Commemorating May 4, 1970

April 11-12, 2001
Kent, Ohio
The Second Annual Kent State University Symposium on Democracy

Media, Profit and Politics
Competing Priorities in an Open Society

If the events that unfolded at Kent State on May 4, 1970, teach us anything, it is that communication of divergent points of view has to take place in an atmosphere of inquiry and trust if difficult social issues are to be resolved peacefully. The need for reflection encounters fundamental difficulties in the face of economic forces, technological changes, and an often apathetic body politic. This symposium will look at questions arising from the clash of those societal forces in an attempt to learn from the past some important lessons for the future.

WEDNESDAY, APRIL 11, 2001

9 a.m. CHECK-IN AND CONTINENTAL BREAKFAST, Kitu Kent Student Center
10 a.m. SESSION ONE The Proper Role of the News Media in a Democratic Society: Is It Enough Simply to Cover the News?
Discussant: Mr. Phil Meyer, Knight Chair in Journalism, University of North Carolina at Chapel Hill

“Journalistic Philosophy for a Democratic Society: Objectivity vs. Civic Involvement.”
Ms. Louise Mengelkoch, assistant professor, Department of Journalism, Benedict State University

“Public Journalism and Its Critics: In Pursuit of a Public Philosophy for Public Journalism.”
Dr. Linda Stein, associate professor, Department of Journalism and Mass Media, Rutgers University, and Dr. Tammi Han, assistant professor, Department of Speech Communication, City University of New York – Brooklyn College

12:15 p.m. LUNCHEON AND OPENING KEYNOTE ADDRESS, Ballroom
“Mega Media: How Markets Are Changing News” by Ms. Nancy Hicks Maynard

Nancy Hicks Maynard has spent more than 30 years in the news business. She is the former co-owner and publisher of The Oakland Tribune of Oakland, California. She covered domestic policy for The New York Times in New York and Washington, and education for The New York Post. Maynard served as senior vice president of the Freedom Forum and chair of its Media Studies Center. In addition, she has been a panelist on Face the Nation, Meet the Press and Washington Week in Review. She is currently president of Maynard Partners Inc., a consulting company that focuses on media economics and its impact on the future. Maynard recently published Mega Media: How Market Forces Are Transforming News.

Luncheon is complimentary, but advance reservations are required. Please register online at http://www.kent.edu/democracy-symposium or by completing the attached registration form.

Mail or fax the reservation form by April 6, 2001, to University Conference Bureau, Kent State University, PO Box 7599, Kent, OH 44246-7599 (fax). The phone number for the University Conference Bureau is (330) 672-3316. Persons with special needs are asked to call (330) 672-3391 to arrange accommodations.

For additional information, check http://www.kent.edu/democracy-symposium or contact symposium co-chairs Todd Yahr, associate professor, Department of Political Science, taryawan@kent.edu, (330) 824-9292; and Joe Harper, School of Journalism and Mass Communication, Harper@kent.edu, (330) 672-8285.

This symposium is the second of a permanent, annual symposium series on democratic values held as part of the university’s observance of the events of May 4, 1970, when a confrontation between the Ohio National Guard and demonstrators left four Kent State students dead and nine students wounded. For more information about these events, check www.ohio.edu or call (330) 672-2717.

THURSDAY, APRIL 12, 2001

8:30 a.m. CHECK-IN AND CONTINENTAL BREAKFAST, Kitu

9 a.m. SESSION THREE New Technologies of Communication: Can We Will We? Should We Achieve Participatory Democracy?
Discussant: Ms. Barbara Cochran, president, Radio-Television News Directors Association

“Gathering Storm: Cyber-Activism After Seattle.” Ms. DeeDee Halleck, professor, Department of Communication, University of California – San Diego

“Waiting for Cyber-Democracy Is Like Waiting for Godot.” Dr. Michael Marks, professor, Department of Political Science, University of Cincinnati; and Dr. David Resnick, professor, Department of Political Science, University of Cincinnati

“Can New Information Technologies Promote Democratic Deliberation?” Dr. Rodger A. Payne, associate professor, Department of Political Science, University of Louisville

10:30 a.m. BREAK, Kitu

2:15 p.m. SESSION FOUR Media and the Vanishing Voter: What Accounts for Declining Political Participation?
Discussant: Dr. Darrell West, John Hazen White Distinguished Professor of Public Policy, Department of Political Science, and director, Tanbun Center for Public Policy, Brown University

“Public Journalism and Voter Turnout to Statewide Referendums: Results From a ‘Media Partnership’ in Rochester.” Dr. James B. Bowers, professor, Department of Political Science, St. John Fisher College; and Mr. Gary Walker, vice president of news and public affairs, WXII-Public Broadcasting Council, Rochester, N.Y.

“Communication and Participation: A Proposed Research Agenda.” Dr. Ronald E. Ostman, professor and chair, Department of Communication, Cornell University; and Dr. Dietram A. Scheufele, assistant professor, Department of Communication, Cornell University

“Media Conglomeration and Campaign News Coverage: Politics as a Soap Opera.” Dr. James H. Wittelbros, professor, Department of Communication Studies, Niagara University

4:30 p.m. TOURS OF CAMPUS, HOSPITALITY ROOM
7:30 p.m. KEYNOTE ADDRESS, Ballroom
“Those News Is It?” by Mr. Hodding Carter III

Hodding Carter III is president, CEO and trustee of the John S. and James L. Knight Foundation. Carter has been a frequent chief correspondent for the PBS documentary series Frontline and a regular panelist with This Week With David Brinkley. He has served as a host, anchor, panelist, correspondent and reporter for a variety of other public affairs television shows on PBS, ABC, CBS, NBC and CNN. Carter was a Washington-based opinion columnist for The Wall Street Journal for 10 years, a syndicated columnist with the United Media/NEA and a frequent contributor to The New York Times, The Washington Post and many other newspapers and magazines. He served as assistant secretary of state and department spokesman in President Jimmy Carter's administration, most notably during the Iran hostage crisis. Carter is the winner of four national Emmy Awards and the Edward R. Murrow Award for public affairs television documentaries produced for the Inside Story media criticism series. A dessert reception will follow the keynote address in Room 204 of the Kent Student Center.

10:45 a.m. SESSION FIVE Media Concentration and Democratic Discourse: Are Media Corporations Profiting at the Public’s Expense?
Discussant: Dr. Mark Crispin Miller, professor of media ecology, Department of Communication Culture, and director, Project on Media Ownership, New York University

“Political Discourse Remains Vicious Despite Media Ownership.” Dr. E. Dennis Hale, professor, Department of Journalism, Bowling Green State University

“What’s Good for General Motors Good for the First Amendment? Corporate Media Concentrations ‘Bugger at the Throat’ of the Press Clause.” Mr. Robert Kerr, doctoral student, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill

“A Different Experience: Media, Profit and Politics in Canada.” Dr. David Taras, professor, Faculty of Communication and Culture, University of Calgary

12:30 p.m. LUNCHEON AND CLOSING KEYNOTE ADDRESS, Ballroom
“The Irrationality of Rational Choice: Audience Segmentation and the Real Digital Divide” by Dr. Oscar H. Gandy, Jr.

Dr. Oscar H. Gandy, Jr. is the Herbert L. Schiller Information and Society Professor at the University of Pennsylvania’s Annenberg School for Communication. His areas of expertise include the political economy of communication and information, public policy issues in privacy and new technologies and communication as a vehicle for political and social change. He is the author of Communication and Race: A Structural Perspective.

Luncheon is complimentary, but advance reservations are required. Please register online at http://www.kent.edu/democracy-symposium or by completing the attached registration form.

SECOND ANNUAL KENT STATE UNIVERSITY SYMPOSIUM ON DEMOCRACY MEDIA, PROFIT AND POLITICS: COMPETING PRIORITIES IN AN OPEN SOCIETY

Name ___________________________ Title ___________________________

Organization ___________________________

Mailing Address ___________________________

E-mail ___________________________ Phone (______) _______ _______

I will attend: ___________________________

Wednesday, April 11, 10 a.m. Session One, “The Proper Role of the News Media in a Democratic Society”

Wednesday, April 11, 12:15 p.m. Luncheon and Opening Session: Keynote Address by Nancy Hicks Maynard

Wednesday, April 11, 3:25 p.m. Session Two, “Media Concentration and Democratic Discourse” by Hodding Carter III and Reception

Please indicate any special dietary needs: ___________________________
The Second Annual Kent State University
Symposium on Democracy
Media, Profit and Politics
Competing Priorities in an Open Society

Commemorating May 4, 1970
April 11-12, 2001
Kent State University
Kent Student Center
MESSAGE FROM KENT STATE UNIVERSITY
PRESIDENT CAROL A. CARTWRIGHT

I am pleased to welcome you to “Media, Profits and Politics,” our second annual symposium on democracy. It is, indeed, a privilege to host such an impressive array of scholars and experts on this important and timely topic.

The symposium is an annual event held as part of the university’s observance of the events of May 4, 1970, when a confrontation between the Ohio National Guard and demonstrators left four Kent State students dead and nine students wounded. Our annual symposium is an ongoing and forward-looking way to apply Kent State’s unique history in ways that will teach the nation the values of civility, tolerance and public duty that are basic tenets of our democracy.

Sharing knowledge and inviting candid and open dialogue on pressing societal issues are at the heart of Kent State’s academic life. A university-wide community has worked diligently all year to coordinate our symposium, and, on their behalf, I invite your full participation in what promises to be a lively and engaging program.

Cordially,

Carol A. Cartwright
Kent State University President

WEDNESDAY, APRIL 11, 2001

All activities will take place in the Kent Student Center.

9 a.m. Check-in and Continental Breakfast
Kiva, Kent Student Center

10 a.m. Welcome
Joe Harper and Thom Yantek, symposium co-chairs, Kent State University
President Carol A. Cartwright, Kent State University

10:15 a.m. Session One
The Proper Role of the News Media in a Democratic Society: Is It Enough Simply to Cover the News?

Introduction of Discussant
Pam Creedon, director, School of Journalism and Mass Communication, Kent State University

Discussant: Mr. Phil Meyer, Knight Chair in Journalism, University of North Carolina at Chapel Hill

“A Journalistic Philosophy for a Democratic Society: Objectivity vs. Civic Involvement,” Ms. Louise Mengelkoch, assistant professor, Department of Journalism, Bemidji State University

“Recovering Journalism as a Democratic Art,” Dr. John Pauly, professor and chair, Department of Communication, Saint Louis University

“Public Journalism and Its Critics: In Pursuit of a Public Philosophy for Public Journalism,” Dr. Linda Steiner, associate professor and chair, Department of Journalism and Media Studies, Rutgers University; and Dr. Tanni Haas, assistant professor, Department of Speech Communication, City University of New York – Brooklyn College

12:15 p.m. Luncheon and Opening Keynote Address
Ballroom, Second Floor, Kent Student Center

Welcome
Joe Harper, symposium co-chair and professor, School of Journalism and Mass Communication, Kent State University

Introduction of Opening Keynote Speaker
Provost Paul L. Gaston, Kent State University
Opening Keynote Address by Ms. Nancy Hicks Maynard
“Mega Media: How Markets Are Changing News”

Nancy Hicks Maynard has spent more than 30 years in the news business. She is the former co-owner and publisher of The Oakland Tribune of Oakland, Calif. She covered domestic policy for The New York Times in New York and Washington, and education for The New York Post. Maynard served as senior vice president of the Freedom Forum and chair of its Media Studies Center. In addition, she has been a panelist on Face the Nation, Meet the Press and Washington Week in Review. She is currently president of Maynard Partners Inc., a consulting company that focuses on the economics and future of the news media. Maynard recently published Mega Media: How Market Forces Are Transforming News.

2:15 p.m. Session Two
Kiva, Kent Student Center

Media and the Vanishing Voter:
What Accounts for Declining Political Participation?

Introduction of Discussant
Thomas R. Hensley, professor and chair, Department of Political Science, Kent State University

Discussant: Dr. Darrell West, John Hazen White Distinguished Professor of Public Policy, Department of Political Science, and director, Taubman Center for Public Policy, Brown University

“Public Journalism and Voter Turnout in Statewide Referendums: Results From a ‘Media Partnership’ in Rochester, N.Y.,” Dr. James R. Bowers, professor, Department of Political Science, St. John Fisher College; and Mr. Gary Walker, vice president of news and public affairs, WXII-Public Broadcasting Council, Rochester, N.Y.

“Communication and Participation: A Proposed Research Agenda,” Dr. Ronald E. Ostman, professor and chair, Department of Communication, Cornell University; and Dr. Dietram A. Scheufele, assistant professor, Department of Communication, Cornell University

4:30 p.m. Optional tours of campus
Refreshments in Hospitality Room
(Room 204 of the Kent Student Center)

7:30 p.m. Keynote Address
Ballroom, Second Floor, Kent Student Center

Welcome
Thom Yantek, symposium co-chair and associate professor, Department of Political Science, Kent State University

Introduction of Keynote Speaker
President Carol A. Cartwright, Kent State University

Keynote Address by Mr. Hodding Carter III
“Whose News Is It?”

Hodding Carter III is president, CEO and trustee of the John S. and James L. Knight Foundation. Carter has been a frequent chief correspondent for the PBS documentary series Frontline and a regular panelist with This Week With David Brinkley. He has served as a host, anchor, panelist, correspondent and reporter for a variety of other public affairs television shows on PBS, ABC, CBS, BBC and CNN. Carter was a Washington-based opinion columnist for The Wall Street Journal for 10 years, a syndicated columnist with the United Media/NEA and a frequent contributor to The New York Times, The Washington Post and many other newspapers and magazines. He served as assistant secretary of state and department spokesman in President Jimmy Carter's administration, most notably during the Iran hostage crisis. Carter is the winner of four national Emmy Awards and the Edward R. Murrow Award for public affairs television documentaries produced for the Inside Story media criticism series.

A dessert reception will follow the keynote address in Room 204 of the Kent Student Center.
THURSDAY, APRIL 12, 2001

8:30 a.m.  Check-in and Continental Breakfast  
Kiva, Kent Student Center

9 a.m.  Session Three  
New Technologies of Communication: Can We/Will We/Should We Achieve Participatory Democracy?

Introduction of Discussant  
Joseph H. Danks, dean, College of Arts and Sciences, Kent State University

Discussant: Ms. Barbara Cochran, president, Radio-Television News Directors Association

“Gathering Storm: Cyber Activism After Seattle,” Ms. DeeDee Halleck, professor, Department of Communication, University of California – San Diego

“Waiting for Cyber-Democracy Is Like Waiting for Godot,” Dr. Michael Margolis, professor, Department of Political Science, University of Cincinnati; and Dr. David Resnick, professor, Department of Political Science, University of Cincinnati

“Can New Information Technologies Promote Democratic Deliberation?” Dr. Rodger A. Payne, associate professor, Department of Political Science, University of Louisville

10:30 a.m. Break, Kiva

10:45 a.m. Session Four  
Media Concentration and Democratic Discourse: Are Media Corporations Profiting at the Public’s Expense?

Introduction of Discussant  
Walter C. Adams, vice provost, Research and Graduate Studies, Kent State University

Discussant: Dr. Stephen Lacy, director, School of Journalism, Michigan State University

12:30 p.m. Luncheon and Closing Keynote Address  
Ballroom, Second Floor, Kent Student Center

Introduction of Keynote Speaker  
Provost Paul L. Gaston, Kent State University

Closing Keynote Address by Dr. Oscar H. Gandy, Jr.  
“The Irrationality of Rational Choice: Audience Segmentation and the Real Digital Divide”

Dr. Oscar H. Gandy, Jr. is the Herbert I. Schiller Information and Society Professor at the University of Pennsylvania's Annenberg School for Communication. His areas of expertise include the political economy of communication and information, public policy issues in privacy and new technologies and communication as a vehicle for political and social change. He is the author of Communication and Race: A Structural Perspective.

This symposium is the second of a permanent, annual symposium series on democratic values held as part of the university’s observance of the events of May 4, 1970, when a confrontation between the Ohio National Guard and demonstrators left four Kent State students dead and nine students wounded. For more information about these events, visit www.May4.net.

THE SECOND ANNUAL KENT STATE UNIVERSITY SYMPOSIUM ON DEMOCRACY COMMITTEE

JOE HARPER, Committee Co-chair  
Professor, Journalism and Mass Communication

RACHEL DISSELL  
Student Representative

KEVIN FLOYD  
Assistant Professor, English

MARGARET ANN GARMON  
Instructor, Journalism and Mass Communication

CAROLE HARWOOD  
Coordinator of Public Relations, University Relations and Marketing

TOM HENSLEY  
Chair, Department of Political Science

ELAINE HUSKINS  
Secretary, University Relations and Development

RON KIRKSEY  
Director of Media Relations, University Relations and Marketing

AMY LILES  
Student Representative

JACKIE PARSONS  
Director, Kent Student Center

MARGARET RALSTON PAYNE  
Executive Assistant to the President

SUSAN ROXBURGH  
Associate Professor, Sociology

ALAN RUBIN  
Interim Director, School of Communication Studies

TIM SMITH  
Professor, Journalism and Mass Communication

SHIRLEY TERESA WAJDA  
Assistant Professor, History

STAN WEARDEN  
Associate Professor, Journalism and Mass Communication

KATHY WILSON  
Assistant Professor, Economics

THOM YANTEK, Committee Co-chair  
Associate Professor, Political Science

GAIL BEVERIDGE  
Coordinator of Special Events, University Relations and Development

MARTA BLASE  
Account Executive, Edward Howard & Co.

PAM CREEDON  
Director, School of Journalism and Mass Communication

T I M S M I T H  
Assistant Professor, Economics

A L A N R U B I N  
Interim Director, School of Communication Studies

T I M S M I T H  
Professor, Journalism and Mass Communication

S H I R L E Y T E R E S A W A J D A  
Assistant Professor, History

S T A N W E A R D E N  
Associate Professor, Journalism and Mass Communication

K A T H Y W I L S O N  
Assistant Professor, Economics

WALTER C. ADAMS  
Professor, Journalism and Mass Communication

S U S A N R O X B U R G H  
Professor, Mass Communication Studies

I N T E R I M D I R E C T O R , S C H O O L O F  
Communication

C O O R D I N A T O R O F S P E C I A L E V E N T S ,  
Communication

P R F E S S O R , J O U R N A L I S M  
AND M A S S  
Communication

I N S T R U C T O R , J O U R N A L I S M  
A N D  
M A S S  
Communication
Session One

The Proper Role of the News Media in a Democratic Society: Is It Enough Simply to Cover the News?

PHIL MEYER is Knight Chair in Journalism at the University of North Carolina at Chapel Hill. A 23-year veteran of the news media, he was a reporter, Washington correspondent and market researcher for Knight-Ridder Inc. He provides consulting services to USA Today and other newspapers. He has published many books, monographs and articles, including The New Precision Journalism (1991). His research in progress deals with public journalism, statistical tools for reporters and journalism ethics.

Meyer has been president of the American Association for Public Opinion Research (AAPOR), the World Association for Public Opinion Research and the Council for the Advancement of Science Writing. He also has served on the editorial boards of Public Opinion Quarterly, Newspaper Research Journal and International Journal of Public Opinion Research. He is a recipient of numerous industry awards, including the AAPOR Award for Exceptionally Distinguished Achievement (2000); the Newspaper Association of America Research Federation Award of Merit (1996); The Freedom Forum’s award for Distinguished Contributions to Media and Media Studies (1995); and the National Press Foundation Distinguished Contributions to Journalism Award (1994).

LOUISE MENGENKOCHE has taught journalism and interdisciplinary studies at Bemidji State University for 13 years. She has been awarded national fellowships for her teaching and writing from the Gannett Foundation, the Freedom Forum and twice from the Poynter Institute for Media Studies. She also serves as a faculty leader for the Washington Center for Internships and Academic Seminars, which provides public affairs leadership opportunities for college students. Mengelkoch has worked as a newspaper editor and reporter, writing mostly about civic affairs and social issues. She worked as a reporter at The Seattle Times in the summer of 1995 as part of a fellowship from the American Society of Newspaper Editors.

Mengelkoch has co-edited a book (Native American Wisdom, New World Library, 1991) and written a 7,000-word investigative feature story for Z magazine entitled “The American Linen Story” (November 1993) and a cover story for Columbia Journalism Review entitled “When checkbook journalism does God’s work” (November 1994). She is currently under contract with the University of Minnesota Press to write a nonfiction book about a local rape and murder case that received national media coverage.
JOHN PAULY is professor of communication and chair of the communication department at Saint Louis University. From 1989 to 1993, he was editor of American Journalism, a scholarly quarterly published by the American Journalism Historians Association. Pauly's research focuses on the history and sociology of the mass media, particularly on the cultural history of journalism. His article on "Journalism and the Sociology of Public Life" was recently published in The Idea of Public Journalism, ed. Theodore Glasser (Guilford, 1999).

LINDA STEINER is chair and associate professor in the department of journalism and media studies at Rutgers University, where she teaches courses in journalism, qualitative methods, audience studies and cultural studies. She is an associate editor for Journalism and Mass Communication Quarterly and a Criticism and Commentary editor of Feminist Media Studies. She is the co-author of And Baby Makes Two: Motherhood Without Marriage and wrote some 40 scholarly monographs, book chapters and journal articles.

Steiner has been the head of the Feminist Scholarship division of the International Communication Association and of the Qualitative Studies division of the Association for Education in Journalism and Mass Communication (AEJMC), which twice awarded her the James Murphy Award for research. Current research interests include media ethics, public journalism, the history of feminist and alternative media, and the professionalization and socialization of journalists. She also serves on the Publications Committee and Standing Committee on Research for AEJMC.

TANNI HAAS is assistant professor in the department of speech communication arts and sciences at Brooklyn College, City University of New York. In addition to three book chapters on organizational communication ethics, his research on the theory and practice of public journalism has appeared in Communication Theory and Journalism & Mass Communication Educator. A third article, co-authored with Linda Steiner, was recently accepted for publication by Journalism: Theory, Practice and Criticism.

OPENING KEYNOTE ADDRESS
"Mega Media: How Markets Are Changing News"

NANCY HICKS MAYNARD has spent more than 30 years in the news business. She is the former co-owner and publisher of The Oakland (CA) Tribune. She covered domestic policy for The New York Times in New York and Washington and education for The New York Post. Maynard served as senior vice president of The Freedom Forum, the media foundation, and chair of its Media Studies Center. In addition, she has been a panelist on Face the Nation, Meet the Press and Washington Week in Review.

She is currently president of Maynard Partners Inc., a consulting company that focuses on media economics and its impact on the future. She recently published Mega Media: How Market Forces Are Transforming News.

A graduate of Stanford Law School, Maynard serves on the boards of numerous organizations, including Tribune Company, the Public Broadcasting Service, The Robert C.
Maynard Institute of Journalism Education, and the Journalism Advisory Committee of the Knight Foundation. She has served as a director of Kaiser Permanente, one of the oldest and largest managed health care plans; the Newspaper Advertising Bureau; Haas Business School at the University of California, Berkeley; the Newspaper Management Center at Northwestern University’s Kellogg School of Management; and Individual Investor’s Advisory Committee, New York Stock Exchange.

Maynard is a member of the Global Business Network, Women’s Forum West and the Commonwealth Club of California. She is a 1999 recipient of a residency at the Rockefeller Foundation’s study center in Bellagio, Italy. In 1998, she was awarded the National Association of Black Journalists’ Lifetime Achievement Award. Maynard also received a Lifetime Achievement Award in 1997 from Denver’s Five Points Media Center and was awarded the University of Missouri Honor Medal or Distinguished Service in Journalism in 1992.

Session Two
Media and the Vanishing Voter:
What Accounts for Declining Political Participation?

DARRELL M. WEST is John Hazen White Distinguished Professor of Public Policy at Brown University’s department of political science. He also serves as director of the Alfred Taubman Center for Public Policy and American Institutions at Brown University. West is a frequent commentator on media and elections. He has been quoted in The New York Times, The Washington Post, National Public Radio and CNN. Author of numerous books, he has served as an election consultant to local television stations in Providence, R.I., since 1988. His current research focuses on campaign finance, the history of the mass media and television advertising in election campaigns.

JAMES R. BOWERS is professor of political science at St. John Fisher College in Rochester, N.Y. Included among the courses he regularly teaches are “Media and Public Life” (which he team-teaches with Gary Walker) and urban politics and government. His research interests include urban sustainability and media impact on civic participation. His latest book, co-edited with Wilbur C. Rich of Wellesley College, is Governing Middle-Sized Cities: Studies in Mayoral Leadership.

GARY WALKER, a 17-year veteran of TV and radio news, is vice president of TV News and Public Affairs at WXXI Public Broadcasting in Rochester, N.Y. Most recently he has initiated a collaboration of New York State PBS stations to create a statewide public affairs production pool. This collaboration resulted in the creation and implementation of Nyelectio.org – a statewide political education site made and housed at WXXI. Other highlights in his career include: initiating, opening and staffing the New York State Public Radio Capital Bureau in Albany; and developing and hosting New York State Speaks Out – a program that brought citizens live conversations with New York Governors Mario Cuomo and George Pataki.

Walker was an early practitioner of “civic journalism” and has presented at conferences on civic journalism for PBS, the Radio-Television News Directors Association, The Pew Center
Ronald E. Ostman is chair of the department of communication at Cornell University. His teaching and research areas focus on the process and effects of mass communication, audience uses of mediated messages, public opinion, theories of mass communication, news editorial analyses and history of photography. Ostman has published four books, 45 informational academic journal article sections, 20 academic journal articles and 15 book chapters. He has presented nearly 100 scholarly papers at professional conferences. As consultant in communication strategy, planning and information dissemination, he has visited a dozen developing countries on assignment for the World Health Organization, the United Nations, the Food and Agriculture Association, USAID and other international agencies.

Dietram A. Scheufele is assistant professor in the department of communication at Cornell University. His research interests include the formation and expression of public opinion, research methodology, and the impact of mass and interpersonal communication on various forms of political behavior. Much of his more recent research has focused on political participation and community involvement. His work has appeared in various journals, including Communication Research, Journal of Communication, International Journal of Public Opinion Research, Political Communication, and Mass Communication & Society.

James H. Wittebols is professor and chair of the communication studies department at Niagara University. His research interests are news and popular culture on television. He is the author of Watching M*A*S*H, Watching America: A Social History of the 1972-1983 Television Series (McFarland and Co.). Wittebols provides monthly commentary on media and cultural issues for WBFO-FM, the National Public Radio affiliate in Buffalo, N.Y., and recently appeared on MSNBC’s “Headliners and Legends” edition on M*A*S*H.

KEYNOTE ADDRESS
“Whose News Is It?”

Hodding Carter III, an award-winning journalist and commentator with a career-long “minor in public affairs,” was elected president and chief executive officer of Knight Foundation in September 1997. He assumed those responsibilities and joined the Board of Trustees on Feb. 1, 1998.

He held the Knight Chair in Journalism at the University of Maryland College of Journalism from 1995 to 1997, focusing on public affairs reporting.

He was born in New Orleans, La., on April 7, 1935, son of Betty Werlein Carter and Hodding Carter Jr. His father was a newspaper publisher and editor in the South whose editorials on racial and religious tolerance for the family-owned Greenville (Miss.) Delta-Democrat-Times won the Pulitzer Prize in 1946.

Hodding Carter III graduated summa cum laude in June 1957 with a bachelor’s degree from Princeton University. That same month, he reported to duty as a lieutenant in the U.S.
Marine Corps. He returned to Greenville in 1959, where he spent nearly 18 years as a reporter-editorial writer, managing editor and associate publisher of the Delta-Democrat-Times. In 1961, he won the Society of Professional Journalists’ national award for editorial writing. His time in Greenville was interrupted in 1965-66 for a year at Harvard University as a Nieman Fellow and for stints with two successful presidential campaigns – Lyndon Johnson’s in 1964 and Jimmy Carter’s in 1976.

In January 1977, Carter became spokesman of the Department of State and assistant secretary of state for public affairs, most notably during the Iran hostage crisis.

He has been a frequent chief correspondent for the PBS documentary series Frontline. He has won four national Emmy Awards and the Edward R. Murrow Award for his public affairs television documentaries produced for the Inside Story media criticism series. He was a regular panelist (1981 to 1994) on This Week With David Brinkley, and he also has served as a host, anchor, panelist and correspondent and reporter for a variety of other public affairs television shows on PBS, ABC, CBS, BBC and CNN.

He served as a Washington-based opinion columnist for The Wall Street Journal for 10 years. A syndicated columnist with United Media/NEA in the early 1990s, Carter has been a frequent contributor to The New York Times, the Washington Post and many other newspapers and magazines. He is a member of the editorial board of Southern Cultures and a longtime U.S. correspondent of World Paper. He has written two books, The Reagan Years and The South Strikes Back, and contributed to seven others.

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**Session Three**

*New Technologies of Communication: Can We/Will We/Should We Achieve Participatory Democracy?*

**BARBARA COCHRAN** is president of the Radio-Television News Directors Association. Cochran’s career in journalism has spanned 30 years in Washington. An industry insider, she served as vice president of news and Washington bureau chief for CBS News; executive producer of NBC’s Meet the Press; vice president of news for National Public Radio; and managing editor for the Washington Star. She has appeared frequently on CNN’s Reliable Sources and on C-Span, Fox News Channel, MSNBC and National Public Radio. She has also spoken to organizations and testified before Congress on First Amendment rights, the Freedom of Information Act, cameras and microphones in the courtroom, broadcast standards and media ethics.

An active member of professional organizations, Cochran serves on the boards of the International Women’s Media Foundation and the National Press Foundation, and is on the Board of Visitors of the University of Maryland College of Journalism and the advisory board of the Columbia Journalism Review.

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**DEEDEE HALLECK** is a media activist and founder of Paper Tiger Television and co-founder of the Deep Dish Satellite Network. She is professor in the department of communication at the University of California at San Diego. Her book *Hand Held Visions: The Uses of Community Media* will be published by Fordham University Press in 2001.
M IC H A E L  M A R G O L I S  i s  p r o f e s s o r  o f  p o l i t i c a l  s c i e n c e  a t  t h e  U n i v e r s i t y  o f  C i n c i n n a t i .  H e  h a s  s e r v e d  o n  t h e  f a c u l t i e s  o f  t h e  U n i v e r s i t y  o f  P i t t s b u r g h  a n d  t h e  u n i v e r s i t i e s  o f  S t r a t h c l y d e  a n d  G l a s g o w  i n  S c o t l a n d ,  a n d  a s  F u l b r i g h t  L e c t u r e r  a t  H a n k u k  U n i v e r s i t y  o f  F o r e i g n  S t u d i e s  i n  S e o u l ,  K o r e a .  H i s  p u b l i c a t i o n s  i n c l u d e  P o l i t i c a l  S t r a t i f i c a t i o n  a n d  D e m o c r a c y  ( 1 9 7 2 ) ,  V i a b l e  D e m o c r a c y  ( 1 9 7 9 ) ,  M a n i p u l a t i n g  P u b l i c  O p i n i o n  ( 1 9 8 9 ) ,  M a c h i n e  P o l i t i c s ,  S o u n d  B i t e s  a n d  N o s t a l g i a  ( 1 9 9 3 ) ,  F r e e  E x p r e s s i o n ,  P u b l i c  S u p p o r t  a n d  C e n s o r s h i p  ( 1 9 9 4 ) ,  P o l i t i c s  a s  U s u a l :  T h e  C y b e r s p a c e  " R e v o l u t i o n "  ( 2 0 0 0 ) ,  a n d  n u m e r o u s  a r t i c l e s  i n  p r o f e s s i o n a l  a n d  p o p u l a r  b o o k s  a n d  j o u r n a l s .

D A V I D  R E S N I C K  i s  p r o f e s s o r  o f  p o l i t i c a l  s c i e n c e  a n d  d i r e c t o r  o f  t h e  C e n t e r  f o r  t h e  S t u d y  o f  D e m o c r a t i c  S o c i e t y  a t  t h e  U n i v e r s i t y  o f  C i n c i n n a t i .  B e f o r e  j o i n i n g  t h e  U n i v e r s i t y  o f  C i n c i n n a t i ,  h e  t a u g h t  i n  t h e  d e p a r t m e n t  o f  g o v e r n m e n t  a t  C o r n e l l  U n i v e r s i t y .  R e c e n t l y ,  h e  a n d  M i c h a e l  M a r g o l i s  p u b l i s h e d  P o l i t i c s  a s  U s u a l :  T h e  C y b e r s p a c e  " R e v o l u t i o n "  ( 2 0 0 0 ) .  I n  a d d i t i o n  t o  h i s  s c h o l a r l y  w o r k  o n  t h e  I n t e r n e t ,  R e s n i c k  i s  t h e  a u t h o r  o f  n u m e r o u s  a r t i c l e s  a b o u t  t h e  h i s t o r y  o f  p o l i t i c a l  t h e o r y .

R O D G E R  A .  P A Y N E  i s  a s s o c i a t e  p r o f e s s o r  o f  p o l i t i c a l  s c i e n c e  a t  t h e  U n i v e r s i t y  o f  L o u i s v i l l e .  H e  a l s o  s e r v e s  a s  d i r e c t o r  o f  t h e  $ 2 0 0 , 0 0 0  G r a w e m e y e r  A w a r d  f o r  I d e a s  I m p r o v i n g  W o r l d  O r d e r .  H i s  r e s e a r c h  h a s  b e e n  p u b l i s h e d  i n  v a r i o u s  j o u r n a l s ,  i n c l u d i n g  t h e  E u r o p e a n  J o u r n a l  o f  I n t e r n a t i o n a l  R e l a t i o n s ,  J o u r n a l  o f  D e m o c r a c y ,  J o u r n a l  o f  P e a c e  R e s e a r c h  a n d  P r e s i d e n t i a l  S t u d i e s  Q u a r t e r l y .  P a y n e  a n d  N a y e f  S a m h a t  o f  C e n t r e  C o l l e g e  a r e  c u r r e n t l y  w o r k i n g  o n  a  b o o k ,  t e n t a t i v e l y  t i t l e d  T h e  D e m o c r a t i z a t i o n  o f  G l o b a l  P o l i t i c s .

S e s s i o n  F o u r

M e d i a  C o n c e n t r a t i o n  a n d  D e m o c r a t i c  D i s c o u r s e :
A r e  M e d i a  C o r p o r a t i o n s  P r o f i t i n g  a t  t h e  P u b l i c ' s  E x p e n s e ?

S T E P H E N  L A C Y  i s  p r o f e s s o r  a n d  d i r e c t o r  o f  t h e  M i c h i g a n  S t a t e  U n i v e r s i t y  S c h o o l  o f  J o u r n a l i s m .  H e  b e g a n  r e s e a r c h i n g  m e d i a  e c o n o m i c s  1 8  y e a r s  a g o  a s  a  g r a d u a t e  s t u d e n t .  H e  h a s  c o - w r i t t e n  o r  c o - e d i t e d  f o u r  b o o k s  a n d  a u t h o r e d  m o r e  t h a n  7 5  s c h o l a r l y  a r t i c l e s  a n d  p a p e r s  a b o u t  m e d i a  e c o n o m i c s  a n d  m a n a g e m e n t .  H e  r e c e i v e d  h i s  b a c h e l o r ' s  d e g r e e  i n  e c o n o m i c s  f r o m  t h e  U n i v e r s i t y  o f  I l l i n o i s  a t  U r b a n a  a n d  h i s  P h .  D .  i n  j o u r n a l i s m  f r o m  t h e  U n i v e r s i t y  o f  T e x a s  a t  A u s t i n .  B e f o r e  e n t e r i n g  a c a d e m i a ,  L a c y  w o r k e d  a s  a  w e e k l y  n e w s p a p e r  e d i t o r  a n d  a  d a i l y  n e w s p a p e r  r e p o r t e r .  H e  i s  f o r m e r p r e s i d e n t  o f  t h e  A s s o c i a t i o n  f o r  E d u c a t i o n  i n  J o u r n a l i s m  a n d  M a s s  C o m m u n i c a t i o n .

D E N N I S  H A L E  i s  j o u r n a l i s m  p r o f e s s o r  a t  B o w l i n g  G r e e n  S t a t e  U n i v e r s i t y  ( B G S U ) .  H e  w a s  d i r e c t o r  o f  t h e  f o r m e r  S c h o o l  o f  M a s s  C o m m u n i c a t i o n  a t  B G S U  a n d  a s s o c i a t e  e d i t o r  o f  t h e  J o u r n a l  o f  M e d i a  E c o n o m i c s .  H e  a l s o  h a s  b e e n  h e a d  o f  t h e  L a w  D i v i s i o n  o f  t h e  A s s o c i a t i o n  f o r  E d u c a t i o n  i n  J o u r n a l i s m  a n d  M a s s  C o m m u n i c a t i o n .
Hale has received grants from the Newspaper Research Council and the U.S. Justice Department. His research has been published in *Journalism Quarterly, Newspaper Research Journal, Media Management Review, Visual Communication Quarterly, Grassroots Editor, Newspaper Financial Executives Quarterly, Editor & Publisher, St. Louis Journalism Review, The Masthead, California Publisher, News Photographer* and Publishers' Auxiliary.

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**ROBERT L. KERR** is a Park Fellow in the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill, nearing completion of his Ph.D. His doctoral research has focused on historical and ethical issues related to the First Amendment status of corporate speech. He received 38 awards for journalism during a 20-year career with daily newspapers.

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**DAVID TARAS** is professor in faculty of communication and culture at the University of Calgary. A graduate of the Ontario Legislative Internship Program at Queen’s Park, he has been an adviser to the Alberta and Canadian federal governments. He is past president of the Canadian Communication Association and has been a visiting professor at the University of Amsterdam. His political commentaries can be heard regularly on *The Morning Edition* on Global TV and he is a frequent commentator on CBC television and radio. Taras is the author of a number of books including *The Newsmakers: The Media’s Influence on Canadian Politics and Power and Betrayal in the Canadian Media*.

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**CLOSING KEYNOTE ADDRESS**

*"The Irrationality of Rational Choice: Audience Segmentation and the Real Digital Divide"*

**DR. OSCAR H. GANDY, JR.** is the Herbert I. Schiller Information and Society Professor at the University of Pennsylvania’s Annenberg School for Communication. His areas of expertise include the political economy of communication and information, public policy issues in privacy, and new technologies and communication as a vehicle for political and social change. He is the author of *Communication and Race: A Structural Perspective*. 