



Journal of the Knight-Wallace Fellows

Volume 15, No. 1

Fall 2004

Don't Look Now, But They're Not Following Us

A Public Radio Pioneer Looks Over His Shoulder

—By James B. Russell '74

There is a serious gap developing between journalists and the public. We journalists have been accused of everything from poor grammar and spelling to laziness and stupidity, to a lack of respect for our listeners and readers, to deliberately inventing facts, sensationalizing the news and spinning stories to match our own liberal biases. As a profession, we certainly don't help our case with high-profile transgressions like those of Jack Kelley, Stephen Glass, Rick Bragg and Jayson Blair. But disturbing as their transgressions have been, my concern isn't about them nor even about lamenting our loss of popularity—or as a self-proclaimed pundit at the Brookings Institution put it—"worrying so much about being loved."

After performing journalism or managing it for 37 years, I have come to believe that a good part of the American people simply does not seem to value a free press. They appear not to trust our motives or our reason for being. For them, we are not the fourth estate; we are not an essential part of American government. This public certainly does not appear to subscribe to a comment that Walter Cronkite once made that "freedom of the press is not just important to democracy; it is democracy."

Instead, to this public we are an ever bigger, ever more powerful, more consolidated business, a media superstore where dollars and cents are the rule and where freedom of the press is reserved, as Liebling suggested, to those who own the presses or the radio and TV stations.

Somewhere along the way, we lost our profession's importance and respectability in the eyes of at least some of the public. Reality TV shows, local newscasts with "if it bleeds, it leads" as their MO, and O.J. Simpson's live car chases have not done much to earn respect for our profession. A year ago the Pew Research Center reported that only 49 percent of the respondents to its annual survey said they thought news organizations were "highly

professional." An even greater percentage said news organizations are politically biased, that news reports are inaccurate, and that the press tries to cover up its mistakes. Even we journalists have admitted that we are worried about



James B. Russell giving the 2004 Hovey Lecture.

the state of the media. In this year's Pew Report journalists made two striking observations: Roughly eight in ten journalists are worried about the shallowness of coverage, and there's been a major decline in our confidence in the American public's ability to make good decisions.

Lest you think I'm exaggerating, let's do a little reality check. Imagine the following scenario: Instead of running out of gas, imagine that the Patriot Act were expanded tomorrow. The government starts closing down newspapers and taking radio and TV stations off the air or curtailing their activity. Do you honestly believe that the American public would rise up? Do you think American students would man the barricades? Would intellectuals go on strike? Would readers, listeners and viewers feel that something of tremendous, defining and momentous value was being threatened?

How did we get to this point? In 1998 Sandra Mims Rowe, editor of *The (Portland) Oregonian*, answered that question plainly and simply, saying, "Readers are in the dark about journalists' goals and decision-making." In other words, we have made a big mistake simply assuming that the public understands us and automatically shares our values. They don't understand what we do, why we do it, how we do it—because we haven't told them.

Audience trust for us and valuation of our work may have sunk so low because of the plethora of choices that audiences have for getting news. Some studies have shown that viewers, readers, and listeners are more likely to obtain their news from so called non-journalistic sources including websites, talk radio, reality TV and entertainment programs. While many traditional journalists may disparage these as sources for legitimate news, an interesting article in USC Annenberg's *Online Journalism Review* reported that some people trust bloggers more than traditional general assignment reporters, and it cited four reasons for this. One is the niche expertise of bloggers. They have deeper subject knowledge than general assignment reporters. Two, transparency in motives: Bloggers own up to their biases, but journalists often don't. Three, transparency in the process: Bloggers often link to documents and supporting evidence. Fourth, forthrightness about mistakes. Bloggers admit their mistakes; we often don't.

So how do we regain our credibility and teach our readers, viewers and listeners the importance of free and independent journalism? If we want to "get it," we need to educate the American people on the role of journalism as a fundamental centerpiece of democracy.

Before we go out and start preaching and proselytizing, we'd better do a self-check of our own faith, our own "religious beliefs and convictions." Do we still believe in ourselves and the importance of our mission? Is journalism

—continued on page 6

From the Head Fellow

By Charles R. Eisendrath '75

A TRIP TO ISLAM AND A JEWISH QUARTERBACK

Istanbul has been added to the Knight-Wallace Fellows' travel itinerary, and how that happened says reams about the way the program works: The project was arranged by Fellows, for the benefit of Fellows, current and future.

The exchange will be with *CNN Turk*, a joint venture between the American network and the Dogan Media Group. The venture is beginning on precisely the same terms that launched our exchange with *Clarín* of Buenos Aires. We supply two semesters worth of fellowships—one person all year, one person each semester or two in a single semester, it doesn't matter to us. In return, *CNN Turk* pays for a 10-day visit for the whole KWF group led by "their" own Turkish colleague, Bora Bayraktar, an international affairs correspondent, who will have arrived in Ann Arbor the previous month. We've signed on for three years.

Why Turkey? Because it is the keystone of what passes for stability in the Middle East, and the bridge between Islam and the West. We have made a point of including Turkish and Turkey-based journalists in the KWF group. In the spring of 2004, I asked Fatih Turkmenoglu of *CNN Turk* and Yavuz Baydar, who divided his time between the network and *Milyet*, one of the largest Turkish dailies, to test the waters back home about an exchange.

They are quite a team. Baydar was serving a term as president of the International Organization of News Ombudsmen while Turkmenoglu is a national best-selling author. I was pleased but not surprised at their success in cementing the partnership. The visit is scheduled for the week of February 20, leaving optional time for additional touring during the University's spring break.

One excellent but perhaps not obvious idea for exploration is already in the works: the politics of water. Much of the region's scarce water arises in Turkey and flows down the Tigris and Euphrates rivers through Syria and Iraq on its way to the Persian Gulf. Across the Middle East, who gets water is even more important than who sells oil. Where did this idea come from? From current Fellow Cynthia Barnett, whose study topic for the year (and

probable book) is the history of water rights in the United States.

The purpose of such trips is completely straightforward. Even before the horrendous and continuing cutbacks, American newsrooms by the 1980s had become places with an insularity level that simply terrified me. My hope has been to use travel to radicalize people about the importance of foreign news far beyond and unrelated to the war, famine or volcano eruption of the moment. By importance I very much include the idea of interest. Journalism as a whole seems to be forgetting that interesting stories create interested audiences. Faraway places are bursting with things that speak to the human condition in as many ways as there are individual hopes, fears, achievements and sorrows.

Given the modest size of our program (12 Americans a year), isn't this a vain hope? Not at all. Allowing for duplication, over the last five years we've given leading figures from 50 or so newsrooms strong arguments for expanding the scope as well as the size of the news hole. Five years more and we'll double that and 100-plus is a lot of newsrooms.

Okay, I admit it's not bad fun and doesn't hurt applications, either.

In September 1926, Michigan quarterback Benny Friedman was elected the first Jewish college football captain, as far as we can tell. That fall, he earned the reputation of having perfected the forward pass and admiration from none other than Knute Rockne, who told the *New York Daily News*, "Friedman is in a class with Babe Ruth and Bobby Jones... He is a champion... the greatest football player in the world." Post-season, Rockne picked

Friedman over his own Notre Dame players to captain the All-Western team selections. From next September on, KWF will include an endowed Benny Friedman Fellowship in Sports Journalism, the first and only such position in the country.

We have been experimenting with a sports fellowship for a decade and although

the results were excellent in terms of those who came and what they added to the mix, the arrangements were not. Funding was temporary and two years ago, it failed. Enter Bert Askwith of New York, who came to the University as a freshman in the fall of 1927, worked for *The Michigan Daily*, and got the idea of his life from a strike on the New York Central Railroad. To get home, he decided to rent a bus. To pay for the trip, he sold tickets to his friends. Shazam! Seventy-odd years later, Campus

Coach is a company of considerable size.

Convinced that Friedman's legacy did not get its due because of the prevalent anti-Semitism of his era, Askwith gave the lion's share of an endowment to perpetuate Friedman's name in sports, and inspired others to join him. Donors include *Sirius Radio* CEO Mel Karmazin; New York Mets owner Fred Wilpon's foundation, the Judy and Fred Wilpon Family Foundation; columnist/author Mitch Albom; investor Walter Weiner; and a team of sports-minded UM alumni put together by Detroit attorney Ira Jaffe—Mel Lester and Doreen Hermelin, Ira and Nicki Harris, Martin R. Goldman, the Theodore and Mina Bargman Foundation and the Stanley Imerman Memorial Foundation.

That's all pretty wonderful, but there's more. Under terms of a matching grant from the John S. and James L. Knight Foundation, KWF will receive an additional \$1-million to strengthen the international program.



Benny Friedman, 1930.

Getty Images/New York Times

KWF's Third Man on Stage



Photo by Rick Wilking/AFPI/Getty Images

Charles Gibson moderates the second debate, October 8, 2004, between President George W. Bush and Senator John Kerry.

—By Charles Gibson '74

I remember the date: August 11th. The call came when I was in Seward, Alaska, with my family, about to begin a week's cruise along the Alaskan coast. Seward is in the middle of the proverbial 'nowhere.' As I came aboard, a purser asked me to call my office.

"They want you to host the second debate," said my assistant. It was a bit surreal. American politics seemed millions of miles away, and since we were about to put to sea, I had to make a snap decision. We'd be out of cell phone range for three or four days. The ship-to-shore phone was \$15.99 a minute, and I mentally calculated what a 20-minute call might cost. Not going to do that. So while I could still use the cell, I called the head of the Commission on Presidential Debates and left a voicemail. "Sure," I said. "If both sides will take me, I'd love to do it."

To this day I have no idea who 'they' are who decided on me. People continue to ask, "Why did they pick you?" I sense a note of incredulity in their voice. But pick me they did. I had two months to prepare.

But prepare what?

The debate was to be a "town meeting"—residents of St. Louis would ask the questions; I would essentially be a passive participant. So for weeks people were saying, "You must be swamped with preparations." Well, I wasn't. Problem is: Not doing anything

is more stress-producing than actually doing something.

Next the two campaigns negotiated a 32-page document that the moderators were supposed to sign. The agreement was a bit absurd. More than 50 lines were devoted to coin flips! How can you write 50 lines on coin flips? "Heads." "Tails." That's about it. But never underestimate lawyers.

Jim Lehrer, Gwen Ifill, Bob Schieffer and I refused to sign anything. We said we would do our best to fulfill whatever charge was given us by the Commission on Presidential Debates. We worked for them. But we would not sign anything that represented a contract between us, as independent journalists, and the campaigns. The issue quickly passed. The campaigns didn't pursue it. The debates were on.

The issue that concerned me most was the questions. Looking back at tapes of the town meetings of 1996 and 2000, I felt the questions were too general. "What are you going to do for teachers?" "How might you save the family farm?" The questions invited canned speeches. So I thought it might be better to ask each of the 140 audience participants to submit two questions—one for each candidate—that would be "short, direct, and challenging." That, I thought, would produce greater specificity.

They did me proud. Of the 280 submitted questions, probably 60 would have been usable. I knew I could get only 16 to 18 in the 90-minute debate. In the end, by limiting the one-minute extension of remarks, I got time for 18. I physically had the questions in hand at noon on debate day. As it turned out, six hours was plenty of time for sifting the questions, making the choices and getting out on stage.

The one thing I kept in mind is that in boxing, nobody cares about the referee. He is the proverbial 'third man in the ring.' He's only noticed if he screws up.

I was nothing more than the third man on stage. I would only really be noticed if I screwed up.

So once I knew I had good questions, the only thing left was to keep out of the way.

As I walked out on to the debate set, the last three words I said to myself were "sublimate, sublimate, sublimate."

In the end, all I really had to do was make the train run on time.

— Charles Gibson '74 of ABC News is co-host of ABC's "Good Morning America."

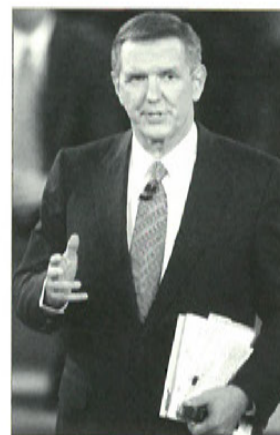


Photo by Don Emmert/AFPI/Getty Images

The "Third Man" arrives on stage.

QUALITY PAYS: THE PRESS AND PUBLIC POLICY

PRESENTED BY THE KNIGHT WALLACE
FELLOWS AT MICHIGAN WITH THE
UNIVERSITY OF MICHIGAN VICE
PRESIDENT OF COMMUNICATIONS

SPONSORED BY THE
W.K. KELLOGG
FOUNDATION

MONDAY, SEPTEMBER 20, 2004, 1:00 - 5:00 P.M.
UNIVERSITY OF MICHIGAN ALUMNI CENTER
200 FLETCHER STREET, ANN ARBOR, MICHIGAN

— By Bill Duryea '05

Dan Rather was under fire for CBS's use of possibly fraudulent memos and CNN was taking heat because two of its "Crossfire" hosts were simultaneously advising the Kerry campaign. It seemed an odd moment for a conference trumpeting what's right with the media.

"There is general agreement here that the best organizations have never been better," said Charles R. Eisendrath, director of the Knight-Wallace Fellows at Michigan. "There is also agreement that the vast majority of news reports have never been this weak."

And yet, the media business is doing fabulously well; average profits for newspapers are 25 percent, "double historic levels. Television is 50 percent," Eisendrath said. It's 1904 all over again, he said, the only difference being that circulation was going up when Joseph Pulitzer and William Randolph Hearst were battling.

"This spring I got tired of whining," Eisendrath said, explaining to a live audience and regional cable television system at the University of Michigan the origin of the idea for a conference "Quality Pays: The Press and Public Policy."

"This is the first conference any of us knows of on strategies for doing this right," he said. With sponsorship from the W.K. Kellogg Foundation, Eisendrath assembled a 14-member panel—from a small regional paper in Oregon to an international financial news service. "They are building audiences and enlarging their product by improving quality."

Jill Abramson, managing editor of *The New York Times*, drew a simple link that would

WHAT'S RIGHT WITH THE NEWS

"QUALITY PAYS" CONFERENCE DRAWS LEADERS

be repeated many times during the course of the afternoon, between a publisher's financial investment and the quality of the end product.

Several days after 9/11, Abramson said, *Times* publisher Arthur Sulzberger Jr. asked his staff a simple question: "What do you need?" From that open-ended question was born the daily special section "A Nation Challenged," which contained no advertising but which was the centerpiece of the *Times*' Pulitzer prize-winning coverage of the attacks.

"Taking time to establish the truth," she said, referring to year-long investigative pieces the *Times* routinely produces, "may sound old-fashioned in this 24-hour news cycle, but it is the cornerstone of the *Times*' mission."

Taking time takes money.

The *Times*, said Thomas Carley, the paper's president of news services, brings in "just over \$1-billion" of ad revenue each year and has done so for the past four years. This is a figure unequaled by any other publication in America, he said, a testament to the value advertisers place on a highly educated, high-earning readership.

Matt Winkler, founding editor-in-chief of *Bloomberg News*, described his international audience as having one thing in common: "They care about money in all its forms."

Bloomberg News consumers, by virtue of their wealth, "have the most at stake," Winkler said. "Timely perspective increases the chances they will protect or increase their stake."

Winkler was not the last speaker whose recipe for success seemed to depend largely on satisfying the demands of an "elite" news consumer. It was a point made with more or less relish by the three representatives of the so-called "British Invasion"—the *BBC*, the *Financial Times* and *The Economist*.

Eisendrath likened the recent successes of the British media in the United States to the shake-up Japanese car manufacturers delivered the domestic auto industry in the 1970s.

Lionel Barber, the U.S. managing editor of the *Financial Times*, said his paper has seen five-fold growth in its U.S. circulation since 1997. American readers, roughly half of whom are senior-level executives, now account for

about 30 percent of the paper's 450,000 global circulation.

"How did we do it? We had an owner who was willing to make a big bet," he said. Part of that bet was pumping \$15-million into the American and Asian expansion even during an economic downturn.

Twenty-two percent of the *BBC*'s five-million weekly listeners live in the power corridor between Washington, D.C., and Boston, said senior correspondent Brian Barron.

Half of *The Economist*'s "slightly over one-million readers" are in North America, said Clive Crook, deputy editor of the news weekly. "We have the demographics advertisers dream of," he said, and his magazine has been able to capture them by filling a gap left by the steady "dumbing down" of the American news magazines.

Panelists and several audience members pointedly questioned whether pursuing the richest 10 percent of American society, however profitable, is an effective cure for the ills of modern American journalism and American democracy as a whole.

"I think the state of the media and our democracy now is honestly worse than when I started 15 years ago," said Charles Lewis, founder and executive director of the Center for Public Integrity, a nonprofit, nonpartisan watchdog group that does investigative research and reporting on public policy issues.

Lewis began the enterprise 15 years ago after abruptly quitting CBS's "60 Minutes." "I was tired of shooting people tight, waiting for them to cry," he said.

At the same time, he saw that "public service (journalism) had gone to hell," ticking off a list of major stories the media missed, among them Iran Contra and the savings and loan scandal. The media is still missing stories, he said. Why, he asked, is his group the only one to publish the names of all the companies that have government contracts in Iraq?

For smaller newspapers, such as *The (Bend) Bulletin* in the high desert of central Oregon, public service means "going after topics that are vital to readers' lives and giving them information that isn't obvious," said John Costa, editor-in-chief of Western Communications, a chain that owns *The Bulletin* and eight other papers.

Regional papers such as the *St. Petersburg Times* (which has circulation

in west central Florida nearly equal to the *Financial Times* in 140 countries) don't have the luxury of selectively appealing to a narrow demographic that may be scattered across the country or even the globe. They need to mine constantly for new readers in the same coverage area.

Reaching new readers is costly. "It takes people making some bets that might not pay off," said Paul Tash, editor, chairman and CEO of the privately held St. Petersburg Times Company. Public companies, he said, are sometimes less likely to invest short-term for long-term gains.

Three weeks ago the *St. Petersburg Times* debuted *TBT*, a free weekly aimed at the Tampa Bay area's 25 to 35-year-old market.

Follow your market. Follow your advertisers."

Certainly the panelists are following that advice to the letter. But the evidence is widespread that instead of pursuing new revenue many local papers are deliberately disinvesting for the sake of short-term profit.

"In some towns where profit margins are 45 percent, sometimes it appears to me the goal is to make the paper just good enough so people won't cancel their subscription," said William Marimow, who before he became managing editor at *National Public Radio* this spring, was a prize-winning newspaper reporter and editor.

Marimow said it is a new experience for him to work at an organization where budget cutting is not an annual ritual. Late last year,

The *Journal*, like so many news outlets, has added an Internet arm to its operation. The *Journal's* online edition attracts 70,000 paying subscribers, a majority of whom do not get the paper, Hertzberg said.

Online news services are one of three growing media sectors, Rosenstiel said. The others are ethnic publications and local alternative media.

"For 15 years we've known this," Rosenstiel said, referring to finding where young consumers get their news. "Why are we only now adapting? We don't want to spend money."

There is concern that only organizations with deep pockets will be able to pursue this model of success. The result of chasing readers



Charles Eisendrath welcomes a live and televised audience to a discussion of where things are going right in the news.

Advertiser interest was so high, the first issue of the tabloid ran 96 pages, nearly twice the size anticipated, Tash said.

Refusal to incur short-term expense is the reason most news organizations ignore a number of academic studies that show a direct correlation between investment and long-term gains in circulation or viewership, said Tom Rosenstiel of the Project for Excellence in Journalism. "It's actually extremely predictable, especially at smaller papers," he said.

Jonathan Knee, senior managing partner at Evercore Partners, who teaches media mergers and acquisitions at Columbia University, challenged the entire premise of the conference.

"Failures arise from assuming that 'quality pays' is self-evidently true," Knee said. "It's not.

NPR received \$200-million from the late Joan B. Kroc, wife of the McDonald's founder.

"We will spend \$15-million over the next three years, increasing staff 15 percent from 300 to 345," Marimow said. "A news organization does not become indispensable by reducing its news hole or homogenizing its news content."

The Kroc largesse makes expansion impossible not to do. But other media, *The Wall Street Journal*, for example, learned that improving quality and gaining readers requires investing even during economic slumps. Since 2002, the *Journal* has spent \$240-million to upgrade its printing presses, add color and redesign its front page, said Daniel Hertzberg, the *Journal's* deputy managing editor.

into ever-smaller niches—demographic as well as political—will create what Jill Abramson called "red state and blue state papers."

What has to be avoided," she said, "is a total polarization of quality journalism."

Clive Crook, of *The Economist*, isn't much bothered by that. "In England there is ferocious competition among partisan publications. No paper pretends to have no political agenda. The public's guarantee of an independent press is competition amongst those publications," he said.

Competition, however, is exactly what's missing in most markets.

— Bill Duryea '05 is a general assignment reporter for the *St. Petersburg Times*.

—continued from page 1

still a “calling,” as it once was, or has it become merely a good job, a place to practice a craft, an interesting diversion? Do we vehemently believe in the mission and that our purpose is to educate our citizenry so they will make better decisions about their civic lives? Are they educable? Do they vote better when they have better information? Do the media really inform and provoke thinking? Do we ourselves believe in journalism as “a public trust?”

Let’s assume that we all passed the test. If enough of us in this profession still believe, then what can we do to teach the American public who we are and why it matters?

I said before this isn’t about our loss of popularity. Rather, it is about the values that we hold so dear and that we assume the public does, too: objectivity, fairness, balance. Those values are coupled with what good journalists do: question, probe, uncover, expose, challenge.

I am someone who frequently asks my staff, “Does this story produce enlightenment? Does it actually reveal something?” So I can walk away and say, “You know I didn’t get it before, and now I get something.” If I can take away one nugget from a conversation on the radio or on television or from a newspaper story I feel I’ve really benefited. I feel that’s a good deliverable. I feel that I’ve traded you my time and my attention, and you’ve given me one clear idea, a clue about how something works.

How do we undertake the re-education of the American public? Well, I think we begin by admitting our own arrogance and our sometimes-splendid journalistic isolation. Let’s get off our high horses and interact with the public. Let’s make journalism a subject that the public can discuss and criticize, and let’s put some sunshine on our own profession.

Every single person in this room ought to be teaching the value of journalism to people in their communities every week. We ought to start in our own organizations, because I know that many of the people who manage and bean count do not understand or buy into the journalism values we hold so dear. We need to stop hiding behind the firewalls we have erected and come out of hiding to engage in, to be confronted, to explain and interact with audiences in robust and often heated debates.

Beyond our own companies, we ought to take the journalism education campaign public. We ought to start by bridging the gap between journalists and their readers, viewers and listeners. We ought to be open to telling

audiences what we care about and how we practice our journalism. We ought to reveal, disclose, shed light on, peel back the skin of how we do our jobs. At my company we’re experimenting with two concepts designed to do just that. One called “Public Insight Journalism” begins by accepting that our audience is filled with people who know more about many subjects than we do. We’re seeking their ideas and expertise, and we’re assembling a database of listeners who will participate in identifying ideas and resources for stories.

Another approach we’re taking has a less fancy



Russell appreciates thanks from University President Mary Sue Coleman.

name: “Naked Journalism.” In it, we admit that journalists are human beings first. We want to know what it feels like to be in the middle of a story. We have erred in putting journalism up so high on a pedestal that it became a mystical religion. Now we need to recognize that it’s a down-to-earth everyday profession, one that audiences can understand and criticize without demeaning its value.

And above all, we should admit to being human. We have feelings, points of view, and we sometimes make mistakes. Last July, the *Columbia Journalism Review* ran a wonderful piece called “Rethinking Objectivity,” by *CJR*’s managing editor Brent Cunningham, that spoke of a journalist’s humanity in unapologetic terms. He talked about a journalist named Ron Martz from *The Atlanta Journal-Constitution* who was embedded with the Army in Iraq, and in the course of doing his job he came across a severely wounded Iraqi civilian. He stopped doing what he was doing in order to save this person’s life, and he took a lot of heat for doing that. This man apparently didn’t understand that his job was to be a kind of passive observer reporter—but not a human being—and it was wonderful that issue was raised, because I think back to days in Vietnam where monks would light themselves on fire and burn themselves to death. And I always wondered if I had been a photographer in Vietnam and had seen a human being dousing

himself with gasoline, would I have had the courage to put down my camera and rush to prevent that man from burning himself alive or would I have taken an award-winning picture? Did I have the right to stop him from doing what he wanted?

I have been allowed in my career to practice a kind of human-affairs journalism. I had a boss early on who asked me, “When are you going to start doing serious stories?” And I said, “By serious stories do you mean stories about institutions, as in ‘The White House today said?’ You see my problem with that is I know the White House is a building—it doesn’t talk, I’ve never heard anyone report that it talks.” But people do talk, and I’m interested in people, and I want to focus on people. My editor would send me out to cover dull-as-stone press conferences, and I wouldn’t go. Instead of interviewing economists about inflation, I was permitted to go shopping with an elderly black lady in Washington’s ghetto and simply let her describe the meager food staples she was living on. When I asked her whether she thought she ate well, she replied that she got “two square meals a day.”

“No,” I said, “that’s supposed to be three square meals a day.”

“I get two,” she said. And many of them consisted of sausage and a can of peas.

Listeners responded to these kinds of stories, and I was able to do many more of them. It was a journalism of human stories, now called by the fancy name “narrative journalism” by some of its foremost practitioners like Robert Krulwich, now of *ABC News*, and Scott Simon of *NPR*, and Ira Glass of “*This American Life*.” It combines honesty and transparency. It makes journalism into human storytelling again.

I believe we journalists can begin to win back the “hearts and minds” of our readers, listeners and viewers. But only if we understand and accept that we have lost much of their respect and that we as journalists are able to begin cleaning up our act. I am not optimistic that we can turn what has become an entertainment industry into a public service. But I am confident that we can as individual journalists identify with and communicate with our audience, creating pathways between us that at least start to make better connections and reestablish faith in us and our profession.

— James B. Russell ‘74 is senior vice president of Minnesota Public Radio and general manager of American Public Media—Los Angeles, the producer of “*Marketplace*,” “*Sound Money*” and “*Weekend America*.”

Our Great Geniuses



James Bruggers

James Bruggers '99 covers the environment for *The (Louisville) Courier-Journal*. His stories covering toxic air in Louisville (<http://www.courierjournal.com/cjextra/2003/projects/toxicair/index.html>)

won the Thomas Stokes Award for best newspaper reporting on energy from the National Press Foundation and a "Best of Gannett" award for beat reporting and performance by an individual editorial employee. His coverage also won an award from the Renewable Natural Resources Foundation, a consortium of professional, scientific and educational organizations.

In July **Matthew Eisely** '02, a reporter with the (Raleigh) *News and Observer*, received the North Carolina Press Association's 2004 Media & Law Award for reporting on how North Carolina's judges are selected. "After the elections (I'm covering six races and 16 candidates for state attorney general, state Supreme Court, and state Court of Appeals), I'm going to become a senior general assignment reporter covering the big story of the day/week," Eisely writes.

Nicki Flynn '93, assistant news director for *KWCH TV*, reports that her station won an Edward R. Murrow Award for Continuing Coverage for "The Money Trail," a series of reports that documented corruption at Wichita (Kan.) City Hall. It is the second year in a row *KWCH* has won the award in that category. Flynn picked up the award in New York in October.

Joseph A. Gambardello '87 has become the deputy New Jersey editor for *The Philadelphia Inquirer*.



Dan Gillmor

Dan Gillmor '87, a columnist for the *San Jose Mercury News*, has published *We the Media: Grassroots Journalism by the People, for the People* (O'Reilly Media), which looks at the collision of technology and jour-

nalism and what it means for journalists, newsmakers, and audiences. More about the book can be found at <http://wethemedia.oreilly.com/>

"I met Prince Charles at Highgrove, his estate in Gloucestershire, England, Sept. 17," writes **Phillip Langdon** '80, "when he gave a speech to the Seaside Pienza Institute about his desire to restore traditions that he believes had been 'erased' from architecture, town-building, and agriculture during the 20th century. About 85 people, mostly Americans, were part of the tour group assembled by the Institute, founded by Seaside, Fla., developer Robert Davis, European architect Leon Krier, and Ray



Phillip Langdon

Gindroz of Pittsburgh-based Urban Design Associates. The group visited new and old British developments, including Poundbury, a traditional town the Prince of Wales has been developing for the past 11 years on the periphery of Dorchester, in southwest England." Landon wrote about the prince's speech and Poundbury in the October-November issue of *New Urban News* (www.newurbannews.com).



Michael Mansur

Michael Mansur '94, local government reporter for *The Kansas City Star*, won first place in the 2004 National Headliner Award contest for beat coverage. His stories focused on the waste of taxpayer money by city governments through high overtime; wasted water; short work weeks of municipal judges; and illegal waivers of penalty and interest payments on delinquent property. He also continues to edit *SEJournal*, the quarterly newsletter of the Society of Environmental Journalists.

Mark McDonald '97 is in his third year as Moscow bureau chief for Knight Ridder. He recently completed a second tour of reporting in Iraq, a month-long embedded assignment in Afghanistan and a series of investigative stories

from Central Asia. Along with several other colleagues in the Knight Ridder Washington bureau, he also won his second Award of Excellence for Mideast coverage.



Sue Nelson

The University of Michigan gets several mentions in *How to Clone the Perfect Blonde*, by **Sue Nelson**, '03, science correspondent for the BBC. Nelson wrote the first chapter in Ann Arbor and quotes her former physics professor, Fred Adams, in a section on black holes. The book examines the science behind making eight everyday fantasies a reality, from cloning your ideal partner to building a robotic servant and living forever. *How To Clone the Perfect Blonde* was voted one of the top 15 science books of 2004 in Britain and was published in the United States in November by Quirk Books. It was written with science writer and broadcaster **Richard Hollingham**, Nelson's husband and a Fellowship spouse.



This year **Maureen O'Hagen** '00 has received numerous awards, including the Scripps Howard Award for Public Service Reporting, the Newspaper Guild's Heywood Broun Award, the Associated Press Sports Editors award for investigative reporting, and she was a finalist for the Pulitzer Prize in public service, for a series she wrote with her colleague, Christine Willmsen, called "Coaches Who Prey." The four-part series, published in December 2003 in *The Seattle Times*, showed how coaches with a history of sexual misconduct continue to work with youth, and how schools, athletic leagues and even parents fail to protect young athletes from them.



Maureen O'Hagen

Times' Apple Spotlights KWF

Foreign Fellows Quizzed on Election Views

In October, a few weeks before the election, R.W. Apple Jr. of *The New York Times* visited with the Fellows Up North and spoke with the foreign journalists about their impressions for a "Campaign Almanac" in the *International Herald Tribune*. "What was striking," Apple wrote, "was that not a single one of them failed in some way to report that Bush's policies had cost the United States friends."



Photo by John Robert Williams



R. W. "Johnny" Apple Jr. and his wife, Betsey (second and front row, center), join the '05 Fellows in "Hemingway Country."

Publisher:

Charles R. Eisendrath '75

Editor:

Liz McMullen '98
Senior Editor

The Chronicle of Higher Education

Production and Design:

Kelly Mitchell, Project Manager
Kathleen Horn, Designer
UM Marketing Communications

Views expressed in *The Journal* are not necessarily those of the Fellowship Program or the University of Michigan.

Mike and Mary Wallace House
University of Michigan, 620 Oxford Road
Ann Arbor, MI 48104-2635
Telephone: 734-998-7666
FAX: 734-988-7979
www.kwfellows.org

The Regents of the University

David A. Brandon, Ann Arbor; Laurence B. Deitch, Bingham Farms; Olivia P. Maynard, Goodrich; Rebecca McGowan, Ann Arbor; Andrea Fischer Newman, Ann Arbor; Andrew C. Richner, Grosse Pointe Park; S. Martin Taylor, Grosse Pointe Farms; Katherine E. White, Ann Arbor; Mary Sue Coleman, (ex officio)

University of Michigan

Nondiscrimination Policy Statement

The University of Michigan, as an equal opportunity/affirmative action employer, complies with all applicable federal and state laws regarding nondiscrimination and affirmative action, including Title IX of the Education Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973. The University of Michigan is committed to a policy of nondiscrimination and equal opportunity for all persons regardless of race, sex, color, religion, creed, national origin or ancestry, age, marital status, sexual orientation, disability, or Vietnam-era veteran status in employment, educational programs and activities, and admissions. Inquiries or complaints may be addressed to the Senior Director for Institutional Equity and Title IX/Section 504 Coordinator, Office of Institutional Equity, 2072 Administrative Services Building, Ann Arbor, Michigan 48109-1432, 734-763-0235, TTY 734-647-1388. For other University of Michigan information call 734-764-1817.



Knight-Wallace Journalism Fellows
University of Michigan
Mike and Mary Wallace House
620 Oxford Road
Ann Arbor, MI 48104-2635

Non-profit
Organization
U.S. Postage
PAID
Ann Arbor, MI
Permit #144