

Cole Campbell remembered

Crash takes life of civic journalism's innovative thinker

CCJIG stalwart Cole Campbell died Jan. 5 when the vehicle he was driving overturned on an icy road while he was on his way to work at the University of Nevada Reno. He was 53.

A native of Roanoke, Va., he was a graduate of the University of North Carolina at Chapel Hill who began his newspaper career in North Carolina. He joined *The Virginian-Pilot* newspaper in Norfolk, Va., in 1990.

Cole became known as a proponent of civic or public journalism during his work as the top editor of the *The Virginian-Pilot*

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Photo by Wendi Poole

Cole Campbell speaks at "A Wake-Up Call," the pre-convention program co-sponsored by CCJIG in San Antonio in 2005.

Colleagues recall his contributions

Cole Campbell was, to me, the quintessential journalist scholar. He always seemed to not only see the theoretical "big picture" but was also able to take those big ideas and put them into action, in his writing and in his work as a teacher and academic school director. He helped bring us all to a higher level of achieving the goals of ever more accurate, comprehensive, and accessible journalism. He will be remembered well.

Sharon Hartin Iorio
Wichita State University

Cole was passionate, provocative and so very intelligent. He

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CCJIG undergoes Council of Divisions review

By Andrea Breemer Frantz
CCJIG Chair

At the AEJMC annual conference in San Francisco last August, Council of Divisions representatives offered a comprehensive review of the Civic and Citizen Journalism Interest Group (CCJIG).

Council of Divisions Chair Jan Slater led the meeting along

with representatives of the PF&R, Research, and Teaching Standards committees. Jeff South, 2005-06 CCJIG Chair, and Andrea Frantz, 2005-06 Vice Chair, represented CCJIG.

In its evaluation of the interest group, the COD representatives highlighted CCJIG's strengths and weaknesses and challenged the membership to collectively shape its future agen-

da on a number of fronts. (See related story, **page 2**)

The committee lauded CCJIG for its:

- Leadership in the area of teaching - CCJIG has shown innovation and consistency in programming here.

- Leadership in the area of Professional Freedom and

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Review

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Responsibility - Committee members agreed that the interest group's strength truly lies in PF & R and that our work in this area in terms of programming, coverage in our newsletter, and support of pre-convention workshops and other efforts help to define the group.

- Overall balance - For the past five years the interest group has maintained solid balance in its programming across PF & R, Research, and Teaching.

The committee also offered important challenges to the group, most of which focused on encouraging CCJIG to assume national leadership in a specific area of the field and more carefully define our research agenda.

CCJIG's primary goal over the next few years should be to "become the source for some-

thing," according to the council.

In the discussion, Jan Slater noted that, "CCJIG is particularly challenged to define its research agenda." She concluded that we need to challenge ourselves to answer the question: What does CCJIG offer that no one else does? In defining that agenda, the COD representatives agreed, the interest group has an opportunity to claim and shape an important component of the field.

Key recommendations the council had for CCJIG included:


- Maintain consistency - If we offer a specific challenge, idea, or feature through our interest group, we need to keep it up (an example of what we discussed included an online syllabus exchange).

- Enhance membership - while our membership is strong, it is also steady, and it makes sense to continually recruit and encourage more diversity.

- Strengthen research agen-

da - The reviewers placed special emphasis on this challenge. We need to "define our presence" in the organization by consistently exploring cutting edge research issues. To this end, the committee recommended CCJIG consult with AEJMC's standing committee on research for guidance.

In all, the discussion about CCJIG's future was encouraging. The issues raised there were an excellent starting space for discussion at the members/business meeting later and challenged the group to consider how we define ourselves. The discussion was lively and we anticipate it will continue for some time.

Cole Campbell perhaps offered the most salient starting place for future bricks and mortar. He noted, "Citizen journalism is about the democratization of expression...We are interested in the engagement of citizens with public life, media and each other and how those things [inter-
sect]." 

Current, past leaders reflect on CCJIG role

By Jack Rosenberry
Newsletter Editor

At the Council of Divisions review meeting during last summer's AEJMC convention in San Francisco, one of the challenges issued to the Civic and Citizen Journalism Interest Group was to "become *the source* for something." Discussion of that challenge at the group's business meeting in San Francisco a few days later led to extensive discussion about what that *something* might be.

To help coalesce some of that thinking - and to share it with CCJIG members who were not at the meeting - current and former leaders were asked to reflect on the nature of civic/public journalism, its connections with citizen/participatory journalism, and what types of activities

CCJIG should undertake to help create a more precise focus for itself. More than a dozen current and former leaders of the group were sent e-mail interview questions on these topics; six of them replied.

The group was like-minded in its views of what distinctly characterizes civic/public journalism, focusing on its orientation toward encouraging greater civic engagement and improving democracy in the process.

Current CCJIG Teaching Chair Glenn Scott of Elon University called this "the intentionality to involve readers-citizens-users in a process aimed at identifying community problems and resolving them" while Jan Schaffer, former director of the Pew Center for Civic Journalism and now director of the J-Lab Institute for Interactive

Journalism, similarly noted that civic journalism has "a motivation on the part of the journalist to engage the readers/audience ... as citizens, capable of action (active participants in a self-governing society) rather than as passive spectators."

Schaffer further called civic journalism "a mindset" rather than a type of journalism, and something that could be applied to various journalistic settings. Sharon Hartin Iorio, associate dean at Wichita State University, noted that it involves specific newsroom practices directed at improving the reporting on political and social issues.

The respondents saw the emerging practices associated with citizen/participatory journal-

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Reflect

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ism as distinct from civic/public journalism. Schaffer summed it up this way: "Civic journalism seeks to engage citizens in *civic issues*. Citizen journalism seeks to engage citizens in the *media*."

Yet all of them saw common ground, as well. Jeff South of Virginia Commonwealth, CCJIG immediate past chair, said citizen and civic journalism "overlap and complement each other;" Iorio likewise called them "complementary practices." Andrea Breemer Frantz of Wilkes University, current CCJIG chair, said they are "linked in important ways." Schaffer said the two can share a common goal of information exchange as well as "the aggregation of shared thinking and knowledge that can enrich the information landscape of a community." Frantz said that "What links both civic and citizen journalism is a shared goal: community members' widespread engagement in decision-making and action."

But all of the interviewees also emphasized the distinctions, noting especially that just because journalism is participatory doesn't necessarily mean it fulfills those goals of improving civic engagement and problem-solving. Scott, Frantz and Iorio all noted that civic journalism is generally associated with formal practices of professional news organizations rather than the more ad-hoc nature of many citizen media offerings.

Former CCJIG leader Len Witt of Kennesaw State University quoted Cole Campbell on the difference, relating that Campbell had once said, "We should take care to discern which kinds of citizen journalism build civic capacity and create publics

or public relationships and which kinds serve other functions."

And as South more bluntly put it: "Many citizen journalists run Web sites that are polarizing and divisive - that eschew civil debate in favor of rants and put-downs."

The final question in the e-mail interview asking what CCJIG should *do* about these practices to help define its own activities and sphere of operation generated several specific ideas. Iorio suggested one goal for the interest group would be "to work toward the acceptance for citizen journalists of all the First Amendment rights of professional journalists."

Schaffer would like to see less emphasis on blogging and more on hyper-local citizens' media. Scott proposed focusing "on the general goal of promoting information gathering and distribution processes that involve professionals and non-professionals as a means of establishing democratically healthy flows of news and ideas," which he further said could include blogging and how professional journalists relate to and use blogs.

Frantz and South both said they want the interest group to develop theories that help in better understanding the intersection of civic and citizen journalism and also to develop ideas for practical applications, especially innovations that can be used in the field and taught in the classroom. Witt sees the division's role as helping citizens learn to become better journalists to enhance the democratic process and as helping journalists "better understand the civic journalism principles and how they can be woven into the citizen media movement" along with helping students "to understand the potential upsides and downsides of what lays before them in this fully changed media landscape." ✍

Student's stunt offers teachable moment

By Glenn Scott
CCJIG Teaching Chair

When Ben, a senior in my reporting course, pulled out his mobile telephone during class, I was too busy to notice. With just a few weeks left in the fall semester, I was trying to lead the class into the shifting digital realities of American journalism.

We had practiced using various story structures, studied how courts systems operate, and engulfed every implication we could wring from news of the changing fortunes of corporate newspaper owners. But we had more to do. Now we were going where we should have been sooner in the semester, hopping through Web sites from Technorati to Poynter Online's E-Media Tidbits to Mindy McAdams' blog on Teaching Online Journalism.

We were moving toward understanding new routines - if we can yet call them that - of journalism where mainstream editors no longer maintain monopolies on the flows of news. This was that new trading place of ideas where users bartered with fingers on keyboards, where folks formerly called readers had re-emerged as participants, if not sources.

I initially had expected contemporary college students to know all about this trend, assuming that multiple flows were

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was innovative long before the Batten Awards for Innovations in Journalism were even envisioned. And, like so many civic journalists, he was 15 years ahead of the times. He pursued a course that was often lonely, even ridiculed, albeit grounded in core beliefs. Validation of his beliefs is long overdue. How sad, though, that it had to come in such a tragic setting.

**Jan Schaffer, J-Lab,
University of Maryland**

In my 30 years in newspapers, I never met a journalist as deep thinking and as brilliant as Cole; of course, that was played out after he left newspapers to become a fellow at the Kettering Foundation, which wallows in deep thinking, and then later when he was selected as the dean of the Reynolds School of Journalism at the University of Nevada, Reno. For me, I started practicing civic journalism first and then started to think about it. Cole thought deeply about everything he did, and while he was an early practitioner of civic or public journalism, he was also among its most intellectual thought leaders. In Cole's mind, what journalism was supposed to do is help citizens in democratic societies make sense of life, often via deliberation.

**Len Witt
Kennesaw State**

CCJIG member offers training on civic journalism in Ukraine

**By Jeff South
CCJIG Past Chair**

When I applied for a Knight International Journalism Fellowship last year, I emphasized my technology skills: I am an ardent proponent of computer-assisted reporting and convergence journalism, and I do a lot of training for U.S. newsrooms on how to take advantage of digital tools.

But when I am in Ukraine this year to serve my six-month fellowship, I will be spending much of my time there helping reporters develop skills and strategies with a somewhat different focus: civic journalism.

I will be working with the Journalists' Initiative Association, the SPJ of Ukraine. One of the group's priorities is to foster civic journalism in this fledgling democracy of Eastern Europe, where the press traditionally has reported the news in a top-down style often controlled or heavily influenced by government officials.

Aleksey Soldatenko, a trainer for the JIA, says civic journalism goes hand in hand with raising professional journalistic standards. Civic journalists, he said, are more ethical journalists: They believe in public-interest journalism, balanced reporting and "the development of a wider range of sources than has been customary in the partisan journalism of the

early post-Soviet-era Ukraine."

The focus on civic journalism also is a good fit with the organization that is sending me to Ukraine: the International Center for Journalists, which is funded by the John S. and James L. Knight Foundation and which administers the fellowship program.

The program is designed to share professional expertise and offer assistance to journalists in countries without a tradition of a free press. Each year, it sends several journalists to teach, train and consult with media organizations abroad.

"The purpose of the program is one of mutual benefit: to help colleagues nurture the development of a strong and free press, and to enhance understanding among news professionals of the press and cultures of countries throughout the world," according to the Web site for the fellowships [<http://www.knight-international.org>].

The fellowship program is sometimes called the "journalistic Peace Corps" - a nickname that caught my eye: I served in the U.S. Peace Corps in Morocco in 1983-85.

I applied for the fellowship in February 2006, rounding up letters of recommendation and crafting an essay about my commit-

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Cole

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from 1993 to 1996 and then as editor of the *St. Louis Post-Dispatch*, where he worked until 2000. He then became a fellow at the Poynter Institute for Media

Studies in St. Petersburg, Fla., before becoming head of the journalism school at the University of Nevada, Reno, in 2004.

He also was a John S. Knight fellow at Stanford University and a graduate of the Advanced Executive Program of the Media Management Center at Northwestern University.

Survivors include his wife of five years, Catherine Campbell of Reno; a daughter, Claire Campbell of Brooklyn, N.Y., and a son, Clark Campbell of Reno.

Compiled from published sources, including obituaries by the Associated Press, The New York Times and The Washington Post.

Ukraine

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ment to journalism. "I passionately believe in the transformational power of public-service journalism; I know how a robust press can spur justice, democracy and effective government," I wrote. "I want the opportunity to help journalists abroad develop their craft and harness that power."

Last summer, the program selected 10 applicants to be in its 27th group of fellows: James Breiner, former publisher of the *Baltimore Business Journal*, was assigned to Bolivia; Craig Duff, a video journalist for *The New York Times* and CNN, to Egypt; Alan Elsner, Reuters' chief political correspondent, to Romania; Stephen Franklin, labor reporter for the *Chicago Tribune*, to Sudan; Michelle Garcia, a *Washington Post* reporter and radio journalist, to El Salvador; Jesse Hardman, a freelance

reporter for NPR and other public radio outlets, to Peru; Paul Quinn-Judge, former Moscow bureau chief for *Time* magazine, to Georgia and Kyrgyzstan; and Bill Ristow, features editor for the *Seattle Times*, to Uganda. Selma Williams, editor emeritus for a group of newspapers in New England, was assigned with me to Ukraine, where she was a fellow in 1994-95.

In July, we gathered at the International Center for Journalists in Washington, D.C., for a weeklong orientation. Since then, the fellows have departed one at a time on various schedules for their assignments. Selma and I left on Jan. 19 for Ukraine; she will be there for three months, and I for six months.

Some fellows work with specific newspapers or broadcast outlets; others, with universities or educational institutions; and others, like me, with journalism groups like the JIA.


Aleksey says the "Orange

Revolution," Ukraine's tumultuous elections in 2004, was testimony to the country's democratic aspirations and to the need for civic journalism. The elections "deepened the political fissures" among Ukrainians, he said.

"In order to thrive, democracy must be sustained by a free and responsible press that facilitates and encourages civic discourse and a civic conversation that helps citizens arrive at common visions and common understanding."

So through July, I will be helping the JIA promote civic journalism. We plan to hold workshops throughout Ukraine and create training materials, an online forum and other resources. At this point, I have nothing to report: I am writing this newsletter article on my laptop at the airport, waiting for my flight to Kiev. But for updates, visit:

<http://jeff-south.blogspot.com>.

До скорой встречи
(see you later!) 

Call for Papers -- 2007 Convention; submission deadline April 1

The Civic and Citizen Journalism Interest Group, a subset of the national Association for Education in Journalism and Mass Communication, seeks original, non-published research in all areas pertaining directly to civic and citizen journalism.

The interest group is particularly interested in scholarly work in the areas of: civic engagement/citizen journalism practice, teaching, ethics, technology, law, and history. We seek well-written, thoughtful papers of 15-30 pages and welcome both qualitative and quantitative methodologies.

Submissions may address any aspect of civic or citizen journalism, including but not limited to: participatory journalism; citizen media; we media; blogging; civic mapping; community conversations; newsroom projects; using

polls, focus groups and other methods in civic reporting; civic and citizen journalism in a multicultural environment; civic and citizen journalism and new technologies; history/philosophy of civic journalism; and teaching of civic and citizen journalism.

AEJMC has instituted a mandatory online submission for all research papers. The link will be live by mid-January. CCJIG recommends consulting the AEJMC uniform call for papers (http://www.aejmc.org/_events/convention/papercall/uniform_call.php) for specifics on the electronic submission process.

Deadline for submissions is: Sunday, April 1, at 11:59 P.M. (CST). All papers will be considered for the CCJIG research awards and research panel as well as the Scholar-to-Scholar session.

Researchers with questions may contact either:

Research Committee Chair

Tony DeMars

Department of Mass

Communication

P.O. Box 1510

University of North Carolina-

Pembroke

Pembroke, NC 28372

e-mail: demars@uncp.edu (put "Call for papers" in subject line)

Or:

Civic and Citizen Journalism

Interest Group Chair

Andrea Breemer Frantz, Ph.D.,

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Teachable

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traits of communication born from the basics of instant messaging. But what they learn from interactive messaging is not automatically applied to the changing screens of news.

And so it was at that instant in the semester that Ben's impetuous maneuver helped to instruct his classmates in the immediacy of online media practices.

"Excuse me," he interrupted me in mid-sentence, sounding urgent. "Could you just key in the following address for a second?" He dictated the URL.

I was game. Ben sat in the front row, to my left. He was a bright one, not without self-confidence. I had earlier required each of my writing students to march to the front of class to instruct us about Web sites that revealed some bits of knowledge about digital journalism. He had fluently explained RSS feeds. A little more of his input wouldn't hurt.

But when I clicked on return and his site popped up on the big screen on our front wall, the subject was not what we had expected. It was an image of me, wearing the same clothes, standing in

the same place, in virtually the same pose making the same point.

Me, 30 seconds earlier.

Ben had raised his phone just enough to snap my photo. Then, with a few quick keystrokes, he had loaded the image via a content management system onto his blog. And now we had opened the blog to see a too-earnest instructor projected on our screen discussing the power and speed of citizen journalism.

Ben grinned, enjoying his little trick. The other students were fascinated. We immediately shifted into a conversation on what had just occurred.

How did you do that?

Ben explained, step by step. He even showed the group where to go online to create their own blogs.

The talking just flowed after that.

Indeed. How do our most willing, early-adapting journalists do that? And how does this capability to post news and images immediately affect the ways that consumers come to expect news and journalists expect to produce it?

And according to these new practices, what makes a person a journalist, anyway?


Ben's timing was perfect. We had examined Web sites and were

wrapped up in conversations on how digital tools were prompting revolutionary changes in the production of news. But until this surprise demonstration, it was just talk - just another warning about the vagaries of media change.

But now we had seen it, had been shocked by a blog's speed and reach and access. This image didn't have to go through a series of edits and approvals before rolling off a printing press the next morning; how different was that?

Couldn't anyone in this class - even the instructor - publish a blog? But on what topic? And for what purpose? And how would we justify the investment in time? What's the difference between, say, a blog produced by a journalist working for an established, moneymaking news organization, and a blog that any citizen might start? How could the blog do something to make the world, at least any one of our local worlds, a slightly better place?

Ben's blogging woke up the class, moved us from theory to practice, carried us from the anxieties of assigned presentations to the thrills of discovery.

You might look for a Ben in your class, too. See if you can work something out. 

Association for Education in Journalism and Mass Communication

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