelists: **Jack Breslin**, Iona

Elizabeth K. Hansen, Eastern Kentucky

Marcia Martinek, editor, *Herald Democrat*, Leadville, CO

Jim Pumarlo, newspaper consultant; author, *Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper*, Red Wing, MN

Thursday, August 5, 2010

8:15 am to 9:45 am / 120

Visual Communication and Media Ethics Divisions

PF&R Panel Session: **Visual Ethics Across and Within Platforms: Convergence or Chaos?**

Moderating/Presiding: **John B. (Jack) Zibluk**, Arkansas State

Panelists: **Jerry Swope**, St. Michael's
Mindy McAdams, Florida
John B. (Jack) Zibluk, Arkansas State

11:45 am to 1:15 pm / 139

Small Programs Interest Group and Media Ethics Division – “Hot Topics”

PF&R Panel Session: **Covering the Oil-covered Gulf: How the Media Reported the Deepwater Horizon tragedy**

Moderating/Presiding: **David Blow**, Castelon State and **Terry Dalton**, McDaniel

Panelists: **William Dietrich**, author, Pulitzer Prize Winner, Huxley College
David Hammer, investigative reporter, *New Orleans Times-Picayune*

Press coverage of the massive oil spill in the Gulf of Mexico caused by the April 20 Deepwater Horizon oil rig explosion will be the this year's "Hot Topic". Anchored by *New Orleans Times-Picayune* investigative reporter David Hammer, the panel will include William Dietrich, who won a Pulitzer Prize as part of a *Seattle Times* team for coverage of the 1989 Exxon Valdez oil spill. Print and television journalists covering the Gulf spill, an oil industry official and a government official are also expected panelists.

1:30 pm to 3 pm / 144

Association for Education in Journalism and Mass Communication

Refereed Paper Research Session: **Scholar-to-Scholar**

Media Ethics Division

VNRs: Is the News Audience Deceived?

Matthew Broaddus, **Mark Harmon** and **Kristin Farley Mounts**, Tennessee

Humiliation TV: A Philosophical Account of Exploitation in Reality Television

Wendy Wyatt, St. Thomas

Edgar Snow: How His Early Years in China Illustrate the Importance
(and Potential Limitations) of Objectivity

Anthony Moretti, Point Park

Discussant: **Jack Breslin**, Iona

Friday, August 6, 2010

8:15 am to 9:45 am / 227

Newspaper and Media Ethics Divisions

Teaching Panel Session: **Pedagogical Approaches to Investigative Reporting**

Moderating/Presiding: **Marcy Burstiner**, Humboldt State

Panelists: **Robert Bergland**, Missouri Western State
David Cuillier, Arizona
Victoria Goff, Wisconsin-Green Bay
Marcy Burstiner, Humboldt State

5:15 pm to 6:45 pm / 284

Media Ethics Division

Refereed Paper Research Session: **Grappling with Controversial Events: An Examination
Media Coverage Across Old and New**

Media

Moderating/Presiding: **Theodore Glasser**, Stanford

Public Opinion About News Coverage of Leaders' Private Lives:
A Role for "New" vs. "Old" Media?*

Bartosz Wojdynski and **Daniel Riffe**, North Carolina at Chapel Hill

Non-Western Ethics Analysis of Media Coverage of Death
During the 2010 Olympics**

Mitch Land, **Koji Fuse**, and **Susan Zavoina**, North Texas

The Power of Tank Man vs. Neda: How New Media Iconic Images
Create Ethical Connections

Maggie Patterson, Duquesne and **Virginia Whitehouse**, Whitworth

Discussant: **Dong Hyun-Byun**, Sogang University

* Top Paper, Open Call

** Runner-Up, Open Call

8:15 am to 9:45 am / 227

Newspaper and Media Ethics Divisions

Teaching Panel Session: **Pedagogical Approaches to Investigative Reporting**

Moderating/Presiding: **Marcy Burstiner**, Humboldt State

Panelists: **Robert Bergland**, Missouri Western State
David Cuillier, Arizona
Victoria Goff, Wisconsin-Green Bay
Marcy Burstiner, Humboldt State

8:15 am to 9:45 am / 228

Radio-Television Journalism Division

Refereed Paper Research Session: **New Technologies and Definitions in News**

Moderating/Presiding: **Tim Hudson**, Point Park

Differing Uses of YouTube During the 2008 U.S. Presidential Primary Election

Gary Hanson, Paul Haridakis and **Rekha Sharma**, Kent State

Tweeting the News: Broadcast Stations' Use of Twitter

Jessica Smith, Stephanie Miles and **Jillian Lellis**, Texas Tech

Operationalizing the Dimensions of "Current Events": Two Pilot Studies

Jack Karlis and **August E. Grant**, South Carolina

Social Identity and Convergence: News Faculty and Student Perspectives
on Web, Print, and Broadcast Skills

Glenn Hubbard, Texas at Arlington; **Elizabeth Crawford**, North Dakota State
and **Vincent Filak**, Wisconsin-Oshkosh

Discussant: **Anthony Moretti**, Point Park

5:15 pm to 6:45 pm / 284

Media Ethics Division

Refereed Paper Research Session: **Grappling with Controversial Events: An Examination of Media Coverage
Across Old and New Media**

Moderating/Presiding: **Theodore Glasser**, Stanford

Public Opinion About News Coverage of Leaders' Private Lives:

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Create Ethical Connections

Maggie Patterson, Duquesne and **Virginia Whitehouse**, Whitworth

Discussant: **Dong Hyun-Byun**, Sogang University

* Top Paper, Open Call

** Runner-Up, Open Call

Saturday, August 7, 2010

8:15 am to 9:45 am / 318

Media Ethics Division

Refereed Paper Research Session: **Discussions of Ethics and Pedagogy: Encouraging Morality in Future Practitioners**

Moderating/Presiding: **Kevin Stoker**, Texas Tech

Give Me MoMo: Exploring Moral Motivation in Public Relations Students

Mathew Cabot, San José State

The Student Hypocrite: Exploring the Relationship Between Values and Behavior

Giselle A. Auger, Florida

Returning Students' Rights to Access, Choice and Notice: A Proposed Code of Ethics for Instructors Using Turnitin

Bastiaan Vanacker, Loyola, Chicago

A Pedagogical Proposal on Cognitive Bias to Avoid Reportorial Bias

Sue Ellen Christian, Western Michigan

Personal Ethical Orientations of Journalism Students, Their Association With Tolerance of Others, and Learning Cross-Cultural Principles

Maria Len-Rios and **Earnest Perry**, Missouri

Discussant: **Joseph C. Harry**, Slippery Rock

10 am to 11:30 am / 335

Media Ethics and Newspaper Divisions

PF&R Panel Session: **The Ethics of Immersion Journalism: In Search of Objective Moral Standards for the Practice of Subjective Journalistic Story Telling**

Moderating/Presiding: **Kevin Stoker**, Texas Tech

Panelists: Adopting a "Quiet Decency" While Writing About Death and Those Left Behind
Jim Sheeler, Pulitzer Prize winner; former reporter, *Rocky Mountain News*
Representing People as They Are: The Ethics of Writing About People on the Fringes of Society
Tom Hallman, Pulitzer Prize winner; staff writer, *Portland Oregonian*
Charlie Company's Worst Day — and Mine: How to Cover Tragedy After Living Through the Story
Kelly Kennedy, author, correspondent for The Army Times
From Samuel Taylor Coleridge to Roger Rosenblatt: Literary Journalism, Storytelling and the "Larger Truth"
Jan Whitt, Colorado

Discussant: **Kevin Stoker**, Texas Tech

11:45 am to 1:15 pm / 354

Entertainment Studies Interest Group and Media Ethics Division

PF&R Panel Session: **He Shoots, He Scores, He Tweets: The Ethics and Implications of Social Media in Sports Journalism**

Moderating/Presiding: **Ed Wasserman**, Washington & Lee

Panelists: **Lionel Bienvenue**, sports director, KMGH-TV 7, Denver
Lindsay Jones, sportswriter, *The Denver Post*
Lindsay Lew, director of Strategic Sales and Communication, University of Colorado
Athletic Department
Marc H. Rosenweig, Montclair State

1:30 pm to 3 pm / 359

History and Media Ethics Divisions

PF&R Panel Session: **Ethics Across Time**

Moderating/Presiding: **Jane Marcellus**, Middle Tennessee State

Panelists: **Stephanie Craft**, Missouri
Karla K. Gower, Alabama
Elliot King, Loyola, Maryland
Wendy Wyatt, St. Thomas

3:15 pm to 4:45 pm / 368

Media Ethics Division

Refereed Paper Research Session: **Top Student Papers in the Media Ethics Division: Exploring Ethical Issues in Advertising, Public Relations and Journalism**

Moderating/Presiding: **Kati Berg**, Marquette

Commodification of Community: The Ethics of Lay's Local*

Erica Goodman, Colorado-Boulder

Reconsidering Transparency: Finding A Cooriented State
in a Disoriented Concept**

Ian Storey, Colorado State

Analyzing Ethics in Newspaper Stories About Capital Punishment

Kenna Griffin, Oklahoma

The Ethics of Public Records: Is it Always Right to Publish?

Gwyneth Shaw, Arizona

Discussant: **Jenn MacKay**, Virginia Tech

* Carol Burnett Award Winner

** Runner-Up, Carol Burnett Award
Burnett Award