



Washington Newspaper Publishers Association

Editorial Roundtable — A Webinar with Doug Underwood Friday, July 16, 10-11:30 a.m.

Join University of Washington Professor of Communications Doug Underwood as he explores newsroom ethics in changing times. Underwood, best known as the author of “When MBA’s Rule the Newsroom,” has also written “Journalism and the Novel” and “From Yahweh to Yahoo.” His recent research has taken him into the domain of journalism and trauma.

Among the topics to be discussed:

- Advertising pressures on the newsroom, especially in a tough economy. Where is the line and how do we keep it clear?
 - Letters to the editor: Under what conditions do we grant anonymity, if at all, to a letter writer?
 - Covering a tragedy: How do we stay sensitive to the injury our coverage might cause relatives — especially accident photos — while respecting our reader’s need to know?
 - Framing a story: How does the editor frame the story for a reporter without letting the editor’s notions/ prejudices do the framing?
 - What are our obligations to let someone subject to a critical story know about the coming story before publication?
 - Online uploads from the community: Are we drawing a distinction between staff generated content and unedited press releases?
 - As editors, how involved in the community should we be?
- There will be time for questions, discussion and idea sharing.

To register go to wnpa.com/other_events/ and follow the links. Deadline: July 13, 5 p.m.

System requirements to participate:

- * Windows® 7, Vista, XP, 2003 Server, 2000 or Mac OS X v10.4.11 Tiger or newer
- * Internet Explorer® 6.0 or newer, Mozilla® Firefox® 3.0 or newer or Safari™ 3.0 or newer (JavaScript™ and Java™ enabled)
- * An Internet connection, with cable modem, DSL or better recommended.

We expect this Webinar to be lively and informative. We hope to see you there.