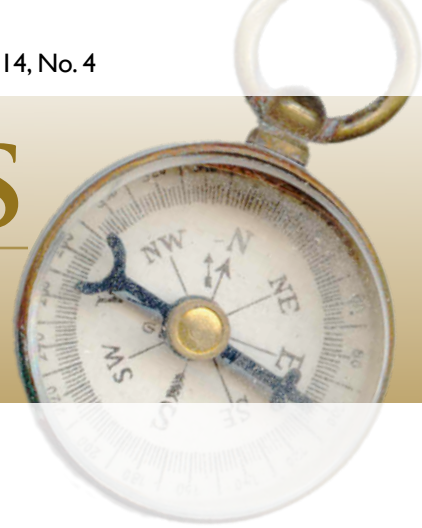


# ETHICAL NEWS

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 Newsletter Editor .....Jenn Mackay  
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- Have an announcement or an article to share with MED members? Email the newsletter editor at [jemackay@vt.edu](mailto:jmackay@vt.edu)

Shannon Bowen  
 Division Chair

## Success, Siege, & Ethics Literacy

Shannon A. Bowen, Ph.D.,  
 Division Chair

In this final quarter as division chair of MED, I paused to reflect on what has been accomplished during my years of officer service, the changes I've seen in the division, and the new trends and challenges facing ethics as a whole. I have seen the division grow to encompass new things and also to face new and daunting challenges.

We continued to be a vital division, co-sponsoring almost all of our panels and providing rich intellectual material in our competitive paper sessions. Many successes have been achieved by your officers, including a resource website, student awards, the new Exemplary Service Award and so on. Denver saw MED offer its first high-density paper session, a victory for the organizers because only 4 high density sessions are available at the AEJMC conference. That is an activity we will continue in St. Louis with another interactive, energetic

high-density session. High density sessions are wonderful for creating new directions and sources in research, for sharing ideas and brainstorming about research questions and results. Authors usually leave with great ideas for paper revisions, and participants often have some fresh (or even provocative) new insights to bring into their own research or teaching.

The MED offsite social is now in its second year, and we hope you will join your fellow ethicists for some wonderful food and relaxed conversation. MED's primary goals of building division membership, attracting new paper submissions, recruiting paper referees, and recruiting graduate student members have been supported by these activities.

MED also has faced new challenges, which seem to be reflective of larger ques-

**HOT SUMMER ISSUE!**  
**AEJMC TOPICS & MORE!**  
**MED Schedule, P. 5**



tions brewing in the discipline regarding the role and place of ethics. In most cases, those questions are vital to the future of the division, the role of the discipline and the nature of ethics itself. The division officially adopted a pro-ethics course policy in response to inquiries on the proper role of ethics in media and communication education. Our new policy holds that the preferred way to teach ethics in a university setting is to have a stand-alone ethics course (in which the subject is not combined with law or other topics) and that ethics is also integrated across the curriculum by substantive inclusion in other courses. That inclusion can take the form of class examples, exercises, case studies and so on, depending on the level of the course.

Why adopt a policy? Ethics courses are under siege. My own graduate ethics course was dropped by the Newhouse School's Public Relations Department, and other ethics courses around the country are on the chopping block, or being collapsed into other courses. In the student-as-consumer environment, many programs bow to the pressure to cut the number of required credit hours necessary to earn a masters or undergraduate degree. However, more forward-thinking programs have realized that the challenges faced by the media professions are becoming more complex in today's increasingly-fragmented media environment. These forward-thinking programs are offering ethics courses and some are even creating new, specialized ethics courses to help prepare students to confront the choices they will face on the job. For example, the Radio, Television, and Film Department

in the Newhouse School has an ethicist teach an ethics course with applied cases and readings, specific to the needs of that industry. Evaluating source credibility, alone, is one area that has become increasingly complex in the era of Twitter and Facebook. In response, we must fight to retain, encourage and foster ethics and ethics literacy in all of our areas of the discipline.

Ethics literacy, or knowledge of and comfort with the paradigms of ethics and approaches to ethical decision making is one way to give our students a competitive edge in the job market, as well as to prepare them for the rapidly-changing information environment facing all of the communication professions. To give ethics little or no time in the curriculum is to short-change our students in the worst way. They risk being unprepared to discern the validity and credibility of the new yet fragmented forms of communication with which they must work, as well as to understand the full implications of their decisions -- and how they should communicate ethically and responsibly in that environment.

As members of MED, we should lead the way for ethics literacy, for both ethics courses and recurring discussion across the curriculum. Over the years, I have seen the remarkable level of care and dedication that members of this division display for ethics, for encouraging ethical thought, for conducting research on ethics and for teaching ethics to the next generation. I'm both proud and humbled to have served such a dedicated group of scholars, who are devoted to the future of ethics and fighting for its role in the future curriculum.

## The Blessings and Dangers of New Media Synergy

Phil Todd  
Features Writer

On a good day, when someone gets chocolate in our peanut butter and vice versa, we invent Reese's. On a not-so-good day, we find ourselves being greeted at the door by the managing editor with orders to write "something, quick!" about the latest trending topic on Google, in hopes it will drive page views.

New technology always involves elements of synergy: How will this work with what is already in place? How will this work with new discoveries in the future? And, more powerfully, how will these new technologies work together in an increasingly converged digital public sphere?



A blessing of teaching media technology is when one - or more often, one's student - experiences that chocolate-plus-peanut-butter moment in the lab, and discovers a new pairing or sequence of Photoshop effects that together create a result that's not in the manual: unplanned, unforeseen, unknowable beforehand and now irreplaceable as an important individual twist on the professional's toolbox.

On the other hand, there is that side of emerging reality in "the cloud" that terrifies a growing chorus of prophetic voices, warning us that we really don't know - and may not be able to control - what happens when these new technologies interact in unplanned ways.

"In fact, even Google doesn't totally know how it plays out on an individual level," warns Eli Pariser, author of *The Filter Bubble: What the Internet Is Hiding from You*. His concerns revolve around the unplanned

problems caused by website customization, or personalization, that Google and other sites use to choose what content to present to visiting customers.

In some ways, this sounds like the kind of personalized newspaper media practitioners and scholars imagined a decade or more ago, such as the “My News” site proposed by Tim Harrower, among others. However, the kind of personalization driven by the algorithms of a database optimizer like Google is not exactly what we had in mind.

“In general, the things that are most likely to get edited out are the things you’re least likely to click on,” Pariser notes. “Sometimes, this can be a real service – if you never read articles about sports, why should a newspaper put a football story on your front page? But apply the same logic to, say, stories about foreign policy, and a problem starts to emerge. Some things, like homelessness or genocide, aren’t highly clickable but are highly important.”

Media scholars already propose that, instead of opening the public sphere for greater participation, new media may actually serve to further fragment the communal space into tribalized niches based on preferences and identities, leaving nothing behind where once flourished the target audience of traditional “mass” media. And the greater community risks losing the perspective an independent media can provide.

“When the result is that our favorite pizza parlor shows up first when we Google pizza, it’s useful,” Pariser explains. “But when the result is that we only see the information that is aligned with our religious or social or political beliefs, it’s difficult to maintain perspective.”

“So what?” replies the modern media practitioner. “I’ll just produce content for that niche audience that wants a broad perspective.” But what about the synergy inherent in the technologies that drive such personalization and placement?

What happens, for example, when one’s employer is concerned about page views? Or, better still, when one is working per-piece for a content farm whose sole purpose

is to produce text to attract searches on currently trending hot topics? Finally, what happens when such text is produced, not by human practitioners, but by increasingly smart machines?

It is not hard to imagine a near future in which the traditional Maestro approach to visual storytelling design is perverted into something unimaginable. “I’m a busy reader,” asks Buck Ryan in his landmark guide to organizing content. “What would make me stop and read this article?”

Such a question presupposes the existence of a journalistically sound, ethically presented news article of some importance or significance to the reader – a contribution to the conversation in the public sphere. In the not-so-distant future of customized content, it is not hard to imagine search engines asking the question “Here’s a searching reader. What can we create that they will stop and read – or at least, click on?”

In the meantime, we can at least extend to our students the concept behind the SPJ Code of Ethics’ insistence that journalists “[m]ake certain that headlines, news teasers and promotional material, photos, video, audio, graphics, sound bites and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context.” In teaching the new media tools of tagging content for search engines, writing concise summaries or Tweets, the ethical journalist must create content that is, in and of itself, click worthy, not just click likely. Or worse, click probable.

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- Ryan, B., & O'Donnell, M. (2001). *The editor's toolbox: A reference guide for beginners and professionals*.
- <http://www.spj.org/ethicscode.asp>

## The Ethics of Newsgames

Jenn Burleson Mackay  
Professional Standards and Responsibility Chair

Video games can allow a participant to blow up would-be terrorists with a flick of a mouse. Gamers can send hundreds of unsuspecting friends advertising spam as they muddle through social networking game apps. Games can even teach players about political controversies.

Video games are no longer a pastime restricted to hardcore gamers. They have become an entertainment and instructional tool and have found their way onto news

organization and nonprofit websites. The question is no longer whether various communication industries can find a way to use video games. The question today is how industries can use video games responsibly.

Newsgames – applications that are designed to intermingle journalism with games – raise a variety of ethical questions. For example, is it appropriate for Newsgames serve an advocacy role, such as the game Spent. The game, which was launched by the Urban Ministries of Durham, challenges players to learn about poverty. As part of the game, players are instructed that they are out-



of-work, single parents who only have \$1,000 left. They are guided to find a job, which pays \$9 or less per hour, rent an apartment, and to face a series of typical financial difficulties on a limited income. Throughout the game, players are provided with facts related to poverty. As a more extreme example, a participant in the game September 12 has the opportunity to shoot terrorists as part of the war on terror. The catch is: the gamer inevitably kills innocent people along with the terrorists. The game sends a clear message. Would it be appropriate for a news organization to use a similar game as part of their war coverage or would that be crossing a line? In other words, does objectivity remain important in the game environment?

Another question to consider is whether Newsgames need to serve an educational role. For example, "The Huffington Post" runs a social networking program called Predict The News, which invites audiences to vote on the outcome of various news events such as "Will Sarah Palin run for president in 2012?" Voters log onto the site using their social networking accounts and are rewarded points for correctly guessing event outcome. Although it is likely useful for voters to have some knowledge of the news before they vote in various polls, the primary goal isn't to educate readers about the news. On the other hand is The Roanoke Times game Using a four-way roundabout. The game was posted online along with a news



story that discussed the new roundabout that had opened in an region where drivers were not use to the circular street design. The player attempts to drive a car around the roundabout without going the wrong way or hitting another vehicle. There clearly is an educational concept at the heart of the roundabout game.

Other ethical questions will likely evolve as gaming becomes a more significant aspect of the news industry. At some point, newsrooms may struggle

with the role that advertising should

play in the games. Would the roundabout game be less appropriate if the cars in the game were both Ford vehicles, for example? What if the vehicles remained nameless, but there were a couple of signs around the street to advertise a local food restaurant or an online company? Does it matter whether the gamer interacts directly with the advertisement or if the ad is incorporated merely into the background of the game?

Games are clearly playing an increasingly important role for journalism as well as public relations. The Newsgames project at Georgia Tech is currently working to develop a tool to help journalists create more games. Inevitably, games will play a role in journalism's future. Are our news organizations prepared to handle the ethical quandaries that these games will raise? Do traditional ethics codes and professional standards apply to Newsgames? Perhaps our research can help organizations to be better prepared to consider those issues as they inevitably arise.

## Research Panel Schedule for St. Louis

Bastiaan Vanacker  
Research Chair

After a small but steady decline in papers the past years, the MED division received 49 papers this year, a noticeable increase from the 36 papers we received for last year's research competition. As much as I would like to attribute this to the special call we organized this year, our call to submit papers discussing methodological issues in media ethics research only received three submissions from faculty. The special call papers were, therefore, moved to the open competition where all three of them received positive reviews.

Even though graduate students are excluded from special call competitions, some of the graduate authors of accepted papers indicated on their papers that they were submitted in response to the special call (including the Burnett winner of this year). This provided us with a strong pool of papers to distill a high quality session on methodological issues in media ethics research. This session will take place on Saturday August 13 at 10 am. While the special call might not have been a success in terms of quantity, we are confident that the quality of this session will not disappoint.

The bread and butter of our division, at least in the research segment, continues to be ethical reflection on the ways in which journalists should go about their jobs. Our first Saturday morning session at 8:15 reflects this focus.

With two back-to-back refereed research sessions, Saturday morning will provide conference attendees with a great chance to take in some high-quality media ethics research before hitting the road. As you make travel arrangements, please plan to stay long enough to attend this double header.

With three opportunities to see media ethics research presented, Wednesday is also a day to mark in your calendars. At 11:45 am, Bill Babcock and Ed Wasserman will preside over a session in which authors address ethical questions regarding journalism as an institutional force in our society. This session will feature our open call winner, "Journalism's 'Crazy Old Aunt': Helen Thomas and Paradigm Repair" by Elizabeth Hindman and Ryan Thomas from Washington State University.

In the afternoon, Jack Breslin will moderate a high density research session featuring seven papers covering a wide range of topics. A high density research session is a cross between a traditional paper presentation panel and a poster session, allowing for more researchers to present their work in less time. Designed for 10 papers, presenters are allowed a couple of minutes each to give an overview of their work. With only seven papers, our presenters will be allowed slightly more breathing room, but we still hope this session will be one in which the focus will be on connecting presenters and audience. We, therefore, decided to not have a discussant for this session and split the time between presenting and Q&A.

At 5 pm, MED is a co-sponsoring a session with AD/PR entitled Advertising and Social Responsibility, which will showcase two papers submitted to our division and two papers submitted to AD/PR. When selecting papers to represent our division at this joint session, I noticed how very few of our submissions deal with advertising and PR. In fact, had it not been for the two -excellent- papers that I was able to select, we would not have been able to fill our slots. Attracting more AD/PR ethics research remains a growth area for our division. Perhaps an idea for a future special call?

On the traditionally well-attended scholar-to-scholar poster session on Friday (12:15 pm) five MED research papers will be on display. Please swing by to provide the authors with some feedback, pepper them with some poignant questions or engage them in a spirited debate.

With numerous research sessions on the first and last day of the conference, and a poster session on Friday, we hope that our membership will have an opportunity to attend at least some of our sessions. With an acceptance rate hovering around 55%, all the papers that will be presented in St. Louis have survived scrupulous reviews. We are confident that they will provide a great platform for intellectual debate and hope that your feedback will give authors the inspiration to turn these works in a new crop of published ethics scholarship. See you in St. Louis!

## MED ethics research at St. Louis

### Wed. August 10, 11:45 - 1:15: journalism as Institution: Roles and Responsibilities

Moderator: William Babcock, Southern Illinois University Carbondale

Discussant: Ed Wasserman, Washington and Lee University

Journalism's "Crazy Old Aunt": Helen Thomas and Paradigm Repair

Elizabeth Hindman, Washington State University; Ryan Thomas, Washington State University

"Can We Be Funny?": The Social Responsibility of Political Humor

Jason Peifer, Saint Louis University

"A Watchdog of Democracy": State of Media Ethics in Bangladesh

Md. Abu Naser, Southern Illinois University Carbondale; Debashis Aikat

Conflicting Agendas: Economics and Social Responsibility in the Press

Jason Laenen, Manship School of Mass Communication at LSU

### Wed. August 10, 3:15 - 4:45 MED High Density Refereed Research

Moderator: Jack Breslin, Iona College

Social Responsibility and Tomorrow's Gatekeepers: How Student Journalists Prioritize News Topics

Sara Netzley, Bradley University

Walter Lippmann's Ethical Challenge to the Individual

Steve Urbanski, West Virginia University

Identifying Ethical Challenges and Solutions in the Online Coverage of Recruiting High School Athletes  
Molly Yanity, Ohio University

Ethical Attitudes of Male and Female Students Concerning Academics and Journalism  
Bill Hornaday, Indiana University

Ideological Coverage On Cable Television an Ethical Journalistic Practice? Duty, Responsibility, and Consequence  
Aimee Meader, University of Texas at Austin

The Ethics of the ESRB: Social Responsibility Theory and Video Games  
Severin Poirot, University of Oklahoma

Media Responsibility in a Public Health Crisis: An Analysis of News Coverage of H1N1 "Swine Flu" in One Community  
Elizabeth Hindman, Washington State University;  
Ryan Thomas, Washington State University

### Wed. Aug. 10, 5:00 - 6:30 MED/ADV Refereed Research: Advertising and Social Responsibility

Moderator: Shannon Bowen, Syracuse  
Discussant: Cynthia Frisby, Missouri

Job Satisfaction among Minority Advertising Professionals: An Update.  
Jami Fullerton, Oklahoma State University;  
Alice Kendrick, Southern Methodist University

Is Diversity "Non-Existent" or a "Non-Issue?": Preliminary Results from a Thematic Analysis Ascertaining How Educators Define Diversity in Advertising.  
Laurie Phillips, University of North Carolina- Chapel Hill

The Ethics of Pinkwashing: Applying Baker and Martinson's TARES Test to Breast Cancer Cause-Related Marketing Campaigns,  
Kati Berg, Marquette University;  
Shannon Walsh, Marquette University

The real skinny on food in the media: Ethical shortfalls of covering and marketing food to an ever expanding nation  
Temple Northup, University of North Carolina, Chapel Hill;  
Meghan Sherrill, University of North Carolina, Chapel Hill

### Friday, August 12, 12:15 - 1:30 MED Scholar-to-Scholar (= poster)

Discussant: Kati Tusinski Berg, Marquette University

Agapeistic Ethics and News Coverage of Secular/Religious Conflict  
Rick Moore, Boise State University

Ethics and Wartime Self-Censorship: Precedents for a Utilitarian Model in the Digital Age  
Michael Sweeney, Ohio University

Teaching Kohlberg's Stages of Moral Development Through the Movie NETWORK  
John Williams, Principia College

Unprofessional, ineffective, and weak: A textual analysis of the portrayal of female journalists on Sports Night  
Chad Painter, University of Missouri;  
Patrick Ferrucci, U of Missouri

Role perceptions and ethical orientations: An analysis of individual-level influences on ethical aggressiveness of journalists

Sheetal Agarwal, University of Washington

**Sat. August 13, 8:15 - 9:45 MED Refereed Research  
Journalistic Standards and Practices**

Discussant: David Craig, University of Oklahoma  
Moderator: Kevin Stoker, Texas Tech University

Correcting the record: The impact of the digital news age on press accountability  
Nicole Joseph, Northwestern University

Ethical Pitfalls of Data Digging in Journalism  
Jan Leach, Kent State University; Jeremy Gilbert, Medill, Northwestern University

Naming Names: Crime Coverage Rituals in North America, Sweden, and the Netherlands  
Maggie Jones Patterson, Duquesne University;  
Romyne Smith Fullerton, University of Western Ontario

Unnamed Sources: A utilitarian exploration of their justification and guidelines for limited use  
Matt Duffy, Zayed University;  
Carrie Freeman, Georgia State University

**Sat. August 13, 10:00 - 11:30 MED Refereed Research. Special Call - Methodological Issues in Media Ethics Research**

Discussant: Jane Singer, University of Iowa  
Moderator: Laura Hlavach, Southern Illinois University Carbondale

Press Apologies: A New Paradigm for the New Transparency?  
Sandra Borden, Western Michigan University

Neuroethics, Moral Development and Media: An Emotional War Over Reason  
Rhema Zlatan

The Psychology of Plagiarism, Norman Lewis, University of Florida  
Bu Zhong, Penn State University

Dissecting Press Ethics: A Methodological Evaluation of the Discipline  
Jenn Burleson Mackay, Virginia Tech

## **Pre-Convention Teaching Ethics Workshop**

If you're planning to attend AEJMC in August, plan to arrive one day early for MED's 27th annual Teaching Ethics Workshop on Aug. 9.

The pre-convention program offers faculty and grad students practical and theoretical ideas from top media ethics scholars. This year's workshop, "Stars and Neurons: Using Celebrities, Entertainment and Brain Science to Teach Ethics," is co-sponsored by MED and the Magazine division.

The session will show how to use celebrity and entertainment culture as well as new brain science research to better teach media ethics. Sandy Borden, Western Michigan University and Sam Riley, Virginia Polytechnic University, will lead sessions on using celebrity and entertainment to teach ethics.

Discipline-specific groups will consider People & US celebrity magazines, the "Twilight" movie and book series, "America's Most Wanted," and other entertainment questions. Lee Wilkins, University of Missouri, William Babcock, Southern Illinois University and Patrick Plaisance, Colorado State University, will introduce ground-breaking research on how students' brains process ethics. MED's new teaching resources website will be introduced.

To register for AEJMC and the MED pre-conference workshop: <http://www.aejmcstlouis.org/home/registration>.  
There is an additional fee to attend the pre-conference workshop.

## Hot Topics Panel at AEJMC to Examine the Impact of Social Media on Crisis Communication during Natural Disasters

Kati Tusinski Berg,  
Vice Head/Programming Chair

From the tornado that devastated Tuscaloosa, Alabama, to the floods that destroyed parts of Arkansas, social media played a pivotal role in the face of disasters. Many news organizations, reporters, and relief organizations turned to social media sites such as Twitter and Facebook to help them tell breaking news stories about the disaster, inform citizens about shelters and evacuation protocols, and help reunite missing family members.

This year's hot topics panel, "Winds of destruction and change: The impact of social media on crisis coverage and crisis management during a natural disaster," includes a dynamic mix of professionals and academics who will discuss their experience and observations using social media and its impact during recent disasters. Panelists include:

- Bob Josephson, External Affairs Officer, FEMA Region VII
- Chuck Maulden, News Director, KTHV Little Rock
- Scott Meeker, Enterprise editor, Joplin Globe
- Dr. Tim Sellnow, co-author, *Effective Crisis Communication*, University of Kentucky
- Dr. Stacey Woelfel, Missouri School of Journalism, News Director, KOMU-TV, Chairman, Radio Television Digital News Foundation

The hot topics panel, which is co-sponsored by MED and SPIG, will be on Wednesday, Aug. 10 at 1:30 p.m. This is just one of the many exciting programs MED will be sponsoring at the AEJMC Conference in St. Louis. Be sure to check out the online program schedule for more information about the MED panels.

Don't forget to RSVP for the offsite MED social at the Over/Under Bar & Grill by July 21 to [kati.berg@mu.edu](mailto:kati.berg@mu.edu). The social follows the member's meeting, which is Thursday from 8:30 pm to 10 pm. Thank you and we hope to see you in St. Louis.

## ANNOUNCEMENTS

### Teaching Ethics Website

The MED teaching website will be up and running after its demo at the AEJMC pre-conference Teaching Ethics Workshop Aug. 9 in St. Louis. The website will include teaching tips and tools, links to academic and industry resources, case studies and classroom activities, book reviews and recommendations, lists of MED authors' works and other recommended publications, calendar items, upcoming media ethics events and more.

YOU can still contribute content (syllabi, lesson plans, essays, book reviews, etc.) and suggestions for the Teaching Ethics Resources website to make it the go-to place for media ethics professors, instructors and grad students of any experience level. In fact, YOU will make the site vibrant and dynamic.

Join your colleagues by providing JUST ONE teaching idea or example. Send email info and/or attachments for the new MED Teaching Ethics Resources website to Jan Leach, teaching standards chair, at [jleach1@kent.edu](mailto:jleach1@kent.edu).

### Paper Call

The Center for Digital Ethics and Policy at Loyola University Chicago is looking for stories and essays on digital ethics. The length of the piece should be 1,000-2,000 words. The material must be original, not published in other forms or in other forums.

We will pay \$250 for a completed piece. Pieces will be published on the center's web site, [digitaletics.org](http://digitaletics.org).

To begin send a short pitch; including the topic, a brief outline of main points, and sources you will use, include also a paragraph on your background and experience. We will review the proposal and proceed from there.

Send your ideas to [contact@digitaletics.org](mailto:contact@digitaletics.org).



## 2011 Poynter KSU Media Ethics Workshop

Jan Leach,  
Teaching Standards Chair

Tattoos, jerseys, scandal and secrets land in headlines on a regular basis. At this year's Poynter Kent State Media Ethics Workshop, top sports journalists and ethics professionals will discuss the "Foul Play" in athletics at the collegiate and professional levels.

The seventh annual conference will be held Thursday, Sept. 15 in Franklin Hall, home of the School of Journalism and Mass Communication at Kent State University. It will feature speakers:

- Rob King, senior vice president, editorial, ESPN Print and Digital Media
- Melissa Ludtke, editor of Nieman Reports at Harvard University. Ludtke is the former Sports Illustrated reporter who sued Major League Baseball in 1977 so women could gain access to athletes' locker rooms.
- Brian Windhorst, Miami Heat/NBA reporter for ESPN, formerly of the Plain Dealer and the Akron Beacon Journal
- Terry Pluto, Cleveland Plain Dealer sports columnist
- Ben Marison, editor and Mike Wagner, investigative reporter, The (Columbus) Dispatch
- Steve Fox, editor of ESPN.com online discussions for the NFL and college football blog networks and developer of University of Massachusetts' sports journalism concentration
- David Craig, professor and associate dean for academic affairs in the Gaylord College of Journalism and Mass Communication at the University of Oklahoma
- Marla Ridenour, OSU reporter and columnist for the Akron Beacon Journal
- Andy Baskin, sports director for WEWS-TV5, Cleveland.

Additional guests and panelists will be announced soon. Poynter's Stephen Buckley, dean of the faculty; Kelly McBride, head of the ethics faculty, and Ellyn Angelotti, of the digital trends/social media faculty, will facilitate the discussions.

The event will stream live on the Web and on mobile devices. All participants can contribute to the Workshop discussions and ask questions of the speakers via Twitter using the hashtag #ksuethics11.

King will deliver the keynote address, "Anti-Social Media: The Death of Civility in Sports Journalism." As senior vice president, editorial, ESPN Print and Digital Media, King oversees all content and video across ESPN.com, ESPN The

### Event Details:

**What:** Seventh annual Poynter Kent State Media Ethics Workshop, "Foul Play?" focuses on ethics and sports

**When:** 9 a.m. to 5 p.m. Thursday, Sept. 15, 2011

**Where:** FirstEnergy Auditorium in Franklin Hall, 550 Hilltop Drive, Kent State University

**Cost:** \$25 for media and public relations professionals, \$20 for educators and FREE for students

**Website:** For details and registration: <http://mediaethics.jmc.kent.edu/2011/>

**Questions:** Contact Jan Leach, 330-672-4289 or [jleach1@kent.edu](mailto:jleach1@kent.edu) or Jennifer Kramer, 330-672-1960 or [jlkramer@kent.edu](mailto:jlkramer@kent.edu)

