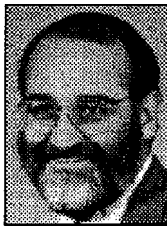


Session topics range from elections to mapping

By Jack Morris
 CJIG Head

Co-Vice Head / Program Chairs Kathy Campbell and Dave Kurpius have lined up a promising schedule of civic journalism workshops, panels and presentations for the 2000 AEJMC Convention Aug. 8-12 in Phoenix. Some panelists still need to be confirmed, but the topics, times and committed participants already add up to a very enjoyable and educational experience.



Jack Morris

The preconvention workshop, moderated by Sharon Iorio of Wichita State, will start our programming with a strong and attractive afternoon workshop titled, "Professional Partnerships: Newsrooms and Applied Research." It will be 1:30-4:30 p.m. Tuesday, Aug. 8, and will feature experts in this area such as Philip Meyer of North Carolina, Rebecca Payne of Arizona,

Esther Thorson of Missouri, Rick Thames of The Wichita Eagle and Frank Fee of North Carolina.

The Communication Theory and Methodology Division is co-sponsoring this workshop, which will focus on networking to establish partnerships between academics and professionals, making connections for grant requests, building effective research designs, continuing successful partnerships through data collection, and realizing productive outcomes for the newsroom and researcher.

Wednesday will be a full day of CJIG activities, starting with "Map Your Community, Diversify Your Reporting, Your Newsroom" at 9:45 a.m. Walter Dean of the Pew Center for Civic Journalism will moderate a distinguished panel that includes Robert Ruggles of Florida A&M, Lew Friedland of Wisconsin and John X. Miller of The Detroit Free Press. This panel, which is co-sponsored by the News-

Continued on next page

THE SCHEDULE

Tuesday, Aug. 8

Preconvention Workshop
Professional Partnerships: Newsrooms and Applied Research, 1:30-4:30 p.m.

Moderating:
 ■ Sharon Iorio, Wichita State



Phil Meyer

Panelists:

- Phillip Meyer, North Carolina-Chapel Hill
- Rebecca Payne, Arizona-Tucson
- Esther Thorson, Missouri-Columbia
- Rick Thames, The Wichita Eagle
- Frank E. Fee Jr., North Carolina-Chapel Hill



Rebecca Pavne



Frank Fee

Wednesday, Aug. 9

Map Your Community, Diversify Your Reporting, Your Newsroom, 9:45-11:15 a.m.

Moderating:
 ■ Walter Dean, Pew Center for Civic Journalism

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Sessions

Continued from front page paper Division, will discuss the theory and methods of civic mapping in an exploration of this emerging practice's potential to increase community connectedness, provide a research tool to evaluate media effects, and prompt new approaches to the teaching of journalism.

"Campaign 2000: How Well Did We Cover It?" will begin at 1 p.m. Wednesday. Moderated by Jan Schaffer of the Pew Center for Civic Journalism, the session will focus on how academics and journalists can work together to assess election coverage by asking, "What new models for research can be designed to capture the impact of media coverage of elections on political participation?" Panelists include Tom Rosenstiel of the Project on Excellence in Journalism and Karon Speckman of Truman State. The Small Programs Interest Group is co-sponsoring this session.

A session co-sponsored by the International Division, "Civic Journalism and Development Journalism: Parallels and Differences," promises to be one of the best. Theodore Glasser of Stanford is the moderator, and the panelists are James Carey of Columbia, Shelton Gunaratne of Morehead State, Minabere Ibelema of Alabama and Jay Rosen of

New York. Starting at 4:15 p.m. on Wednesday, this session will focus on the vital connection between practice and theory of democracy, journalism and the public sphere. It also will address research protocols that seem to demand a normative theory of civic journalism.

Dave Kurpius of Louisiana State is working with the Mass Communication and Society Division on a panel that will focus on how research can be shared between professional consultants and academics. He will co-moderate with Donica Mensing of Nevada "Designing Media Research to Enhance Professional Practice" - at 6-7:30 p.m.;-on-Wednesday. This session will feature panelists James Gentry of Kansas, Steve Lacy of Michigan State, Steve Smith formerly of the Colorado Springs Gazette, and Jan Schaffer of the Pew Center.

The Pew Center is planning to sponsor a luncheon from noon to 1 p.m. on Thursday, followed by a session titled, "Teledemocracy in the Age of the Internet," at 2:45 p.m. Jan Schaffer will moderate this panel, which includes Nora Paul of Minnesota, Mindy McAdams of Florida, Alex Sheshunoff of e-the People.com, and Jack Morris of Adams State. The respondent will be William Leonhirth of North Florida.

The top CJIG research

papers will be presented from 4:30 p.m. until 6 p.m. on Thursday and at a poster session time that is yet to be determined. Sharon Iorio is moderating the CJIG research session. The CJIG business meeting, "Gettin' Down to Biz," will be 6:15 to 7:45 p.m. Thursday and will feature election of officers and refreshments.

Finally, the Small Programs Interest Group, Community Colleges Journalism, Radio-Television Journalism, and CJIG are collaborating to create a workshop on teaching and coaching student writers on Friday from 1 p.m. until 4:15 p.m. Small Programs is the primary sponsor. Moderators will be Sonya Duhe-Forte of South Carolina and John Hanc of the New York Institute of Technology. Panelists will be Larry Burkhum of Drury, Lew Friedland of Wisconsin, Carroll Nardone of El Paso Community College, C.A. Tuggle of North Carolina, Kathy Campbell of Southern Oregon, Kristin Gilger of the Arizona Republic, Arlene Scadron of Pima Community College and Chip Scanlan of the Poynter Institute.

The program co-chairs and moderators are still organizing these sessions. If you would like to volunteer to help any of them, please call or e-mail them. We want to make this year's convention the best yet, especially for the Civic Journalism Interest Group.

THE SCHEDULE (CONTINUED)

Continued from front page

Panelists:

- Robert M. Ruggles, Florida A&M
- Lew Friedland, Wisconsin
- John X. Miller, Public Editor, Detroit Free Press

Campaign 2000: How Well Did We Cover It? 1-2:30 p.m.

Moderating:

- Jan Schaffer, Pew Center for Civic Journalism

Panelists:

- Tom Rosenstiel, Project on Excellence in Journalism
- Karon Speckman, Truman State
- Anders Gyllenhaal, Raleigh News & Observer

Civic and Developmental Journalism: Parallels and Differences, 4:15-5:45 p.m.

Moderating:

- Theodore Glasser, Stanford

Panelists:

- James Carey, Columbia
- Shelton Gunaratne, Morehead State
- Minabere Ibelema, Alabama
- Jay Rosen, New York

Designing Media Research to Enhance Professional Practice, 6-7:30 p.m.

Moderating:

- Dave Kurpius, Louisiana State
- Donica Mensing, Nevada

Panelists:

- James Gentry, Kansas

- Steve Lacy, Michigan State
- Steve Smith, former editor of the Colorado Springs Gazette
- Jan Schaffer, Pew Center

Thursday, Aug. 10

Pew Center luncheon, noon-1 p.m.

Moderating:

- Jan Schaffer, Pew Center

Teledemocracy in the Age of the Internet, 2:45-4:15 p.m.

Moderating:

- Jan Schaffer, Pew Center

Panelists:

- Nora Paul, Director of New Media, Minnesota
- Mindy McAdams, Knight Chair, Internet and Democracy, Florida
- Alex Sheshunoff, President, we thePeople.com
- Jack Morris, Adams State

Respondent:

- William J. Leonhirth, North Florida

Research Papers, 4:30-6 p.m.

Moderating:

- Sharon Iorio, Wichita State

Gettin' Down to Biz, 6:15-7:45 p.m.

Presiding:

- Jack Morris, Adams State

Friday, Aug. 11

Put Me In Coach, I'm Ready to

Write, 1-4: 15 p.m.

Primary sponsor: Small Programs Interest Group; co-sponsors: CJIG, Community College Journalism, Radio-TV Journalism

Moderating:

- Sonya Duhé-Forte, South Carolina
- John Hanc, New York Institute of Technology

Panelists:

- Larry Burkum, Drury
- Lew Friedland, Wisconsin
- Carroll Nardone, El Paso Community College
- CA. Tuggle, North Carolina
- Kathy Campbell, Southern Oregon
- Kristin Gilger, Arizona Republic
- Arlene Scadron, Pima Community College
- Chip Scanlan, The Poynter Institute

Send news, essays and teaching tips

If you have a civic journalism event to publicize, teaching tips to share, or a short essay about civic journalism you'd like to see published, this is a good place to do it.

Articles should be 500 words or less, written in journalistic (not academic) style.

Send to Cheryl Gibbs, Earlham College, via e-mail: chergibbs@aol.com. If you have questions, phone her at (765) 983-1506.

Civic, conventional journalism converging

By Jan Schaffer

Executive Director
Pew Center for Civic Journalism

Columbia Journalism Review in a recent issue reported on how much of the current political campaign coverage is — shhh, say it softly now — civic journalism.



Jan Schaffer

“Reporters and editors nationwide, many of whom recoil at the civic-journalism label, are experimenting with civic-journalism-like ways of making their campaign coverage meaningful to tuned-out readers and viewers,” writes CJR reporter Brent Cunningham.

While not everyone wants to use the label, civic journalism tools and techniques are percolating through the coverage of national and local elections this year. The notion of making the election relevant to voters and focusing on issues important to the electorate seems, to us, hardly the stuff of rocket science. So, we’re happy to see these ideas, which have been refined and advanced over the past decade, taking hold.

And we’re not ready to stop with how these concepts have evolved to date. The Pew Center is nourishing even newer

election coverage ideas — this year through the Best Practices 2000 project for broadcasters, through our civic journalism initiatives and through our national workshops.

More convergence

Just as the concepts of civic journalism are converging with the ideas of good conventional campaign coverage, so are they converging with the journalism credibility movement.

Many journalism leaders have credited civic journalists with helping to fuel the current brainstorming on media credibility, undertaken by such professional groups as ASNE, APME, RINDA and the NAA.

Now, with no small irony, we observe these discussions coming full circle: Research is showing that much of what is hurting the news media’s credibility are many of the things civic journalists set out to address from the start: Knowledge of the community, the media’s relationship with readers and viewers, and the creation of roles that **not** only allow the media to be community watchdogs but stewards as well.

The research for the new Readership Initiative of the American editors and publishers organizations “gives us some important clues on where to focus,” writes Jennie Buckner, editor of The Char-

lotte Observer. Listen and her clues will sound familiar:

- “Make local news more enterprising and **relevant**. Cover **community news** better.
- Be relentlessly **useful**. Newspapers should empower readers.
- Investigate important **issues** — and report on solutions.
- And engage the reader.”

ASNE’s credibility research points to a half dozen factors affecting public attitudes towards the press. In addition to complaints about inaccuracies, -arrogance -and sensationalism, the public voices this concern: “That newspapers don’t demonstrate respect for, or knowledge of, their readers and communities.”

“The most important revelation from [the ASNE] study, in my view, is to understand the bigger picture these problems reveal about the relationship newspapers today have with the communities they are supposed to serve,” Spokane editor Chris Peck told journalism educators last summer. “The far more serious problem confronting newspapers is the nettlesome question of what it will take for fragmented... communities to find some

Continued on next page

Converging

Continued from previous page
common ground and agree on **some** definitions of the common good so that newspapers may continue to maintain their basic business model.”

The Project for Excellence in Journalism’s “Framing the News” report tries to quantify many of the reflexes civic journalists have targeted from the beginning: The tendency to polarize stories, to use a combative or conflict frame, and to ignore consensus by overemphasizing disagreement.

“What ultimately deserves more reflection by journalists is whether their use of frames is balanced . . . There may be too great a tendency to view the news through combative frames. Explanatory frames are underused, points of agreement are undervalued and policy undernourished,” the study asserts. “... Journalists framing by rote may be failing to ask the right questions, choose the right stories and serve the public as they intend.”

In fact, the journalism reform movement that began in the early '90s is now so mainstream it has become the topic of panel discussions like AJR’s Nov. 19 gathering at the University of Maryland: “Journalism’s Reform Movement.”

Amid so many bridges now linking civic and conventional

journalism comes this idea for another one: E.J. Dionne, an astute political and journalistic observer — after challenging a roomful of broadcasters last month to rethink their election coverage — prodded the Pew Center to rethink some ways of re-engaging the early critics of civic journalism.

To be sure, many have come around to endorse the quality work done in the name of civic journalism. Nevertheless, others have not kept up with developments. Instead, they are content to erect straw-man arguments and then gleefully knock them down.

These critics are certainly not as vocal as they were only five and six years ago. Indeed, it is hard to render valid criticism on the excellent civic journalism efforts emanating from newsrooms around the country. They stand up to pretty intense scrutiny.

And, in truth, we’ve spent much more of our time with the inventors than the naysayers, confide& that quality journalism would hold its own.

Now, we’re never ones to turn our backs on a good idea. And as we embark on a third renewal of the Pew Center, we invite our readers to weigh in.

Should we bother to seek out and engage long-time critics? And how? E-mail me at jans@pccj.org.

Reprinted with permission from the Civic Catalyst Newsletter, Winter 2000

Don’t miss this!

Our pre-convention workshop, “Professional Partnerships: Newsrooms and Applied Research,” 1:30-4:30 p.m. Tuesday, Aug. 8, will feature discussions with editors and faculty researchers about how to:

- network academic and professional partnerships
- make connections for grant requests
- build successful research designs, and
- realize productive outcomes for newsrooms and academics.

You’ll see recent American Society of Newspaper Editors projects and share your own ideas for future research.

CIVIC JOURNALISM INTEREST GROUP NEWS

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Membership in the interest group includes a subscription to this newsletter. Non-members can receive the newsletter by sending a \$10 donation to the Civic Journalism Interest Group with a request to receive CJIG News to AEJMC, 234 Outlet Pointe Blvd., Suite A, Columbia, SC 29210-5667. The newsletter is published two to four times each year.

The head of CJIG is Jack Morris of Adams State (phone 719-587-7427, e-mail jlmorris@adams.edu). Editors of CJIG News are Cheryl Gibbs at Earlham College (phone 765-983-1506, e-mail: chergibbs@aol.com) and Charlyne Berens at University of Nebraska-Lincoln (phone 402-472-8241, e-mail: cberens@mllinfo.unl.edu).

Awards to be presented in Boston April 26

This year's James K. Batten Award and Symposium for Excellence in Civic Journalism, titled "The People's Choice: The Media, the Campaign and the Citizens," will be held April 26-27, 2000, at Boston University.

The event is sponsored by The Pew Center for Civic Journalism and the university's College of Communication/Department of Journalism.

The following is the agenda for the event:

Wednesday, April 26:

Awards dinner, Boston University School of Management, 595 Commonwealth Ave.

- 5 p.m. Reception
- 5:30 p.m. The Best Civic Journalism of 1999: The Batten Award Winners
- 6:30 p.m. Dinner

Keynote address: Pam Johnson, senior vice president/news & executive editor, The Arizona Republic, "Campaign 2000: pressure Is on Traditional Press" Will we reform coverage? Or will we continue our old ways?

Thursday, April 27:

Morning Symposium, Boston University Law School, 765 Commonwealth Ave.

- 8:30 a.m. Registration, welcome, coffee
- 9 a.m. Did the Media Do the Right Thing? Has the presi-

dential primary coverage been useful to voters?

Moderator: Lance Morrow, B.U. professor of journalism/TIME writer and essayist.

Panelists: Bill Kovach, curator, Nieman Foundation; E.R. Shipp, ombudsman, The Washington Post; Sam Fleming, news director, WBUR-FM, Boston; Yvonne Abraham, reporter, The Boston Globe.

- 10:30 a.m. Meeting Citizens' Needs: What's Next? Can the news media do more to inform citizen choices?

Moderator: Bob Zelnick, B.U. professor of journalism, former correspondent, ABC

Panelists: David Shribman, Washington bureau chief, Boston Globe; Candy

Altman, vice president and news director, WCVB-TV, Boston; Jeannine Guttman, vice president and executive editor, Portland Press Herald; Chris Satullo, editor, The Philadelphia Inquirer editorial pages

- 12:30 p.m. Luncheon: "The Presidency and the Media," Robert Dallek, B.U. presidential historian, author of eight books on American history including "Flawed Giant, Lyndon Johnson and His Times."

To attend, call the Pew Center for Civic Journalism at (202) 331-3200 or fill out and return the registration form available online at www.pewcenter.org.

AEJMC Civic Journalism Interest Group

c/o Charlyne Berens

College of Journalism and Mass Communications

University of Nebraska

110 Avery Hall

Lincoln, NE 68588-0132

