

EDITORIAL INTEGRITY for PUBLIC MEDIA

Principles, Policies, & Practices

**A Roundtable Discussion of
Emerging Recommendations for
Principles, Policies, and Practices**

October 24 - 25, 2011 Madison, WI

Roundtable Participants

Malcolm Brett
Wisconsin Public
Television and Radio



Malcolm Brett is Director of Broadcast and Media Innovations of University of Wisconsin Extension. He is responsible for Wisconsin Public Television, Wisconsin Public Radio and Media Innovations applied to broadcasting and education. Media Innovations includes research involving interactive/enhanced television, video delivery over Internet 2 and media asset management. Brett previously held the position of director of television for WPT.

During the past two decades at WPT, Brett also has served as a production manager for the national program New Tech Times, corporate development manager, director of development and executive director of Friends of WHA-TV.

His extensive knowledge of television production includes strategic planning, budgeting, government relations and community relations. He was named PBS Development Professional of the Year in 1998 for his involvement and expertise in corporate development and fundraising. Brett has spearheaded WPT's digital conversion, and has helped guide, design, fund or implement various WPT national public television models, including Evolving the Links, Best Practices in Journalism, Portal Wisconsin, Wisconsin Stories and SafeNight USA. In 2008, he was elected for a three-year term to the PBS board of directors.

Clifford Christians
University of Illinois



Clifford Christians is the former director of the Institute of Communications Research and chair of the doctoral program in communications, a position he also held from 1987 to 2001. He has been a visiting scholar in philosophical ethics at Princeton University and in social ethics at the University of Chicago, and a PEW fellow in ethics at Oxford University. On the faculty at Illinois since 1974, Christians has won five teaching awards. His teaching interests are in the philosophy of technology, dialogic communication theory and media ethics.

He serves on the editorial boards of a dozen academic journals, is the former editor of *Critical Studies in Media Communication*, and currently edits *The Ellul Forum*. He has lectured or given academic papers worldwide in countries that include Belgium, Norway, Russia, Finland, Taiwan, Germany, France, Italy, Netherlands, Switzerland, Belgium, England, Singapore, Korea, Scotland, Philippines, Slovenia, Canada, Brazil, Mexico, Puerto Rico, Spain and Sweden. He is listed in *Who's Who in America*, *International Who's Who in Education* and *Outstanding Scholars of the 21st Century: Communication Ethics*. The Lambda Pi Eta Honor Society of Duquesne University gave him its Ethics Scholar Award in 1999, and the Carl Couch Center for Social and Internet Research offers its Ethics Research Award annually in his name. In 2003 he won the AEJMC Presidential Award for distinguished service to journalism and mass communication education, and in 2004, AEJMC's Paul J. Deutschmann Award for Excellence in Research.

Rick Edmonds
Poynter Institute



Rick Edmonds is media business analyst for The Poynter Institute, where he has researched and written for the last 10 years. Since December 2007, his commentary on the industry has appeared in The Biz Blog on Poynter.org. He has also been co-author of the newspaper chapter in all seven editions of the Project for Excellence in Journalism's State of the News Media reports, 2004 through 2010.

Edmonds is frequently quoted for news stories on newspaper economic issues and new business models, including articles in The New York Times and numerous NPR reports. At Poynter he has helped coordinate conferences on emerging nonprofit news alternatives, the future of advertising and developing user-generated content.

Edmonds has presented his work three times at annual meetings of the American Society of News Editors and to international groups in Paris, Norway, Chile, Madrid, and Vienna. Edmonds spent 11 years with the St. Petersburg Times organization in various editor and publisher roles, including two years as managing editor of the paper's Tampa edition. Earlier in his career he was James Reston's assistant at The New York Times and a reporter at The Philadelphia Inquirer, where he was a finalist for the Pulitzer Prize in national reporting in 1982. He earned a B.A. from Harvard College in 1969. His wife, Marianne, is a municipal finance advisor; they have two daughters.

Andrew Hall
Wisconsin Center for
Investigative Journalism



Andy Hall is Executive Director of the Wisconsin Center for Investigative Journalism, the publisher of WisconsinWatch.org. A former Investigative Reporters and Editors board member, Hall won dozens of awards for his reporting in 26 years at the Wisconsin State Journal and The Arizona Republic. He began his career in 1982 as a copyboy at The New York Times. At The Republic, Hall helped break the “Keating Five” scandal involving Sen. John McCain. At the State Journal, Hall’s stories held government and the powerful accountable and protected the vulnerable through coverage that addressed the racial achievement gap in public schools and helped spark the creation of the nationally noted Schools of Hope volunteer tutoring program, revealed NCAA violations by University of Wisconsin athletes, and exposed appalling conditions in neglected neighborhoods such as Allied Drive and Worthington Park.

Hall won a first-place award in 2008 for beat reporting from the Education Writers Association. He also has received National Headliner, Gerald Loeb, James K. Batten and Inland Press Association awards for investigative, financial, deadline and civic journalism coverage. Hall has served as a mentor to the staff of La Comunidad, a Spanish-language newspaper in Madison, and has taught numerous courses at the University of Wisconsin-Madison School of Journalism & Mass Communication. He currently serves on the Wisconsin Freedom of Information Council Board of Directors, Iowa Center for Public Affairs Journalism Board of Directors, and Indiana University Journalism Alumni Advisory Board. He earned a bachelor’s degree from Indiana University.

Skip Hinton
National Educational
Telecommunications
Association



Skip Hinton is president of the National Educational Telecommunications Association, a position he has held since 1989.

NETA is a professional association serving public television licensees and their professional staff. NETA provides professional development opportunities for public broadcasting professionals; distributes programming for use by all public television licensees; and works with members to support local education services.

NETA also serves the public broadcasting community by providing management support to other entities. Among these entities Skip serves as the secretariat for a collaborative of elected leaders from the major public television membership organizations (Affinity Group Coalition), and the association representing the chief executives of state public television licensees (Organization of State Broadcasting Executives).

Prior to joining NETA, Skip worked for almost 25 years in various public broadcasting roles with the University of Alabama and Alabama Public Television. He was responsible for creation of the state network's public affairs unit. He was the executive director of APT from 1982 until 1989 and represented APT as a working member of the Wingspread Conference on Editorial Integrity in Public Broadcasting.

Morgan Holm
Oregon Public
Broadcasting



Morgan Holm is vice president of News and Public Affairs at Oregon Public Broadcasting in Portland. He oversees OPB's local news operation, including the radio newsroom, OPBnews.org and local television public affairs specials.

Morgan joined OPB in 1990 as the station's first traffic reporter, and has since served as a reporter, assignment editor, producer and host. For many years, Morgan hosted the daily *Oregon Considered* program on OPB Radio. He was also the executive producer of OPB TV's public affairs program, *Seven Days*, for nine of its 10 years on the air.

A native Oregonian, Morgan graduated summa cum laude from Southern Oregon University in Ashland with a BA in Communication. He started his journalism career in high school with a summer internship at KOTI-TV in his hometown, Klamath Falls. He joined Jefferson Public Radio in Ashland in 1986 as the station began producing news, and was the first reporter from that station to file for National Public Radio. In 1987, he began working for KOB-TV as a weekend news producer.

Morgan was a finalist for the Livingston Young Journalists award in 1991 and has won numerous citations from the Associated Press, Society of Professional Journalists and Radio-Television News Directors Association. As a RIAS-Berlin Fellow in 2001, he was a member of a delegation of American journalists that traveled to Germany days after the 9/11 attacks. In 2007, Morgan traveled to North and South Korea as a fellow with the International Reporting Project at Johns Hopkins University.

Quentin Hope
Great Plains Strategies



Quentin Hope is an independent consultant serving clients across a broad range of industries in the areas of business strategy, organization design, organization effectiveness and change management. He also has extensive experience in public media management and consulting.

Among other assignments, he is currently a Program Advisor for the Sulzberger Program at the Columbia Journalism School.

From 2001 to 2009, Hope was a senior advisor with Katzenbach Partners LLC on issues of organizational culture, design, change management and operating effectiveness, most often related to changes in strategic direction. In conjunction with this work, he developed methodologies, frameworks and tools codifying consulting experience for wider use by the firm.

Earlier, Hope worked for McKinsey & Company's New York office as a senior engagement manager, organization specialist and senior fellow with the firm's organization design practice. While at McKinsey, Hope worked closely with senior management of Fortune 500 corporations in developing and implementing strategies for achieving significant and sustainable improvements in operating results and management effectiveness.

Hope's public media work began in 1980 when he founded High Plains Public Radio, a regional network providing public radio service to western Kansas, eastern Colorado and the panhandles of Texas and Oklahoma. He continues to work with HPPR on a pro bono basis. He also consults with public media clients including the Corporation for Public Broadcasting, the Station Resource Group (as consortia of leading public radio stations) and the Public Radio Exchange (an on-line marketplace for distribution, review, and licensing of public radio programming).

Hope holds an undergraduate degree in communications studies from Oberlin College and a masters degree in public and private management from the Yale School of Organization and Management.

David Iverson
KQED, San Francisco



David Iverson has been a producer, writer and anchor for public broadcasting for nearly 30 years. He co-produced, directed, wrote and reported the 2009 PBS Frontline documentary "My Father, My Brother and Me," which profiled his family's struggle with Parkinson's disease. Most recently, he has covered the aftermath of the Haitian earthquake for the PBS NewsHour. Other recent productions include a national special for PBS called Kids and Divorce: For Better or Worse and the national follow-up to the American Experience episode "Two Days in October." Iverson was the writer, narrator, co-producer and executive producer of the national Emmy award winning PBS documentary "The 30 Second Candidate". In 2000, he served as the Presidential Debate Commission's coordinating producer for the Vice Presidential Debate between Dick Cheney and Joe Lieberman. Iverson also hosts radio and television programs for KQED public broadcasting in San Francisco.

From 2000 through 2004, Iverson was the executive director of Best Practices in Journalism, a nationwide initiative headquartered at Wisconsin Public Television designed to improve local television coverage of politics and supported by The Pew Charitable Trusts and the Corporation for Public Broadcasting.

As a producer/writer and executive producer, Iverson's awards include a national Emmy Award, the Alfred I. duPont Columbia Award, the Gabriel Award, the New York Film Festival Gold and Silver Awards, the Chicago Film Festival Gold Hugo, the Corporation for Public Broadcasting Gold Award, and the Ohio State award.

Iverson has consulted for public television and radio stations and the MacArthur Foundation. He's served on advisory panels for PBS, the Corporation for Public Broadcasting, MacNeil-Lehrer Productions and the Independent Television Service.

Iverson is a graduate of Stanford University and received his MS in Telecommunications from Indiana University.

Joel Kaplan
Syracuse University



Joel Kaplan teaches advanced reporting and communications law. He was recently named ombudsman for the Corporation for Public Broadcasting.

He previously covered city hall for The Chicago Tribune and was a member of the newspaper's investigative team. From 1979 to 1986, he was a reporter for The Tennessean in Nashville where he covered the state legislature. In 1986, he was a finalist for the Pulitzer Prize in investigative reporting for a series on then U.S. Rep. Bill Boner.

He is a co-author of *Murder of Innocence: The Tragic Life and Final Rampage of Laurie Dann* (Warner Books). The movie version of that book originally was broadcast on CBS. He was a Nieman Fellow (1985) at Harvard University and a Journalism Fellow at Yale Law School (1991), where he received a master's in the study of law. He also has a master's in journalism from the University of Illinois.

He is a former treasurer and board member of Investigative Reporters & Editors (IRE). Kaplan and his wife, Susan Miller Kaplan, who teaches on-line database searching to Newhouse students, live with their four children, Ellie, Noah, Jack, and Liam in DeWitt.

Byron Knight
University of Wisconsin
– Extension



Byron Knight is Emeritus Director of Broadcasting and Media Innovations, University of Wisconsin Extension. He was responsible for Wisconsin Public Television, Wisconsin Public Radio and Media Innovations applied to broadcasting and education.

He was previously Director of Wisconsin Public Television, which acquires, produces and delivers to statewide audiences high quality television programs, production and community outreach and education services. These non-commercial services provide all viewers access to educational, information and entertainment programming produced nationally and locally and extend the impact of the television service.

In 1996-1997 Byron was the Project Executive for New Program Services and Alliances for the Public Broadcasting Service PBS. During this leave of absence from WPT he was responsible for establishing and managing production partnerships at PBS.

From 1978-1990 he was the Director of Programming for WHA-TV, and the Educational Communications Board. During this time he consolidated the programming, production, operations, promotion and development of the Educational Communications Board stations and WHA-TV under the title of Wisconsin Public Television. These stations include WPNE in Green Bay, WHLA, LaCrosse; WHRM, Wausau; WHWC, Eau Claire and WLEF, Park Falls.

As a national television producer Byron was responsible for award winning productions including *The Mozart Mystique* with Peter Ustinov, *The Immortal Beethoven* with Peter Ustinov, and the Emmy nominated *The Well-Tempered Bach* with Peter Ustinov

Byron has served on the Wisconsin Broadcasters Association Board, the PBS Program Advisory Committee, MacNeil/Lehrer NewsHour Program Manager's Task Force, the PBS Task Force on Pricing and Policy, and the CPB Future Fund Advisory Panel. In 2001 Byron received the Twenty-first Century Manager award for Association of Public Television Stations for technology innovation. He served on the Association of Public Television Stations board 2001-2005.

Ted Krichels
Penn State Public
Broadcasting



Ted Krichels is General Manager of Penn State Public Broadcasting (PSPB) and Associate Vice President for Public Engagement at Penn State. He has long been active in national policy initiatives within public broadcasting and has served on numerous CPB and PBS task forces.

At Penn State, in addition to overseeing PSPB's transition from analog to digital broadcasting, Krichels has worked to integrate the mission of public broadcasting with that of the land grant university. To this end, Penn State has hosted various conferences and projects including: Partners in Public Service, which explored new models for collaborations between public broadcasters, libraries and museums; Engaging Faculty in a Digital Future, aimed at involving academia more directly in public broadcasting; and the Public Service Media Initiative, focusing on better integrating public media and Penn State academic disciplines, and on developing significant collaborative projects. Krichels helped to found public broadcasting's University Licensee Association and served as its first chair. During the past year he was chair of the Affinity Group Coalition, representing all public television affinity groups.

As associate vice president for public engagement at Penn State, Krichels is leading a new effort to promote innovation throughout Penn State Outreach, which has over 1500 employees and includes the areas of continuing and distance education and Cooperative Extension. He is also directing a new health initiative, which will tie the capacities of Outreach with the Penn State College of Medicine and College of Health and Human Development to address critical health needs within Pennsylvania.

Michael Levy
Corporation for Public
Broadcasting

Michael Levy is CPB's Executive Vice President, Corporate and Public Affairs. Prior to joining CPB in September 2005, Mr. Levy served as Senior Advisor at the U.S. Department of State's Bureau of International Narcotics and Law Enforcement Affairs. There, he developed and executed pro-active media strategies and communications efforts to increase public awareness of and support for U.S. counternarcotics and law enforcement initiatives in over 100 countries.

Previously, he served as chief of staff to the lieutenant governor of Oklahoma, and as a senior legislative aide to a member of Congress from Utah. Mr. Levy attended Emory University, University College London and Widener University School of Law.

Amy Coates Madsen
Standards for Excellence
Institute, Maryland
Nonprofits



Amy Coates Madsen is the Director of the Standards for Excellence® Institute, a national initiative to promote the highest standards of ethics and accountability in nonprofit governance, management, and operations, and to facilitate adherence to standards by all organizations.

The Standards for Excellence Institute is a program of Maryland Nonprofits where Amy has served for more than 14 years. Amy is responsible for coordinating all aspects of this comprehensive ethics and accountability program and its efforts to replicate the program nationally. She serves as a trainer in the areas of board conduct, program evaluation, program replication, and nonprofit management.

Amy has held positions at the Princeton Public Affairs Group and Catholic Relief Services. Amy received her Masters degree from Johns Hopkins and her Bachelors degree from Virginia Tech. Amy is a member of Phi Beta Kappa and is on the board of Central Maryland CAN TOO.

Michael Marcotte
MVM Consulting



Mike Marcotte's journalism career spans more than 30 years and includes work in newspaper, radio, television and online. He recently returned to his consulting practice after completing the prestigious Knight Journalism Fellowship at Stanford University, where he focused on changes in public media, leadership and innovation in newsrooms, the science of data visualization and social networks.

Mike has managed top rated NPR news departments in San Diego and Seattle, worked for NPR and taught journalism at four universities. After 20 years of news management, Mike launched MVM Consulting so that he could focus on the needs of public media newsrooms during this time of dramatic change. He believes there is an urgent need to elevate the role of journalism at public broadcast stations. In many cases this requires station reorganization to support the news mission on multiple platforms.

Mike has served as president of PRNDI, the national association for public radio news directors, and has volunteered on boards, panels and projects to help serve the industry and audience of public service broadcasting.

Mike earned a bachelors and masters degree in journalism from the Grady College of Journalism at the University of Georgia. He is an alumnus of LEAD San Diego, a selective leadership program.

Jack Mitchell
University of Wisconsin



Jack W. Mitchell joined the School of Journalism & Mass Communication faculty in January 1998 after a 30-year career in public radio.

As Director of Wisconsin Public Radio for 21 years, Mitchell led the most extensive and successful state or university public radio system in the country. He initiated the transition from the Wisconsin Educational Radio Network into Wisconsin Public Radio, a system of 20 stations serving a statewide audience with two networks and a prolific producer of national programming.

On a national level, Mitchell was the first employee of National Public Radio. While at NPR, he was instrumental in developing the groundbreaking newsmagazine *All Things Considered*. During his years as the program's first producer and executive producer, ATC won both the Peabody Award and the DuPont Award.

Mitchell was elected to an unprecedented four terms (12 years) on the National Public Radio Board of Directors, including three years as chair. He made significant contributions in virtually every area of the organization's work from programming to finance to long-term strategy. When NPR was on the brink of financial collapse in 1983, Mitchell was asked to assume interim responsibility for NPR's programming operations as part of a team that restored the organization's financial health and saved it from going dark.

As Professor of Journalism & Mass Communication at UW-Madison, Mitchell teaches courses in public broadcasting, broadcast news, intermediate reporting, mass media and society, and the survey of mass communication.

Mitchell's awards include the Edward Elson National Public Radio Distinguished Service Award, the UW-Extension Award for Excellence, and the Corporation for Public Broadcasting's Edward R. Murrow Award, public radio's highest honor.

His undergraduate and master's degrees are from the University of Michigan. He earned his Ph.D. from the University of Illinois.

Marita Rivero
WGBH, Boston



Marita Rivero, WGBH Vice President and General Manager for Radio and Television, oversees the programming, marketing, and administration of WGBH's multiple TV and radio stations and digital channels. Rivero also oversees WGBH's national radio production activity and its local television production unit, Boston Media Productions.

Rivero was named manager of WGBH Radio in 1988. Award-winning radio productions developed under her leadership include the daily global news program *The World* (a collaboration with BBC World Service and PRI) and *The Takeaway* (a collaboration of WNYC and PRI, in collaboration with BBC World Service, New York Times Radio, and WGBH). She also served as Executive-in-Charge of WGBH's Peabody Award-winning multimedia project *Africans in America*. Rivero has developed the national Forum Network; new satellite radio services; and a substantial community partnership program with media, arts, and education partners.

Rivero began her broadcast career at WGBH in 1970 as a producer of public affairs television, including *Say Brother* (now *Basic Black*, one of the nation's oldest weekly series by, for, and about African Americans). She was general manager of WPFW, Washington, DC's Pacifica radio station, from 1981 to 1988.

Rivero has been honored with numerous awards, including a 2007 Pinnacle Award for Achievement in Arts & Education from the Greater Boston Chamber of Commerce; the first Image Award for Vision and Excellence from Women in Film and Video/New England; the Living Legends Award from the National Trust for Historic Preservation's Museum of African American History; and induction into the YWCA's Academy of Women Achievers. She serves on the NPR Board of Directors and is Chair of the National Black Programming Consortium Board.

Rivero holds a BS from Tufts University and has participated in post-graduate training at Harvard University's Graduate School of Education and the Stanford and Wharton schools of business.

**Willard D. "Wick"
Rowland, Jr., Ph.D.**
Colorado Public
Television



Wick Rowland is President and CEO of Colorado Public Television (CPT12) in Denver and Dean and Professor Emeritus of the School of Journalism and Mass Communication at the University of Colorado.

He was the *Denver Post's* "Television Person of the Year" for 2010 and the Colorado "Broadcast Citizen of the Year" in 2005. He is a member of Denver Rotary and a graduate of Leadership Denver. He is a Visiting Professor of Communications at the University of Toulouse in France.

Rowland is a leader in national public television affairs and public broadcasting policy representation, for which he received the 2009 APTS National Advocacy Award. He has served as chair of the Beta Group, the Small Station Association, the Affinity Group Coalition, and the Colorado Broadcasters Association.

CPT12 is one of the U.S.'s first alternative public television stations and it remains a leader among the nearly three dozen such stations across the country. Under the motto, "World View, Community Voice," CPT12 provides three multicast services and the largest amount of local public affairs television in Colorado.

Dr. Rowland is a widely published scholar and teacher in communication policy, communication theory and history, domestic and international media institutions. He has a special expertise in public broadcasting (U.S. and abroad) and in the television violence debates. Previously he was associate dean and on the faculty of the College of Communications at the University of Illinois.

After service in the Peace Corps that focused on educational media in Jamaica, Rowland was named the first director of research and then director of long-range planning for the Public Broadcasting Service (PBS).

His degrees are from Stanford (B.A.); the University of Pennsylvania (M.A.) and the University of Illinois (Ph.D.).

Wendy Swanberg
University of Wisconsin



Wendy Swanberg is a PhD candidate in Mass Communication at the University of Wisconsin-Madison, with emphases on First Amendment history and journalism in the Cold War era. She has spent the past seven years with the School of Journalism as a teaching assistant in journalism and media law, as a research fellow working with the Wisconsin Historical Society, and most recently as project assistant for the Center for Journalism Ethics.

Prior to joining the School of Journalism and Mass Communications, Wendy spent many years as a public affairs producer for WMAQ-TV (NBC) in Chicago, responsible for documentary and studio talk programs. She still does freelance broadcast production in the Madison area, and archival research for Vanity Fair magazine and other publications.

A native of Chicago, she holds a BA with high honor from DePaul University and an MA in Journalism from UW-Madison.

Bruce Theriault
Corporation for Public
Broadcasting



Bruce Theriault joined CPB as Senior Vice President, Radio in February 2007 from Bolder Strategies, a Boulder, Colorado-based consulting firm for nonprofit organizations he founded and headed. Theriault's recent experience in public broadcasting also includes stints as a co-Managing Director of Public Radio Capital, which he helped launch as a separate operating organization, and at the Station Resource Group, where he directed the planning stage of a major strategic services initiative for public radio.

Theriault spent 13 years as Senior Vice President of Public Radio International, where he directed activities in business and contract negotiations, strategic planning, communications, affiliate relations, broadcast services, satellite radio, and new business development and played a central role in content and network development for public broadcasting's online application service provider, Public Interactive.

Other highlights of Theriault's career include managing KTOO-FM and KRBD-FM in Alaska, where he co-founded and served five terms as President of Alaska Public Radio Network, and helped establish and then served three years as Chairperson of the National Federation of Community Broadcasters (NFCB).

Theriault holds an M.A. in Public Administration from the Kennedy School of Government at Harvard University, as well as certificates from several other advanced study programs. He earned a B.S. Degree in Education from Southern Connecticut State University, with a minor in Psychology.

Tom Thomas
Station Resource Group



Tom Thomas is co-CEO of the Station Resource Group, an alliance of leading public media organizations focused on strategy, policy, and innovation. SRG's 40 members operate over 200 public broadcasting stations.

Thomas has led strategic advances in programming, funding, technology, and public service mission for stations and the public media field as a whole. He has shaped the policy framework for public broadcasting in Congress, at federal agencies, and at the Corporation for Public Broadcasting.

He oversaw development of PRX, the Public Radio Exchange, an online audio marketplace and innovator in digital distribution, and Public Radio Capital, which helps public broadcasters plan for sustainable growth, secure new channels, and expand their services. With SRG co-CEO Terry Clifford and others he has authored major studies of public media's programming, audience service, and finances. He is a frequent speaker at media events and an advisor to public and private funders.

He was founding President of the National Federation of Community Broadcasters from 1975 to 1984, where he established community-based radio and stations operated by people of color as integral contributors to public radio's overall service. His work has been recognized by CPB's Edward R. Murrow Award, America's highest public radio honor, CPB's first Distinguished Service Award, NPR's Elson Award for Distinguished Service, and Latinos in Public Radio's Lifetime Achievement Award.

Thomas began his career as a host, documentary producer, and station manager at a pioneering, all-listener-supported station in St. Louis. He has degrees in history and political science from Grinnell College and public and international affairs from Princeton University.

John van Hoesen
Vermont Public Radio



John van Hoesen is Vice President for News & Programming at Vermont Public Radio. John joined VPR in 2001 and has led the expansion of the station’s in-depth news coverage to include regional newscasts throughout the day, the daily news magazine Vermont Edition weekdays at noon, and the development of online news at VPR.net, including streaming audio from the Vermont Legislature.

Under John’s leadership, VPR has been honored with more than 60 awards, including five national Edward R. Murrow Awards from the Radio and Television News Directors Association. John has been the executive producer on many VPR special coverage projects including the “Farm Family” series from the Northeast Kingdom, “Those CCC Boys,” a documentary on the Civilian Conservation Corps, and the documentary “Howard Dean, the Vermont Years.” He is the recipient of the Associated Press Distinguished Service Award.

Prior to joining VPR, he was the managing editor of the Pulitzer Prize-winning Rutland Herald, where he helped establish the newspaper’s magazine section. John also was a founder of the weekly newspaper, The Windsor Chronicle. He is a graduate of the University of Vermont and grew up on a dairy farm in southern Vermont.

Stephen Ward
University of Wisconsin
– Madison



Dr. Stephen Ward is the James E. Burgess Professor of Journalism Ethics, an endowed chair in the School of Journalism and Mass Communication at the University of Wisconsin-Madison. He is also director of the Center for Journalism Ethics at the school. Previously, he was director of the Graduate School of Journalism at the University of British Columbia in Vancouver, Canada.

He is author of *The Invention of Journalism Ethics: The Path to Objectivity and Beyond* (McGill-Queen's University Press), which won the 2005–2006 Harold Adams Innis Prize from the Canadian Federation for the Humanities and Social Sciences for the best English-language scholarly book in the social sciences. He is co-editor of *Media Ethics Beyond Borders: A Global Perspective*, published by Heinemann Publications of South Africa in June 2008.

Ward has a PhD in philosophy from the University of Waterloo, Ontario. His research interests include history of journalism ethics, ethical theory, global media ethics, and science journalism. He is founder of the science journalism initiative at the UBC School of Journalism. He is principal investigator of an international study into the public communication of controversial science.

Ward is an associate editor of the *Journal of Mass Media Ethics*. His articles and reviews have appeared in such journals as *Journalism Studies*, *Ecquid Novi: African Journalism Studies*, *Journalism: Theory, Practice and Criticism*, *Harvard International Journal of Press/Politics* and the *Journal of Mass Media Ethics*. He serves on seven editorial and advisory boards for ethics organizations and for journals on media ethics and science. He is a media ethics columnist for *Media Magazine* and founding chair of the Ethics Advisory Committee of the Canadian Association of Journalists.

For 14 years, Prof. Ward worked as a journalist. He was a Canadian political reporter before becoming foreign reporter, war correspondent, and newsroom manager. During this period, he covered conflicts in Yugoslavia, Bosnia and Northern Ireland. Prof. Ward was the British Columbia bureau chief for *The Canadian Press* news agency in Vancouver.

Lee Wilkins
University of Missouri



Lee Wilkins focuses her research on media ethics, media coverage of the environment and hazards and risks. She is a co-author of one of the country's best-selling college ethics texts, *Media Ethics: Issues and Cases*, now in its fifth edition with McGraw-Hill. Wilkins is the associate editor of the country's leading academic journal on media ethics: *The Journal of Mass Media Ethics*.

Wilkins was named a Page Legacy Scholar from the Arthur W. Page Center in 2005 and received a \$10,000 grant to support the study, *The Moral Media: How Public Relations Professionals Reason about Ethics*. She has received several other grants to support her research.

The MU Alumni Association named Wilkins as a recipient of the 39th annual Faculty-Alumni Awards in 2006. She has received the William T. Kemper Award for Teaching Excellence in 1998, the highest teaching award on the University of Missouri-Columbia campus. A year earlier the Missouri School of Journalism gave Wilkins its highest teaching award, the O.O. McIntyre Distinguished Professorship. She has taught ethics as a visiting faculty member at the Poynter Institute in St. Petersburg, Fla.

Wilkins has a joint appointment in the Harry S. Truman School of Public Affairs, where she teaches about communicating risk to the public. Her research in that area has focused on the 1993 Midwest floods, the 1984 Bhopal, India, chemical spill, the 1997 El Nino and integrating knowledge of disaster coverage into coverage of terrorism.

Wilkins holds a doctorate degree in political science and a master's in journalism from the University of Oregon and bachelor's degrees in journalism and political science from the University of Missouri. She is a member of Phi Beta Kappa, Alpha of Missouri, and Kappa Tau Alpha at both Missouri and Oregon.

Prior to her academic appointments, Wilkins served as a newspaper editor and reporter in Colorado, Oregon and Michigan.