

Raising the Ante: The Internet's Impact on Journalism Education and Existing Theories of Mass Communication

A Symposium in Honor of Philip Meyer, Knight Chair in Journalism,
University of North Carolina at Chapel Hill

March 27-28, 2008

School of Journalism and Mass Communication
University of North Carolina at Chapel Hill

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As Vice President for Sports Philanthropy and Affiliated Funds, John Bare manages grant making for the Atlanta Falcons Youth Foundation and the Mountain Sky Guest Ranch Fund. Bare joined the Arthur M. Blank Family Foundation in June 2004 after leaving the John S. and James L. Knight Foundation, where he was the director of planning and evaluation. Prior to joining Knight Foundation, Bare worked as a writer and editor for the Education Statistics Services Institute of the American Institutes for Research in Washington, D.C., and was a columnist with the Chapel Hill *Herald-Sun*.

Kenneth Blake

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Ken Blake is associate professor of journalism at Middle Tennessee State University. He teaches courses in writing, reporting and quantitative research methods. Additionally, he is operations director for the Middle Tennessee Poll, a telephone poll conducted each semester measuring the opinions of residents living in the 39 counties that constitute middle Tennessee. Blake's research interests include mass media and society, public opinion theory and methodology, and Internet-based instruction.

Mark Briggs

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Mark Briggs tries to help lead the digital revolution from inside the newsroom at *The News Tribune*, where he has worked since 2004. He's the author of the book *Journalism 2.0: How to Survive and Thrive*, a "digital literacy guide for the information age." In December 2007, *Presstime* magazine named Briggs among "the best and brightest young professionals in the newspaper business." Before joining *The News Tribune*, his positions included prep sports/outside editor at the *Eastside Journal* in Bellevue, Wash., and editor and director at *The Herald* in Everett, Wash. He also served as an adjunct professor at Seattle University from 2002-2006.

Jane Brown

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Jane Brown teaches courses in health communication and communication research and theory in the UNC School of Journalism and Mass Communication. She also is responsible for the School's undergraduate honors program. She is director of the

Academic Leadership Program at the UNC Institute for Arts and Humanities and has served as chair of the UNC faculty council. For three decades, Brown's research has focused on the effects of the media on adolescent health. She is completing a five-year project, "Teen media: The mass media and adolescents' sexual health," funded by the National Institute of Child Health and Human Development. Previously, Brown was co-principal investigator on the National Television Violence study.

Everette E. Dennis

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Everette Dennis serves as chair of the Communication and Media Management department and as director of the Center for Communications. Earlier, he worked with Ambassador Richard Holbrooke and Dr. Henry Kissinger as founding president of the American Academy in Berlin. Through much of the 1980s and 1990s, Dennis led the Media Studies Center at Columbia University, one of the world's first institutes for advanced study of media and technological change. He served as national president of the Association for Education in Journalism and Mass Communication while dean of the School of Journalism at the University of Oregon. He was the first in his field to win the coveted Liberal Arts Fellowship in Law at Harvard Law School where he subsequently held advanced fellowships at the Kennedy School of Government and a special Nieman research fellowship.

Virginia Dodge Fielder

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Virginia Dodge Fielder retired in 2004 as vice president of research for Knight Ridder. Fielder was responsible for market research for the corporation, including its annual reader and advertiser surveys. She also consulted with Knight Ridder's daily newspapers on local research projects and with Knight Ridder Digital on Internet operations. Prior to her Knight Ridder appointment, she was editorial research manager at *The Chicago Sun-Times*. She also worked as a reporter and then marketing research manager for *The Lexington (Ky.) Herald-Leader*, a Knight Ridder newspaper.

Jean Folkerts

Dean and Alumni Distinguished Professor

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Jean Folkerts is Dean and Alumni Distinguished Professor. She came to the School in 2006. Prior to coming to Chapel Hill, she served in several roles at The George Washington University. These included being Director of the School of Media and Public Affairs, Professor of Honors, Associate Vice President for Special Academic Initiatives, and Interim Dean of Columbian College of Arts and Sciences. From 1992 to 2001, she was editor of *Journalism & Mass Communication Quarterly*. Her book, *Voices of a Nation*, written with Dwight Teeter, chronicles the history of U.S. media. A second book, now in the third edition, *Media in Your Life*, (with Stephen Lacy) is an account of contemporary mass media.

Kathleen Frankovic

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Kathleen Frankovic oversees the design, analysis and broadcasting of results from CBS News and CBS News/*New York Times* polls. She speaks and writes extensively about elections and public opinion, as well as the development and use of polling by newspapers and television. Frankovic has served as president of the World Association for Public Opinion Research as well as its American chapter. Before joining CBS News, Frankovic taught political science at the University of Vermont.

Sue A. Greer

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Sue Greer served as the director of research projects at TRAC Media Services Inc, which provides ratings analysis and research for public television stations, producers and service organizations. She was also founder and president of Greer Research Associates, a media consulting agency.

John Hood

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John Hood is president and chairman of the John Locke Foundation, a North Carolina think tank that issues policy studies, produces radio and TV programs, and publishes *Carolina Journal*, a monthly newspaper with a readership of nearly 200,000. Hood writes and comments frequently on politics and policy issues for national media organizations and is a syndicated columnist for newspapers in more than 50 North Carolina communities. He covers state politics for National Review Online and blogs daily at NRO's "The Corner." His articles have appeared in such magazines and newspapers as *Readers' Digest*, *The New Republic*, *The Wall Street Journal*, *USA Today* and *The Chicago Tribune*.

Tom Johnson

Managing Director

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Tom Johnson is the founder and managing director of the Institute for Analytic Journalism. Throughout his four decades in journalism, Johnson has regularly moved from the newsroom to the classroom and back. His positions include contract reporter for *Time* magazine in El Salvador, founding editor of *MacWeek*, and a deputy editor of the *St. Louis Post-Dispatch*. He has been on the faculty at San Francisco State University and has taught analytic journalism as a visiting professor at Boston University.

Anne Johnston

Professor

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Anne Johnston's research interests include political communication, political advertising, women and politics and diversity issues in the media. She is also associate dean for graduate studies at the School. She is the co-author of the 2001 book, *Videostyle in Presidential Campaigns: Style and Content of Televised Political Advertising*. The book provides a comprehensive analysis of more than 1,200 televised presidential ads from 1952 to 1996. During the 2004 U.S. presidential campaign, Johnston served as a member of a national consortium of scholars, researchers and students studying the communication and media used during the election.

Karen Jurgensen

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Karen Jurgensen served as the editor of *USA Today* from 1999-2004. She joined the paper at its launch in 1982 as topics editor in the Life section, advancing to posts including special projects editor, senior special projects editor and editorial page editor before her appointment to editor. In 2000, she was honored with the Matrix Award by the Association for Women in Communications, recognizing her outstanding contributions to the communications field. An alumna of UNC-Chapel Hill, Jurgensen serves on the Board of Visitors of the UNC School of Journalism and Mass Communication.

Charles Lewis

President

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Charles Lewis is the founding president of the Fund for Independence in Journalism. He also founded and for 15 years was executive director of the Center for Public Integrity. For more than a decade, Lewis did investigative reporting for ABC News and was a producer assigned to senior correspondent Mike Wallace at CBS News's 60 Minutes. He is a Distinguished Journalist in Residence at the American University School of Communications in Washington and recently completed a fellowship at the Joan Shorenstein Center on the Press, Politics and Public Policy at Harvard University's John F. Kennedy School of Government. Lewis was also a Ferris visiting professor of journalism at Princeton University.

Scott Maier

Associate Professor

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Scott Maier's research interests include newsroom numeracy, media accuracy, diffusion of new technology and managing newsrooms for technological change. His 20-year career as a newspaper and wire-service reporter includes covering such beats as city hall, the state legislature and Latin America. He has worked for the *Seattle Post-Intelligencer*, The Associated Press and *The Seattle Times*. He was founder of CAR Northwest, an industry-academic partnership providing training in computer-assisted reporting to newsrooms and journalism classrooms.

Max McCombs

Jesse H. Jones Centennial Chair

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Max McCombs is internationally recognized for his research on the agenda-setting role of mass communication. Since the original Chapel Hill study with his colleague Donald Shaw coined the term "agenda setting" in 1968, more than 400 studies of agenda setting have been conducted worldwide. McCombs's most recent book is *Setting the Agenda: The Mass Media and Public Opinion*, published in 2004 by Polity Press in Cambridge, England. Prior to joining the University of Texas faculty in 1985, he was the John Ben Snow Professor of Research at Syracuse University. McCombs also served for 10 years as director of the News Research Center of the American Newspaper Publishers Association. He has been on the faculties of the University of North Carolina and UCLA and worked as a reporter at the New Orleans *Times-Picayune*.

Shawn McIntosh

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Shawn McIntosh is director of culture and change at *The Atlanta Journal-Constitution* and *ajc.com*. In her current position, McIntosh is helping lead a major realignment and reorganization to position the *The Atlanta Journal-Constitution* for a stronger future. Previously, she served as deputy managing editor overseeing projects and investigations. Before joining the AJC, she was editor of *The Clarion-Ledger* in Jackson, Miss. McIntosh did stints at *The Dallas Morning News* and *USA Today* as a special projects editor, working with reporters on enterprise, investigative and computer-assisted reporting. McIntosh was on the Investigative Reporters and Editors Board of Directors from 1994 to 2006 and served as president from 2002-2004.

Rachel Davis Mersey

Assistant Professor

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Rachel Davis Mersey teaches News Reporting and Writing, an introductory-level research class called Information for Mass Communication, and Media Sociology. She uses quantitative and qualitative audience research strategies to examine journalism in light of the changing news environment. Her current projects include attempts to revise the dated model relating audiences to local communities and to reconceptualize circulation in a more meaningful measure of distribution. Previously, she led the Arizona Republic news team that launched the newspaper's weekly tabloid targeting women 18 to 34, and worked across platforms with *azcentral.com* and the local NBC affiliate.

Philip Meyer

Knight Chair in Journalism

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Philip Meyer teaches undergraduate and graduate students in newswriting and advanced reporting courses. His 1973 book, *Precision Journalism*, was listed by *Journalism Quarterly* as one of 35 significant books of the 20th century on journalism and mass communication. It was also on the American Association for Public Opinion Research (AAPOR) list of 50 significant books dealing with public opinion research in the association's first 50 years (1946-1996). The fourth edition was published in 2002. His most recent book is *The Vanishing Newspaper: Saving Journalism in the Information Age*, published in 2004. Meyer is a fellow of the Society of Professional Journalists and has received career awards from AAPOR, the National Press Foundation, the Freedom Forum Media Studies Center and the Research Federation of the Newspaper Association of America.

In 1967, he was detached from the Knight Ridder Washington Bureau to the Detroit Free Press to report on the Detroit riot. His application of social science research methods, learned in Harvard's Nieman Fellowship program, helped the staff win the Pulitzer Prize for general local reporting.

Knight Ridder later moved him to corporate headquarters to apply those methods to newspaper marketing and the development of an early electronic information service called Viewtron. His 1985 book, *The Newspaper Survival Book*, is based on that work. Meyer is a past president of AAPOR and the World Association for Public Opinion Research. He has served on the editorial boards of *Public Opinion Quarterly*, *Newspaper Research Journal* and the *International Journal of Public Opinion Research*. He is a member of *USA Today's* Board of Contributors.

Eric Newton

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Eric Newton is vice president of the journalism program for the John S. and James L. Knight Foundation. During the past seven years he has coordinated nearly \$200 million in grants aimed at advancing journalism excellence and freedom of expression. Before joining Knight Foundation in 2001, Newton was the founding managing editor of the Newseum. Before that, he was managing editor of the *Oakland Tribune* when the newspaper won 150 journalism awards, including a Pulitzer Prize. Newton's book-editing projects include *Crusaders, Scoundrels, Journalists; Capture the Moment; News in a New America* and *News, Improved*.

Sharon Polansky

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Sharon Polansky is head of consultative services and business solutions for MRI Market Solutions. Before joining MRI, Polansky was Vice President, Corporate Marketing Research, at Rodale Inc. She previously held positions at Gemstar-TV Guide, Total Research Corporation and the Gallup Organization. Her consultative experience ranges from building new media products to strategic marketing management for circulation, advertising and editorial. Polansky graduated cum laude from New York University and received an M.S. degree in journalism from the University of Illinois in Champaign-Urbana and a Ph.D. degree from the University of North Carolina.

Deborah Potter

Executive Director

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Deborah Potter is a veteran journalism trainer, reporter and writer. She is a contributing correspondent to Religion and Ethics Newsweekly on PBS and a columnist for *American Journalism Review*. Since 1998, Potter has been executive director of NewsLab, a non-profit journalism resource in Washington, D.C. From 2003 to 2004, she also served as executive director of RTDNF, the research and training arm of the Radio-Television News Directors Association. Potter is a former faculty associate at the Poynter Institute, where for three years she led writing, reporting, management and ethics seminars for professional journalists. She spent 16 years as a network correspondent for CBS and CNN. At CNN, Potter reported on national politics and environmental issues. She joined CNN in 1991 after 13 years at CBS News, where she served as White House, State Department and Congressional correspondent.

Deborah A. Procopio

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Deb Procopio is director of marketing at DataFlux Corporation, a wholly owned subsidiary of SAS. She has more than 12 years of experience in technology marketing and strategy and has held positions in Worldwide Marketing and Market Intelligence at NCR, IBM and SAS. In these positions, she was responsible for various phases of marketing, from design and analysis of worldwide market research projects to market segmentation and strategy. She holds a Ph.D. from the University of North Carolina at Chapel Hill, where she also received an M.A. in 1996.

Daniel Riffe

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Dan Riffe will join the Carolina faculty as Richard Cole Eminent Professor in July, after serving as Presidential Research Scholar in the Social and Behavioral Sciences in Ohio University's School of Journalism. He is the editor of *Journalism & Mass Communication Quarterly* and is author or co-author of *Analyzing Media Messages: Using Quantitative Content Analysis in Research*, *The Publisher-Public Official: Real or Imagined Conflict of Interest?* and 60 refereed research articles. His research interests include mass communication and environmental risk, international news, government-press relations, and research methodology. He was interim director and associate director for graduate studies and research at Ohio and was chair of journalism at Northern Illinois, coordinator of graduate studies at Alabama and director of the Mass Communication Research Center at Southern Illinois.

Donald Shaw

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Don Shaw is a communication historian and theorist, journalism professor, retired U.S. Army Reserve officer, and writer who has taught at the UNC School of Journalism and Mass Communication since 1966. He also has been visiting professor at six other universities and has lectured at more than 20 universities in the United States and abroad. As a scholar he is best known for his work, with Max McCombs of Texas, about the agenda setting function of the press and for his studies of 19th and 20th century American and Southern press history. He is author or co-author of 10 books and many scholarly articles and papers, several of which have been presented in other countries.

Pamela J. Shoemaker

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Pamela J. Shoemaker is the John Ben Snow Professor in the S.I. Newhouse School of Public Communications at the Syracuse University. Previously, she was director of the School of Journalism at The Ohio State University, and on the faculty of the Department of Journalism at The University of Texas at Austin.

J. Walker Smith

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J. Walker Smith is president of Yankelovich, Inc., and a nationally recognized expert on marketing and social trends and their impact on businesses. He oversees the Yankelovich MONITOR, which for more than 35 years has been the foremost tool tracking America's lifestyles and values. Smith is co-author of *Rocking the Ages: The Yankelovich Report on Generational Marketing* (1997); *Life Is Not Work, Work Is Not Life: Simple Reminders for Finding Balance in a 24/7 World* (2001); *Coming to Concurrency: Addressable Attitudes and the New Model for Marketing Productivity* (2005); and *Generation Ageless: How Baby Boomers Are Changing the Way We Live Today...And They're Just Getting Started* (2007). Prior to Yankelovich, Smith was director of research for DowBrands, Inc. He was a summer lecturer at the annual School of Marketing Research at the University of Notre Dame for 14 years and is a past vice president of the marketing research division of the American Marketing Association. He is a director of Premiere Global Services, a member of the Board of Advisors for the UNC School of Journalism and Mass Communication and a director of the American Marketing Association Foundation. Smith holds three degrees from the University of North Carolina at Chapel Hill including a doctorate in Mass Communication Research.

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S. Shyam Sundar is the founder of the Media Effects Research Laboratory, a leading facility of its kind in the country. He teaches courses in the psychology of communication technology, mass-communication theory, and research methodology. He

earned his doctoral and master's degrees in communication. He also holds bachelor's degrees in communication and engineering. His industry experience includes more than eight years as a print journalist. Just as his background is eclectic, his current work is quite interdisciplinary—he holds joint faculty appointments in the departments of film-video and media studies, advertising, architecture, and communication arts and sciences at Penn State. Sundar's research investigates social and psychological effects of technological elements unique to Web-based mass-communication.

Barry Sussman

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Barry Sussman is the editor of the Nieman Watchdog Project. Sussman was a *Washington Post* editor for 22 years, holding the positions of city editor, special Watergate editor, special projects editor/national, pollster and public opinion analyst and columnist for the *Washington Post* National Weekly Edition. He is the author of three books. The first, *The Great Coverup: Nixon and the Scandal of Watergate*, was named one of the best books of the year in 1974 by the *New York Times*. Ten years after its publication John Dean called it "the best book on Watergate." His other books are *What Americans Really Think*, (1987) and *Maverick, A Life in Politics*, written with Lowell P. Weicker, Jr. (1995). Since 1999, he has been co-editor of "Innovations in Newspapers," an annual report on the news media, worldwide, done for the World Association of Newspapers.

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Gil Thelen is the executive director of the Florida Society of Newspaper Editors and Clendinen professor in the mass communications department at the University of South Florida. He retired as publisher and president of *The Tampa Tribune* in 2006. Thelen joined the *Tribune* in 1998 as executive editor, becoming publisher in 2003. He was executive editor and vice president of *The State* newspaper, Columbia, S.C., from 1990 to 1997. From 1987 to 1990, Thelen was editor and executive vice president of *The Sun News*, Myrtle Beach, S.C. Thelen served in a number of assistant editor positions at *The Charlotte Observer* from 1978 to 1987, the last as assistant managing editor for news. Thelen was a Washington correspondent from 1966 to 1978, first for the Associated Press, then *Consumer Reports* magazine and finally the *Chicago Daily News*.

David H. Weaver

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David Weaver has been on the faculty of the Indiana University School of Journalism since 1974, teaching mainly research methods and political communication to graduate students and, in earlier years, beginning newswriting, newspaper editing, and public opinion to undergraduates. He earned his bachelors and masters degrees in journalism from Indiana in the 1960s, and his Ph.D. in mass communication research from the University of North Carolina in 1974. He worked on four daily newspapers in Indiana (including the *Indiana Daily Student*) and North Carolina, and served nearly two years in the U.S. Army before joining the Indiana faculty. He was selected as the first Roy W. Howard Research Professor in 1988.