

# Spot News

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of the Society of Professional Journalists  
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## ETSPJ, PRSA plan ethics meeting

The East Tennessee Society of Professional Journalists will join with other organizations for a panel discussion: "Ethics in Journalism and Public Relations." The meeting will be at 11:50 a.m., Thursday, Sept. 18, in the Knox Room at the Knoxville News-Sentinel.

A panel of public relations practitioners and journalists will discuss the codes of ethics for SPJ and the Public Relations Society of America (PRSA), particularly how ethics apply to success.

Panelists are Jack McElroy, editor, Knoxville News Sentinel; Georgiana Vines, former national president of SPJ and ex officio board member of ETSPJ; Becky

Huckaby, president, Volunteer chapter, PRSA; and Mary Beth West, national board member, PRSA. Bonnie Riechert, ethics officer of PRSA and board member of both organizations will serve as moderator.

A box lunch will be served. The price is \$6 for members of SPJ, PRSA, and for members of the student chapters of either organization. The cost is \$10 for non-members. Cindy Hassil is in charge of reservations. Please RSVP to Hassil at 544-0088 or [chassil@moxleycarmichael.com](mailto:chassil@moxleycarmichael.com) before Monday, Sept. 15

Copies of the SPJ and PRSA codes of ethics will be available.

## Skinner takes office as new president

Lisa Hood Skinner, local freelance writer and senior account executive with Ackermann Public Relations, will serve as president of ETSPJ for 2003-2004. Skinner, a former reporter for the News Sentinel, served two terms as chair of the Golden Press Card awards program and also has served as program co-chair. She has been a frequent cast member of the Front Page Follies.

First vice president (chair of Front Page Follies) is Alan Carmichael of Moxley Carmichael. Carmichael has been the Follies go-to person for a number of years. Second vice president and chair of the Golden Press Card awards program is Michele Silva, morn-

ing and noon anchor at WBIR-TV. Jean Ash, China tour guide, will serve another term as secretary; and Dorothy Bowles, professor of journalism at UT, will continue as treasurer.

David Smith, director of the UT School of Journalism and Electronic Media, will serve a one-year term as membership chair. Jim Fields, retired newspaperman and college professor, will serve a one-year term as program chair.

Other members of the board are Ed Hooper, Citadel Communications (two-year term); Aaron Ramey, news director of WATE-TV (two-year term); Adina Chumley, Chumley Communications (one-year term); Bonnie Riechert, assistant professor of public relations at UT (one-year term); and Larry Aldridge of the Maryville Daily Times, immediate past president.

Terms began August 1.

# Embedding journalists: Does it work?

## Baker Center program to examine practice

A reporter and others who were embedded during the first days of Iraqi Freedom are among the panelists at a Sept. 23 day-long program to be presented by the Howard H. Baker Jr. Center for Public Policy.

“The War: Iraq and the Embedded Journalists,” which is free to the public, will begin at 8:30 in the University Center. Speakers and panelists will examine the concept of embedding journalists and the role of the media in the War in Iraq. The presentations will be streamed live over the World Wide Web at <http://sunsite.utk.edu/iraq>.

The schedule and speakers are as follows:

8:30-9:00 a.m. Welcome and Overview with Loren Crabtree, chancellor, UTK; Alan Lowe, UT Howard Baker Center for Public Policy; and John Seigenthaler, Sr., First Amendment Center, Vanderbilt University.

9:00-9:45 a.m. Development of the Concept to Embed Journalists—Preparing Journalists and the Military by Bryan Whitman of the Pentagon.

9:45-10:30 a.m. A Commander’s View of the Concept by Lt. Col. Rock Marcone, US Army.

10:45-noon A Journalist Prepares and Goes to War by Rick Leventhal, correspondent, Fox News.

1:15-2:30 p.m. Journalist or Patriot Soldier? Panel Discussion on Impact of Embedding by Ed Caudill, professor, UT College of Communication & Information; Jeffrey Dvorkin, Ombudsman, National Public Radio; Mark Harmon, associate professor, UT College of Communication & Information; Capt. Rosemary Mariner, research fellow, UT Center for the Study on War & Society, retired naval aviator and military analyst; and Jack McElroy, editor, Knoxville News Sentinel.

2:45-4:00 p.m. Through the Lens: Photojournalists Relay Their Experience with Kenny Irby, Visual Journalism group leader, Poynter Institute; Don Bartletti, unilateral photojournalist, Los Angeles Times; David Rust, embedded cameraman, CNN; and Jack Gruber, embedded photojournalist, USA Today.

4:00-4:15 p.m. Concluding Remarks by John Seigenthaler, Sr.

For more information call 865-974-0931 or send e-mail to [bakercenter@utk.edu](mailto:bakercenter@utk.edu).

### Hooper publishes Knoxville history

WIVK news anchor and ETSPJ board member Ed Hooper’s “Images of America: Knoxville” was to be on the shelves around Labor Day. Arcadia Publishing is releasing the book as its latest installment in the “Images of America” series, which features rare photographs of a city’s past and cultural development.

Hooper’s work in broadcast and print documenting Knoxville and Tennessee history led the company’s editors to contract him for the book. Arcadia Publishing, part of the Tempus Publishing Group, is the leading publisher of regional and local history in the United States.

### Board increases membership

In June, the ETSPJ board voted to increase the number of its members from 10 to 12. This increase will allow the board to retain members who wish to continue to serve and will permit the addition of new people. The change will be noted in the bylaws to be published with the annual report for 2003-2004.

#### Officers and Board ETSPJ

**President** Lisa Hood Skinner  
**First Vice President** Alan Carmichael  
**Second Vice President** Michele Silva  
**Secretary** Jean Ash  
**Treasurer** Dorothy Bowles

#### Board Members

Larry Aldridge  
 Adina Chumley  
 Ed Hooper  
 Aaron Ramey  
 Bonnie Riechert

**Membership Chair** David Smith  
**Program Chair** Jim Fields  
**Ex Officio** Georgiana Vines

**Communications Coordinator**  
 Sally Guthrie (588-1474)

## Members surveyed to learn preferences for meetings

by James Fields, Program Chair

ETSPJ chapter members in good standing were sent a survey in late July seeking their preferences for content of program meetings, those with professional development content. A report on survey responses was distributed to members of the chapter board at their August meeting. Here is a brief summary of those responses:

**CONTENT:** Suggested topics included “civic journalism,” local press issues, craft improvement techniques, hearing reporters tell how they got the story, and updates on media law. One respondent suggested that it would be easier to pattern programs if the chapter membership could first agree on missions, interests and priorities.

**FORMAT:** Respondents favored inclusion of a social period to meet and mix with fellow members before sitting down to eat, hear presentations and ask follow-up questions.

**WHEN:** Respondents favored varying the time for program meetings to include mid-day as well as evening hours.

**WHERE:** There was no support for meeting away from Knoxville and a downtown location was suggested.

Surveys were sent by e-mail to 16 members with working e-mail addresses. Six of these responded with suggestions. Hardcopy questionnaires were sent to 12 other members without valid e-mail addresses. Two members from this group responded. One member of the board offered an opinion.

## Arizona’s women pioneers featured in Brown’s new book

Ask Wynne Brown the best part about writing *More Than Petticoats: Remarkable Arizona Women*, recently published by Globe Pequot Press, and she answers: “All those untold stories!”

The book is part of a national *More Than Petticoats* series that will eventually feature biographies of pioneer women from every state. *Remarkable Arizona Women* is the fifteenth to be produced.

Each book showcases 10-15 women—which provided a challenge for Brown.

“By the time I was ready to write, I had a list of 130 remarkable women,” she says. “All of them were interesting, all were born before 1900, and all of them left some sort of legacy in Arizona. I narrowed the list by selecting women whose experiences illustrated different facets of our state’s history.”

For example, the story of photographer Carmen Lee Ban highlights the often-forgotten contribution of the Chinese in Arizona. The work of Sister Fidelia McMahon, designer of Tucson’s first surgical suite, also traces the evolution of Arizona’s health care. The experiences of Lozen, warrior and medicine woman, provides an insight to the Apache way of life, while the story of Elizabeth Smith, a black hotelier and entrepreneur in Wickenburg, tells a wrenching narrative about civil rights.

Most of the women Brown chose are not well-known, although she says she couldn’t resist including stagecoach robber Pearl Hart or Sharlot Hall, Arizona’s first territorial historian.

Brown, an award-winning science/feature/sportswriter, holds masters degrees from the University of Arizona and the University of Tennessee. Her work has appeared in national periodicals as well as in numerous books. She moved to Tucson in 2000 after spending 20 years in Knoxville, where she was a scientific illustrator, university instructor, and journalist. Brown served as president of ETSPJ when she lived here.

**Mark Your Calendar**

Sept. 18, 11:50 a.m. "Ethics in Journalism and Public Relations," Knoxville News Sentinel Knox Room

Sept. 23, 8:30 a.m. - 4:15 p.m., "The War: Iraq and the Embedded Journalists" presented by the Howard H. Baker Jr. Center for Public Policy, UT University Center

Sept. 28 (tentative) Annual picnic. We'll let you know by post card

Sept. 11-13, SPJ National Convention, Tampa