



UNC
CENTER FOR
MEDIA LAW & POLICY

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MEDIA LAW & POLICY
PRESENTS

**A WORKSHOP:
HOW TO MEET THE
INFORMATION NEEDS
OF COMMUNITIES**

*Friday, January 20, 2012
9:00 a.m.*

*Freedom Forum Conference Center
Carroll Hall, Room 305
Chapel Hill, N.C.*



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PROGRAM

8:30 a.m.	Registration and light breakfast
9:00 - 9:10 a.m.	Welcome - Dean Susan King
9:10 - 9:20 a.m.	Introductions by attendees
9:20 - 9:50 a.m.	Q&A between James Hamilton and Steven Waldman
10:00 - 10:50 a.m.	Panel 1: Gaps and opportunities in accountability journalism
11:00 - 11:50 a.m.	Panel 2: How Internet, cable, satellite, and mobile broadband providers can support local accountability journalism
12:00 - 1:00 p.m.	Lunch (with presentation from Tom Stites)
1:15 - 3:00 p.m.	Roundtable discussion of policy proposals
3:00 p.m.	End

PANEL PARTICIPANTS

- ◆ **Panel 1** - Led by Penny Abernathy and Ferrel Guillory
Panel will include Fiona Morgan, Sarah Cohen, Alan Mason, and Rick Thames.
- ◆ **Panel 2** - Led by David Ardia
Panel will include Michelle Connolly, Mark Prak, and Blair Levin.
- ◆ **Roundtable** - Led by Michael Gerhardt
Roundtable will include Lili Levi, Dean Smith, and all of the invited participants.

PANELISTS



Dean Smith

Dean Smith is a legal historian and visiting professor in the School of Journalism and Mass Communication at UNC-Chapel Hill, who teaches media law/First Amendment history as well as news and feature writing. He worked as a print journalist in North Carolina for 20 years, at the Winston-Salem Journal, Charlotte Observer, and News & Observer. He earned a master's degree in legal studies at Yale Law School and a Ph.D. in mass communication from UNC. His ongoing research explores relationships between statutory law and constitutional law.



Tom Stites

Tom Stites is the founder and president of the Banyan Project, which aims to fill a gaping need of the U.S.'s troubled democracy by pioneering a sustainable and scalable business model for website journalism that is built on the sturdy base of consumer cooperative ownership. As an editor for magazines and for newspapers including The New York Times, Tom has supervised reporting that has won an array of major journalism awards including the Pulitzer Prize; as an entrepreneur he has been the founding publisher of two print magazines and three website ventures in addition to Banyan. He was a 2010-11 fellow at the Berkman Center for Internet & Society at Harvard and a 2006 resident fellow of Harvard Divinity School.



Rick Thames

Rick Thames is the editor of the Charlotte Observer and its website at CharlotteObserver.com. With more than 150 journalists and correspondents, The Observer is the largest newsgathering organization in the Carolinas. Each week, the newspaper and its website reach roughly 1 million readers. Thames has worked in newspapers for 33 years. He began as a reporter at the Fayetteville Observer and later worked as a reporter and local news editor at The Miami News before joining the Charlotte Observer in 1989. In 1997, he became editor of the Wichita Eagle. In 2004, he returned to Charlotte to become the Observer's editor. Thames is past president of the North Carolina Press Association and co-chair of its Legislative Committee.



Steven Waldman

Steven Waldman is a former journalist, entrepreneur and bureaucrat. He recently served as senior advisor to the chairman of the Federal Communications Commission, where he was the lead author of Information Needs of Communities: The Changing Media Landscape in a Broadband Age. Before that, he was the CEO, co-founder and editor-in-chief of Beliefnet.com, the largest multifaith spirituality website. Previously he had been a journalist with Newsweek and US News & World Report and was the author of the bestselling book, "Founding Faith: The Birth of Religious Freedom in America."

PANELISTS



Alan Mason

Alan Mason is the vice president and general manager of Time Warner Cable's award-winning, 24-hour North Carolina news network, News 14 Carolina. News 14 Carolina's four regional channels reach over 1.4 million Time Warner Cable subscribers in the Charlotte, Raleigh, Greensboro, Wilmington and Morehead City television markets. In January of 2012, News 14 Carolina began producing three half-hour newscasts each weekday for WXLV-TV, ABC45 in Winston-Salem, N.C. News 14 Carolina also programs news14.com and Carolina on Demand, a free VOD channel available to Time Warner Cable subscribers in North and South Carolina. Mason has over 35 years of electronic journalism experience, including news director at WLOS-TV in Asheville, N.C. and strategist with Audience Research and Development in Dallas, TX. A Clemson University graduate, Mason earned an MBA from the Katz Graduate School of Business at the University of Pittsburgh.



Fiona Morgan

Fiona Morgan is an associate in research at the DeWitt Wallace Center for Media and Democracy at Duke University. She is also a research fellow with the Media Policy Initiative of the New America Foundation. In 2010, she wrote a comprehensive report on the media ecology and information needs of the Triangle area of North Carolina (available at <http://bit.ly/dioBUq>). She has more than 10 years of journalism experience, first as an associate editor at the online magazine Salon.com in San Francisco, and then a staff writer for the Independent Weekly in Durham, N.C. She holds a master's degree in public policy from Duke's Sanford School of Public Policy.



Cathy Packer

Cathy Packer is co-director of the UNC Center for Media Law and Policy. She also teaches media law and Internet law to undergraduate and graduate students in the UNC School of Journalism and Mass Communication. Her research interests include the legal issues surrounding reporters' use of confidential sources and information and the law on access to government information.



Mark Prak

Mark Prak is a partner in the Raleigh law firm of Brooks, Pierce, McLendon, Humphrey & Leonard. He has represented communications businesses and state and national trade associations in administrative rule-making proceedings before the Federal Communications Commission and other government agencies. Prak has testified before Congressional and state legislative committees and has assisted clients in lobbying and testifying before Congress, the North Carolina General Assembly, and the FCC in efforts to influence debate on broad issues of public policy and on specific problems of concern to only a single client. He has testified as an expert witness on FCC practice and procedure, as well as legal ethics. Since 1992, he has served as a visiting lecturer at Duke University's Sanford Institute for Public Policy Sciences and at Duke Law School.

PANELISTS



Penny Abernathy

Penny Abernathy is a journalism professional with more than 30 years experience as a reporter, editor and media executive. She is the Knight Chair in Journalism and Digital Media Economics at UNC-Chapel Hill's School of Journalism and Mass Communication, specializing in preserving quality journalism by helping the news business succeed economically in the digital media environment. As a former executive, Abernathy launched new enterprises and helped increase revenue at some of the nation's most prominent news organizations and publishing companies, including The Wall Street Journal, The New York Times and the Harvard Business Review. At Carolina, Abernathy focuses her expertise on 21st-century economic models that will improve the ability of journalists to produce news in the public interest. A native of Laurinburg, N.C., Abernathy holds a bachelor's degree from the University of North Carolina at Greensboro and two master's degrees - including an M.B.A - from Columbia University. She was inducted to the North Carolina Journalism Hall of Fame in 1998.



David Ardia

David Ardia is an assistant professor of law at the UNC School of Law and a faculty associate at the Berkman Center for Internet & Society at Harvard Law School. He also holds a secondary appointment as an assistant professor at the UNC School of Journalism and Mass Communication and is the faculty co-director of the UNC Center for Media Law and Policy. Before joining the UNC faculty, he founded and directed the Berkman Center's Digital Media Law Project. Prior to his time at Harvard, Ardia was assistant counsel at The Washington Post, where he provided pre-publication review and legal advice on First Amendment, newsgathering, intellectual property, and general business issues. His research focuses on examining the impact of new information technologies on law and society, particularly the role that intermediaries play in shaping the environment for speech and how legal and social forces act upon those intermediaries.



Sarah Cohen

Sarah Cohen is the Knight Professor of the Practice at Duke University, where she directs the Reporters' Lab, a group that fosters tools, techniques and research into public affairs reporting. Prior to joining Duke, she worked as a beat and investigative reporter, most of that time on projects teams at The Washington Post. She's shared in most major journalism awards, including the Pulitzer Prize in Investigative Reporting and the Goldsmith Prize.

PANELISTS



Michelle Connolly

Michelle Connolly is associate professor of the practice and director of the Honors Program in the economics department at Duke University. Connolly served as chief economist for the Federal Communications Commission first in 2006-2007 and again in 2008-2009. She was the economics director of the Duke in New York: Financial Markets and Institutions Program for 2007-2009, and served as director of EcoTeach. Before coming to Duke University, she worked as an economist for the international research function for the Federal Reserve Bank of New York. Connolly graduated Phi Beta Kappa and Summa Cum Laude from Yale University in 1990, and went on to earn her M.A. and M.Phil in economics. She received her Ph.D. in economics from Yale University in 1996. In 2011, Connolly won the Howard D. Johnson Trinity College Distinguished Teaching Prize and was named among the top five percent of Duke University Undergraduate Instructors in 2009, 2010, and 2011. Connolly's research and teaching focus on international trade, telecommunications policy, media policy, education, growth, and development.



Michael Gerhardt

Michael Gerhardt is the Samuel Ashe Distinguished Professor of Constitutional Law and director of the Center on Law and Government at UNC Law School. He is a graduate of the University of Chicago Law School and the author of several books, including, most recently, "The Power of Precedent" (Oxford University Press 2011). Besides frequently appearing before Congress as an expert witness on a variety of constitutional law issues, Gerhardt served as CNN's full-time expert on impeachment during President Clinton's impeachment proceedings and as special counsel to the Senate Judiciary Committee for the nominations of Sonia Sotomayor and Elena Kagan to the U.S. Supreme Court.



Ferrel Guillory

Ferrel Guillory teaches in the School of Journalism and Mass Communication at UNC-Chapel Hill. He is founding director of the Program on Public Life, which has worked to bring university scholarship to bear on the agenda and leadership in North Carolina and the South. Through MDC Inc., a Durham-based nonprofit research firm, at which he is a senior fellow, Guillory has co-authored "The State of the South." He also co-authored the book, "The Carolinas: Yesterday, Today, Tomorrow: An Exploration of Social and Economic Trends, 1924-1999" (Duke Press, 1999), commissioned by the Duke Endowment. Guillory now serves on the Council on the Southern Community of the Southern Growth Policies Board and on the board of trustees of the North Carolina Center for the Advancement of Teaching. He is an adjunct faculty member in the UNC Department of Public Policy. Before academia, Guillory spent more than 25 years as a newspaper and magazine journalist. He received his bachelor's degree from Loyola University New Orleans, and a master's degree from the Columbia University Graduate School of Journalism.

PANELISTS



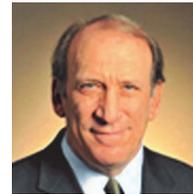
James Hamilton

James Hamilton is the Charles S. Sydnor Professor of Public Policy and professor of Political Science and Economics at Duke University's Sanford School of Public Policy. He is also the Director of the DeWitt Wallace Center for Media and Democracy. His books on information provision and media markets include "All the News That's Fit to Sell: How the Market Transforms Information into News," "Regulation Through Revelation: The Origin, Politics, and Impacts of the Toxics Release Inventory Program," and "Conserving Data in the Conservation Reserve: How a Regulatory Program Runs on Imperfect Information." For his accomplishments in teaching and research, he has won awards such as the Trinity College (Duke) Distinguished Teaching Award, the David N. Kershaw Award of the Association for Public Policy Analysis and Management, the Goldsmith Book Prize from the Kennedy School's Shorenstein Center, and a Center for Advanced Study in the Behavioral Sciences Fellowship.



Lili Levi

Lili Levi is a professor of law at the University of Miami School of Law. She earned an A.B. summa cum laude in philosophy from Bryn Mawr College in 1977 and a J.D. cum laude in 1981 from Harvard Law School. She then worked as a litigation associate with the law firm of Paul, Weiss, Rifkind, Wharton & Garrison in New York and then as broadcast counsel with CBS, Inc., before joining the faculty in 1987. Levi teaches business associations, communications law, copyright law, and has taught international copyright law, defamation law, and privacy law. Her scholarship focuses primarily on media law and communications law, with a number of articles concerning FCC regulation. She is a member of the American Law Institute.



Blair Levin

Blair Levin became communications and society fellow with the Aspen Institute Communications and Society Program in May 2010, following his departure from the Federal Communications Commission, where he served as the executive director of the Omnibus Broadband Initiative. In his role at the FCC, Levin oversaw the development of the National Broadband Plan. Levin rejoined the Commission in June 2009, after eight years as an analyst at Legg Mason and Stifel Nicolaus. Previously, Levin served as chief of staff to FCC Chairman Reed Hundt from December 1993 through October 1997. Levin oversaw, among other matters, the implementation of the historic 1996 Telecommunications Reform Act, the first spectrum auctions, the development of digital television standards, and the Commission's Internet initiative. He is a summa cum laude graduate of Yale College and Yale Law School.