

Curriculum Vitae

Professor Lee (Lillian) C. Wilkins
Chair Department of Communication
Wayne State University

Scholarly Interests

Media ethics; media coverage of hazards and risk

Books

Reporting Disasters on Deadline. 2012. Steffens, M., Wilkins, L., Vultee, F., Thorson, E., Kyle, G., and Collins, K. New York: Routledge, pp. v-152.

The Handbook of Mass Media Ethics. 2008. Eds. Wilkins, Lee & Christians, Clifford G. New York: Routledge, pp. v-398.

- Named best edited book of 2009 by the ethics division, National Communication Association.

Media Ethics: Issues and Cases, (8th edition). 2013. New York: McGraw Hill, pp. v-328 (with Philip Patterson).

- Albanian translation published 2007
- Chinese translation published 2004
- Korean translation published in 2003
- 1st edition, 1991; 2nd edition, 1994; 3rd edition, 1998, 4th edition, 2002, 5th edition, 2005, 6th edition 2008, 7th edition 2011.

The Moral Media: How journalists reason about ethics. 2005. Mahwah, N.J.: Lawrence Erlbaum Associates, publishers, pp. v-165 (with Renita Coleman).

Risky Business: Communicating Issues of Science, Risk and Public Policy. 1991. Westport, CT.: Greenwood Press, pp. ix-230 (with Philip Patterson).

Bad Tidings: Communication and Catastrophe. 1989. Hillsdale, N. J.: Lawrence Erlbaum Associates, Publishers, 1989, pp. xi-198 (with Lynne Masel-Walters and Tim Walters).

Shared Vulnerability: The Mass Media and American Perception of the Bhopal Disaster. 1987. Westport, CT.: Greenwood Press, pp. 1-168.

- Named a Choice Outstanding Academic Book of 1987.

Wayne Morse: *A Bio-bibliography*. 1985. Westport, CT.: Greenwood Press, pp. 1-115.

Book Chapters

My newsroom made me do it: The impact of organizational climate on ethical decision making, 2014. "Journalism Ethics: Individual, Institutional, Cultural", ed. Wendy Wyatt, London: I.B. Tauris, pp. 33-54.

"I don't do the news: If anything important happens, my friends will tell me about it on Facebook" 2013. Eds. Berrin Beassley and Mitch Haney, in *Social Media and the Value of Truth*, Lanham, Md.: Lexington Books, (Rowan & Littlefield), pp. 65-82.

"Ethics and ideology: Moving from labels to analysis," in *The Handbook of Global Communication and Media Ethics*, Volume I, eds. Robert Fortner and Mark Fackler. 2011. Oxford: Blackwell Publishing Ltd., pp. 119-132.

"The Ethics of Professional Corruption," in *Ethics and Evil in the Public Sphere*, ed. Robert Fortner and Mark Fackler. 2010. Cresswell, N. J.: Hampton Press, pp. 117-130.

"Covering disasters: An ethical approach to news reporting," in *A Philosophical Approach to Journalism Ethics*, a collection of original essays and commentary, Ed. Christopher Meyers. 2010. Oxford: Oxford University Press, pp. 311-324.

"Carol Gilligan: Ethics of Care," "Mohandas Gandhi: Fellowship of Power," and "John Dewey: Democratic Conversation," all in Eds. Clifford G. Christians & John C. Merrill, *Ethical Communication: Moral Stances in Human Dialogue*. 2009. Columbia, Mo.: University of Missouri Press, pp. 33-39; 173-179; and 186-192, respectively.

["Moral Development: A psychological approach to understanding ethical judgment"](#), Renita Coleman and Lee Wilkins. 2009. *The Handbook of Mass Media Ethics*, eds. Wilkins, L., & Christians, C. G. New York: Routledge. pp. 40-54.

"Connecting care and duty: How neuroscience and feminist ethics can contribute to understanding professional moral development," in eds. Stephen J. A. Ward & Herman Wasserman. 2008. *Media ethics beyond borders: A global perspective*. Johannesburg, South Africa: Heinemann Publishers, pp. 24-41.

- Book republished in 2010 under the same name and with the same editors by Routledge.

"Philosophy at work," Ibold, H., & Wilkins, L. 2008. *Journalism 1908: Birth of a profession*, ed. Betty H. Winfield. Columbia, Mo.: University of Missouri Press, pp. 82-99.

"Journalists and the character of public officials/figures," L. Wilkins, 2008, in *Professions in ethical focus: An Anthology*. Eds. Fritz Allhoff & Anand J. Vaidya. Canada: Broadview Press.

- Originally published in the *Journal of Mass Media Ethics*.

"The Blind in the Media: A vision of Stereotypes in Action," 2003. In *Images That Injure*, 2nd edition. Ed. Paul M. Lester and Susan Dente Ross. Westport, CT: Praeger, pp. 185-194.

"Searching for Symbolic Mitigation: Media Coverage of Two Floods," 2000. In *Floods: Volume II*, Ed. D. J. Parker. London: Routledge, pp. 80-88.

"Was El Nino a Weather Metaphor--A Signal for Global Warming," 2000. In *El Nino 1997-1998: The Climate Event of the Century*, Ed. Stanley E. Chagnon. New York: Oxford University Press, pp. 49-67.

"Anonymous sources," 1998. In *Contemporary ethical issues: Journalism Ethics, A reference book*. Eds. D. Elliott and E.D. Cohen. ABC-CLIO: Santa Barbara, pp. 117-123.

"Covering the environment: A communitarian approach," 1997. In *Mixed News: The Public/civic/communitarian journalism debate*. Ed. Jay Black. Hillsdale, N. J.: Lawrence Erlbaum Associates, pp. 211-229.

"Living with the flood: Human and governmental responses to real and symbolic risk," 1993. In *The Great Flood of 1993: Causes, Impacts and Responses*. Ed Stanley E. Chagnon. Boulder, CO.: Westview Press, pp. 218-244.

"The blind in the media: A vision of stereotypes in action," In *Images that Injure: Pictorial stereotypes in the media*. Ed. Paul M. Lester. Westport, CT.: Praeger, pp. 127-134.

"Science As Symbol: The Media Chills the Greenhouse Effect," 1991. In *Risky Business: Communicating Issues of Science, Risk and Public Policy*, Ed. L. Wilkins and P. Patterson. Westport, CT.: Greenwood Press, pp. 159-178.

"Media Coverage of Disasters and Hazards: The Political Amplification of Risk," 1990. In *Risk Communication and Response*. Ed. J. Handmer and E. Penning-Roswell. Aldershot, United Kingdom: Gower Ltd., pp. 79-94.

"Fluchtpunkt Weltnachrichten oder: Neuigkeiten aus dem Traumland," 1989. In *L'Eclat C'est Moi*. Ed. Helmut Moser. Weinheim: Deutscher Studien Verlag, pp. 86-97. (Article published in German with English abridgment; English translation: "The News As Dreamscape.")

"Bhopal: The Politics of Mediated Risk," and "Conclusions". 1989. In *Bad Tidings: Communication and Catastrophe*, Eds. L. Walters, L. Wilkins and T. Walters. Hillsdale, N. J.: Lawrence Erlbaum Associates, Publishers, pp. 21-34 and 171-177 respectively.

Scholarly Articles

Perrault, M., Houston, B., and Wilkins, L. 2015. Does Scary Matter: Testing the Effectiveness of the new National Weather Service tornado warnings. *Communication Studies*, 1: XXXX. (anticipated publication)

Wilkins, L. (2011). Journalism's moral sentiments. *Journalism Studies* 12, 6: 804-815.

Coleman, R., Thorson, E., and Wilkins, L. (2011). Testing the effect of framing and sourcing in health news stories. *Journal of Health Communication* 16, 9: 941-954.

Hendrickson, E. & Wilkins, L. (2009) The wages of synergy. *Journalism Practice*, 3 (2): pp. 3-21.

Coleman, R. & Wilkins, L. (2009). The moral development of public relations practitioners: A comparison with other professions. *Journal of Public Relations Research*, 21(3 July) 318-340.

- Winner of the 2010 National Communication Association Public Relations Division PRIDE Award for Outstanding Innovation, Development and Achievement in public relations research.

Leonie A. Marks, Nicholas Kalaitzandonakes, Lee Wilkins, and Ludmila Zakharova. 2007. Mass media framing of biotechnology news, *Public Understanding of Science* 16 (2): 183-203.

Wilkins, L. (2005). Plagues, Pestilence and Pathogens: The ethical implications of news reporting of a world health crisis. *Asian Journal of Communication* 15, 3: 247-254.

- Article (translated into Chinese) also appeared in: China Media Report, 2006, Vol. 16, 1: 14-28.

Coleman, R., and Wilkins, L. (2004). The moral development of journalists: A comparison with other profession and a model for predicting high quality ethical reasoning. *Journalism and Mass Communication Quarterly*, Vol. 81 (3): 511-527.

Brennen, B., and Wilkins, L. (2004). Conflicted interests, contested terrain: Journalism ethics codes then and now. 2004. *Journalism Studies*, Vol. 5 (3): 297-309.

Wilkins, L. (2003). Militant tolerance. *Journal of Applied Philosophy* 17 (1): 59-71.

Coleman, R., and Wilkins, L. (2002). Searching for the Ethical Journalist: An exploratory study of the moral development of news workers. *Journal of Mass Media Ethics* 17 (3): 226-234.

Wilkins, L., and Brennen, B. (2002). History, Hegemony and Hate: What's a Journalist to Do?, *International Journal of Politics and Ethics* 2 (1): 37-48 (with Bonnie Brennen).

Wilkins, L., and Christians, C. (2001). Philosophy Meets the Social Sciences: The Nature of Humanity in the Public Arena. *Journal of Mass Media Ethics* 16: 2,3: 99-120 (with Clifford Christians).

Wilkins, L. (1998). Preparing doctoral students for the first job and beyond, 1998. *Journalism and Mass Communication Educator*, Winter: 37-47.

Wilkins, L. (1995). Covering Antigone: Reporting on conflict of interest. *Journal of Mass Media Ethics* 10 (1): 23-36.

Valenti, J., and Wilkins, L. (1995). An ethical risk communication protocol for science and mass communication. *Public Understanding of Science* 4 (1): 1-19.

Wilkins, L. (1994). Journalists and the character of public officials/figures, 1994. *Journal of Mass Media Ethics* 9 (3): 157-167.

Wilkins, L. (1993). Between facts and values: Print media coverage of the greenhouse effect, 1987-1990. *Public Understanding of Science* 2: 71-84.

Wilkins, L. (1991). Madison and Jefferson: The Making of a Friendship, *Political Psychology* 12 (4): 593-608.

Wilkins, L., and Patterson, P. (1990). Risky Business: Covering Slow-Onset Hazards as Rapidly Developing News. *Political Communication and Persuasion* 7 (2): 11-23.

Wilkins, L. (1990). Taking the Future Seriously, 1990. *Journal of Mass Media Ethics* 5 (2): 88-101.

- Nominated for the 1991 Donald McGannon Prize.

Patterson, P., and Wilkins, L. (1988). Routinized Reporting of Technological Accidents: Television Coverage of the Chernobyl Disaster.. *International Journal of Mass Emergencies and Disasters* 6 (1): 27-46.

Wilkins, L. and Patterson, P. 1987. Risk Analysis and the Construction of News. *Journal of Communication* 37(3): 78-90.

Wilkins, L. (1986). Media Coverage of the Bhopal Disaster: The Emergence of a New Cultural Myth. *International Journal of Mass Emergencies and Disasters* 4(1): 7-34.

Wilkins, L. (1986). Mentorship as Leadership: The Example of Wayne Morse. *Political Psychology*, 7(1): 53-67.

Wilkins, L. (1985). Television and Newspaper Coverage of a Blizzard: Is the Message Helplessness? *Newspaper Research Journal* 6(4): 50-65.

Wilkins, L. (1982). Wayne Morse: The Childhood of an American Adam. *Journal of Psychohistory* 10(2): 189-212.

- Nominated for the 1982 Berkshire Award in American history.

Wilkins, L. (1982). Deschooling Public Opinion. *Journalism Educator* 37(2): 3-5, 19.

The New Community Journalism, 1981. *The Journal of Communication Inquiry* 6(2): 131-145.

“Feature review: *Journalism as Practice: MacIntyre, virtue ethics and the press and Ethics in Journalism*, 6th ed.,” in *Journalism Practice* (2009) 3, 1: 113-115.

Exhibit 4.1 Privacy Primer, in *Online journalism ethics: Traditions and transitions*, by Cecilia Friends and Jane B. Singer. Armonk, N. Y.: M.E. Sharpe, (2007), p. 83-85.

Genomics and Society: Legal, Ethical and Social Dimensions, Gaskell, G., and Bauer, M. eds. *Science Communication* 28, 4: 524-526. (2007).

Revisiting objectivity’s foundations and functions, review of *The invention of journalism ethics: The path to objectivity and beyond*, by Stephen J. H. Ward. *Journal of Mass Media Ethics* Vol. 21, 2&3: 292-232. (2006)

The normative challenge: Balancing the long-term social capital created by news with the demand for short-term profit. Leadership in the media industry: Changing contexts, emerging challenges. Ed. Lucy Kung. JIBS Research Reports No. 2006-1. Jonkoping International Business School, Jonkoping University, pp. 77-92.

The First Idea: How symbols, language and intelligence evolved from our primate ancestors to modern humans, by Stanley I. Greenspan and Stuart G. Shanker. *Science Communication*, 27, 1: 150-152, September 2005.

Ethical journalism is not an oxymoron. Nieman Reports. The Nieman Foundation for Journalism at Harvard University. Summer 2005. Vol. 59 (2): 52-53. (with Renita Coleman).

Disasters that communicate: A proposed typology for understanding terrorism. 2004. *Natural Hazards Observer*, January 2005. Volume 29 (3). Boulder, Co., p. 1-3 (with Fred Vultee).

Terror in the heartland: New ideas for covering disasters that affect agriculture and health. October 2004. School of Journalism University of Missouri (with Fred Vultee).

Classic Texts: *The Imperative of Freedom*, 2003. *Journalism Studies*, 4 (4): 523-525.

The Rhetoric of risk: Technical documentation in hazardous environments, 2003. In *Public Understanding of Science* 12(4): 443-444.

A primer on risk: An interdisciplinary approach to thinking about public understanding of agbiotech, *AgBioForum* 4 (3&4), 163-172, 2001. Internet access: <http://www.agbioforum.org>.

The Chiquita Controversy: Enough Blame to Go Around, 2001. In Cases and Commentaries, *Journal of Mass Media Ethics* 16 (4): 314-317.

The ethics of liberal democracy: Morality and democracy in theory and practice, R. P. Churchill ed. 1996. *Journal of Mass Media Ethics* 11 (1): 60-61.

Media and Apocalypse: News Coverage of the Yellowstone Forest Fires, Exxon Valdez Oil Spill and Loma Prieta Earthquake, by Conrad Smith 1994. *International Journal of Mass Emergencies and Disasters* 12 (2): 253-254.

The Mass Media, Disasters and Risk: Entwining Culture and Communication, 1993. *Proceedings of the United States-Former Soviet Union Seminar on Social Science Research on Mitigation for and Recovery from Disasters and Large Scale Hazards*. Eds. E. L. Quarantelli and Konstantin Popov. pp. 118-130.

Health in the Headlines, by Stephen Klaidman, 1992. *Journalism Quarterly* 69 (2): 494-495.

Ethics in Human Communication, by Richard Johannesen, 1991. *Journal of Mass Media Ethics* 6 (1): 60-62.

Environmental Hazards: Communicating Risks as a Social Process," by Sheldon Krinsky and Alonzo Plough 1989. *Journal of Communication* 39 (4): 109-112.

Waiting for Prime Time: The Women of Television News, by Marlene Sanders and Marcia Rock, and *The New Majority: A Look at What the Preponderance of Women in Journalism Education Means to the Schools and to the Profession*, by Maurine H. Beasley and Kathryn T. Theus, 1989. *Journal of Broadcasting & Electronic Media* 33(3): 338-340, 1989.

Memoir of the 1988 ISPP Annual Meeting, 1989. *Political Psychology* 10 (1): 203-207, 1989.

Ethics for the Media, by William L. Rivers and Cleve Matthews, 1988. *Journal of Mass Media Ethics*, 3(2): 84-85.

Impact: How the press affects federal policy making" and How the press affects federal policymaking: Six case studies," by Martin Linsky, 1987. *Political Communication Review*, 12: 66-69.

Film as an ethics text: An Essay, 1987. *Journal of Mass Media Ethics*, 2(2): 109-113.

Commentary #5: Self-Scrutiny, 1986/87. *Journal of Mass Media Ethics*, 2(1): 87-88.

The Press and the Decline of Democracy, by Robert G. Picard, 1986. *Journal of Mass Media Ethics* 1(2): 65-69.

Inside Prime Time, by Todd Gitlin, 1984. *Critical Studies in Mass Communication*, 1(3): 222-225.

The making of Franklin D. Roosevelt: Triumph over disability," and "Woodrow Wilson: A medical and psychological biography, 1983. *Journal of Psychohistory*, 11(2): 299-303.

Why Reagan Won: The Conservative Movement 1964-1981, 1983. *Journal of Psychohistory* 10(4): 549-551.

Book Chapters in Press

Journalistic Collaboration as Justice, Reciprocity and Capability, In *Media Ethics and Justice in the Age of Globalization*, eds. Shakuntala Roa nd Herman Wasserman, London: Palgrave-McMillan, accepted for publication, anticipated publication 2015.

Grants

California Endowment, \$187,000, "Impact of rich sourcing on public understanding of news about health". PI: Renita Coleman, University of Texas; Co-Pi: Lee Wilkins and Esther Thorson, University of Missouri, February 2007.

Page Center in Public Communication, Pennsylvania State University, \$10,000, "The Moral Media: How public relations professional think about ethics," June 2005.

University Research Council, \$7,400, "The impact of visual information on ethical reasoning," May 2005.

University Research Council, \$1,981 "Searching for the Journalism Phrenemos: An Exploratory Study in Journalists' Moral Development. 2001.

With a team of three other scholars from the University of Illinois and the University of Colorado, \$60,000 from NOAA to study media coverage and policy impacts of the 1997-98 El Nino. Total grant award: \$60,000; my portion of this work, \$15,000. 1998.

The Greenhouse Effect: A Case Study to Examine the Interaction of Science, Politics and the Mass Media, Ethics and Values Studies, the National Science Foundation, \$80,000, September 1990-August 31, 1993.

Public Understanding of News of Environmental Risk: An Exploratory Study, the Environmental Protection Agency, \$20,950, October 1989-December 1990.

Media Coverage of a Quick Onset Hazard: Toward a Definition of Memorable News, \$49,251, from the National Science Foundation to study media coverage of and public memory of the Union Carbide disaster in Bhopal India, 1985.

Editorial Boards

Journal of Mass Media Ethics

- Editor June 2007 through 2013
- Effective June 2004, associate editor

Journalism Studies 2012 to present

Journalism Monographs 2009 to 2012

Australian Journalism Review – 2003 to present

American Communication Journal – 2005 to present

Journal of Communication – 2001 to 2003

Science Communication – 2001 to 2008

Journalism and Mass Communication Educator

- 1988-1992, book review editor for the journal

Scholarly Presentations

What journal editors are looking for. Presentation to Pre-conference workshop, Association of Education in Journalism and Mass Communication, August 7, 2014, Montreal, Canada.

Professional courage: Daily duties that sustain journalistic excellence, invited presentation to the fourth Global Media Ethics roundtable, Tsinghua University, Beijing, China. April 23-25, 2014.

Truth in Journalism, keynote speech, Wayne State Humanities Center, annual conference. September 27, 2013. Wayne State University, Detroit, MI.

I don't do the news: If anything important happens, by friends will tell me about it on Facebook, invited presentation for the Ethics and Social Media Symposium, Northern Florida University, Jacksonville, Fla., October 14-15, 2010.

June 13-16, 2010, Wayne State University, Detroit, Michigan. Faculty member for the annual doctoral student workshop on a selected topic. For 2010, topic title: Thinking Dangerously: Scholarship and research about disasters, hazards and risk. Students from 13 doctoral programs around the country attended the workshop.

Moral decision making: How practical wisdom can contribute to theory. September 18-20, 2009, for "The basics of journalism: Concepts of ethics, responsibility and quality in media and journalism," Catholic University, School of Journalism, Eichstaett (Bavaria), Germany.

Framing the ethics of science, August 9, 2008, Association for Education in Journalism and Mass Communication, Chicago. (invited)

Presidential coverage: the ethical critique, August 7, 2008, Association for Education in Journalism and Mass Communication, Chicago. (invited)

Disaster strikes! News at 11, panel moderator about media coverage of natural hazards, July 14, 2008, Natural Hazards Conference, Broomfield, Colorado. (invited)

Ethical issues when reporting on mental health, the Carter Center, Atlanta, Georgia, September 17, 2007.

When your source threatens suicide. Panel moderator, Investigative Reporters and Editors, June, 2007, Phoenix, AZ.

Connecting care and duty: How neuroscience and feminist ethics can contribute to understanding professional moral development. Global media ethics roundtable, Institute of Advanced Study, Stellenbosch University, Cape Town, South Africa, March 15-17, 2007.

Teaching media ethics. Centre for Independent Journalists, Republic of Moldova, April 21-26, 2006. (Conducted various workshops at the centre and the University of Moldova.)

The Moral Media: How journalists think about ethics, Southern Newspaper Publishers Association, Oklahoma City, OK, November 5, 2006, (invited with Renita Coleman).

Challenges at the top: The role of ethics in media leadership. Conference on Leadership in Media Organizations, Jonkoping International School of Business, Media Leadership and Transformation Center, Jankoping, Sweden, October 1, 2005. (invited)

How journalists think about deception. Show case panel, annual meeting, Investigative Reporters and Editors, Denver, June 4, 2005.

Fred Vultee and Lee Wilkins, "Disasters That Communicate: Linking the Study of Terrorism to the Study of Hazards," presented to the International Communication Association, New York, New York, May 30, 2005. (juried)

- Named one of the top 10 papers from the 150 accepted for the interactive poster session at the convention.

Terrorism in the Heartland: Thinking about ethics. Workshops for broadcast journalists, Kansas City, Mo., March 4, , and St. Louis, March 11, Springfield News-Leader May 9, Kansas City Star, May 11, St. Louis Post-Dispatch, June 2, (all) 2005).

Reinflating the public sphere: An ethically based analysis and policy response to media concentration and collective goods. Presented to the Association for Applied and Professional Ethics, San Antonio, February 24, 2005. (juried).

Hitesman Lecturer, February 17-18, 2005, Louisiana State University, Manship School of Mass Communication. Topics: media ethics and research funding. (Invited)

Campaigns and conscience: An ethical analysis of media coverage of the 2004 Presidential campaign. October 2004. The Edward S. and A. Rita Schmidt Lectureship in Ethics, Susquehanna University. (invited)

2004 Public Health Media Summit, Detroit, Michigan, September 16, 2004, (co-ordinated with Wayne State University) (invited).

Have the media lost their way, February 2004. Association for Applied and Professional Ethics, Cincinnati, (invited).

A history of media ethics. November, 2003. National Communication Association, Miami, (invited).

Conflicted interests, contested terrain: Media ethics codes then and now, 2003. Media ethics division, AEJMC, Kansas City, (juried), (with Bonnie Brennen).

Linking science, ethics and policy: A reporting challenge ethical thinking can help meet, 2003. Mini-plenary, AEJMC, Kansas City, (invited).

Reality TV: Gender, lies and videotape. 2003. Keynote speaker, 17th Annual Ethics Conference, Pepperdine University, Malibu, (invited).

Militant tolerance: A journalistic value for the 21st century. 2003. Association for Applied and Professional Ethics (juried).

Searching for the journalist phrenemos, Media Ethics Division, AEJMC, 2000, (juried).

Participant, media ethics conference, University of St. Thomas, Minneapolis, 1999 (invited).

Media Ethics and Public Service Ethics, Washington, D. C, February 27-1999, Association of Applied and Professional Ethics, (invited).

Scholarship about the environment: What environmental reporters need to know, Society of Environmental Journalists, 1998, Chatanooga, TN (invited).

Participant at NSF-sponsored conference on the efficacy of predictions of various sorts of environmental events, 1998, in Estes Park, Colorado (invited).

Covering political character, invited symposium Politics and the media 1998, University of Nebraska, Lincoln.

Covering war crimes, 1998. Association of Applied and Professional Ethics, Dallas, (juried).

Ethics in science writing, and Covering disasters as risk communication, 1998. National Association of Science Writers, Philadelphia, (invited).

Covering disasters without becoming one, 1997, Society of Environmental Journalists, Tucson (invited).

Ethical Risk Communication, 1996. Campus-wide address at Indiana State University, (invited)

Designing a risk communication campaign: Applying insights from the flood of 1993 to other flood events, 1995. AEJMC. Washington D. C, (with Brown, M.D. Burnett, J.T. MacDonald, Esther Thorson, E. D. Donnell and Janet Jackson Thompson). (juried).

Envisioning the blind in film and the news, 1994. Visual Communication Division, AEJMC convention, Atlanta. (juried).

In search of a metaphor: Toward an ethic for environmental reporting, 1994. SCIGroup at the AEJMC convention, Atlanta. (juried).

Public learning and the media: Missouri and the Great Flood of '93, 1994. 19th Annual Hazards Research and Applications Workshop, Boulder, Co. (invited).

Covering conflict of Interest in the public interest, 1993. Annual convention U.S. government ethics officials, Hersey, PA. (invited).

The Mass Media, Disasters and Risk: Entwining Communication and Culture, 1993. International symposium in Moscow, Russia. I was one of ten Americans asked to summarize the research on hazards, disasters and risk and present it to a panel of Russian social scientists. This meeting was co-sponsored by the National Science Foundation and the Russian Academy of Sciences.

Discovering Political Character: A Definition, A Framework and an Ethical Rationale, 1992. Poynter Institute for Media Studies conference on privacy and the press, (invited).

Ethical Risk Communication: A Protocol and Application, 1992. Society for Environmental Toxicologists and Chemists (SETAC), Cincinnati, (with JoAnn Valenti). (invited)

Words and Pictures: Expert and Lay Rationality in Television News, 1992. Scigroup Group, AEJMC, Montreal, Canada, (juried).

Between Facts and Values: The Media and the Greenhouse Effect, 1992. New York Academy of Science, New York, N. Y., (invited).

Truth and the Professions, 1992. Association for Applied and Professional Ethics. Gainesville, FL. (juried).

Between Facts and Values: Print Media Coverage of the Greenhouse Effect, 1987-1990, 1991. Magazine Division, AEJMC, Boston, (juried).

The greening of prime Time: When popular culture looks like the news, 1991. Political Communication Division, International Communication Association, Chicago, (juried).

Public Understand of News of Environmental Risk: An Exploratory Study, 1990. Scigroup, AEJMC, Minneapolis, (juried).

Science as Symbol: The Media Chills the Greenhouse Effect, 1990. Political Communication Division, International Communication Association, Political Dublin, Ireland, (juried).

Science as Symbol: The Media Chills the Greenhouse Effect, 1990, American Association for the Advancement of Science, New Orleans (invited).

The risks outside and the pictures in our heads: Connecting the news to people and politics," 1989. Australian National University, Centre for Resource and Environment Studies, Canberra, Australia (invited).

Risky Business: Covering Slow Onset Hazards as Rapidly Developing News 1989. Political Communication Division, International Communication Association, San Francisco (juried) (with Philip Patterson).

Jeanne Knutson and the ISPP: The Genesis of an Intellectual Impulse, 1988. International Society of Political Psychology, Secaucus, N.J., (invited).

Media Coverage of Disasters and Hazards: The Political Amplification of Risk, 1988. Political Communication Division, International Communication Association New Orleans, (juried), (with Philip Patterson).

Media Coverage of Disasters and Hazards: The Political Amplification of Risk, 1987. Workshop on Risk Communication and Response to Hazard, sponsored by the Australian National University, held at the Flood Hazard Research Centre, Middlesex Polytechnic, London, England, (invited).

Getting Started In Teaching Ethics," 1987. AEJMC, San Antonio, Texas, (invited).

Geological Hazard Prediction and Warning: What Problems Do Government Officials and Scientists Face? What Approaches Can the Research Community Suggest to Improve Communication, 1987. 11th Annual Natural Hazards Awareness Conference, Boulder, Colorado, (invited).

Mass Communication and Nuclear War: Identity, Leadership and Empowerment, 1987. International Society of Political Psychology, San Francisco, (invited).

Reporting Chernobyl: Cutting the Government Fog to Cover the Nuclear Cloud, 1987. Political Communication Division, International Communication Association, Montreal, Canada, (juried), (with Philip Patterson).

Transnational Information Flow in Times of Disaster, 1986. the Policy Studies Center, Washington D. C., Annenberg Schools of Communication, Washington D. C. (invited discussant).

What Can the Mass Media Do to Insure Better Public Awareness of Natural and Technological Hazards, 1986. 10th Annual Natural Hazards Awareness Conference, Boulder, Colorado, (invited).

The Public Memory of Bhopal, 1986. Mass Communication Division, International Communication Association, Chicago, (juried).

The Politics of Star Wars, 1985. Qualitative Studies Division, AEJMC, Memphis, (juried).

Media Coverage of a Blizzard: Is The Message Helplessness, 1984. Mass Communication Division, AEJMC, Gainesville, Fl. (juried).

Humankind, Nature and the New Journalism: A Return to the Mythopoeic, 1983. Qualitative Studies Division, AEJMC, Corvallis, Oregon, (juried).

Wayne Morse: Mentorship as Leadership, 1983. International Society of Political Psychology, St. Catherine's College, Oxford University, Oxford, England, (invited).

Wayne Morse: A Man Apart and the Man A Part Of, 1981. International Society of Political Psychology, Mannheim, Germany, (invited).

Creative Work

Patterson, Philip, and Wilkins, Lee, executive producers. "Media Ethics: Cases of Decision-making." 1994. This 90-minute videotape is a supplement for those adopting Media Ethics: Issues and Cases. It includes five case studies of ethical decision making from both the print and broadcast media. A grant to produce the tape was provided by Ethics and Excellence Foundation, Oklahoma City, OK.

Consulting: Disasters and Risk

July 19, 2005, The National Academies: Advisers to the nation on science, engineering and medicine. Citizens' Information Needs Workshop, Washington, D. C. One of 25 scholars invited to participate.

June 2004 to present: under direction of Associate Dean Esther Thorson, developing a series of workshops for Missouri journalists to help them better prepare for covering disasters and terrorism.

April 5-7, 2001, peer panel review member, Environmental Protection Agency, postdoctorate studies in environmental science, Washington, D. C.

March 9-10, 1999, peer panel review member, Environmental Protection Agency, postdoctorate studies in environmental science, Washington D. C.

Fall 1998. Served as an outside peer reviewer for the Institute of Medicine report to the National Academy of Sciences on a study entitled "Exposure of the American People to Iodine-131 from Nevada Atomic-Bomb Tests; Review of the National Cancer Institute Report and Public Health Implications."

- This report is incorporated into Congressional testimony and was published as a separate volume in 1999.

April 14-16, 1998, peer panel review member, National Science Foundation/Environmental Protection Agency, proposal call for projects on risk, Washington D. C.

May 23-25, 1995, the Nuclear Waste Technical Review Board, Las Vegas. Member of a 10-person panel who served as independent, pro bono consultants to the board on the impact of risk perception and communication on the siting process for a high hazards nuclear waste facility at Yucca Mountain, Nevada.

June-September 1994. U.S. Army Corps of Engineers. Member of eight-person panel to inform the Corps about new directions in risk communication, both inside and outside the agency. Written report presented to the agency in November 1994.

Public Scholarship

I do a great deal of speaking about issues of media ethics and risk communication to working journalists. In the last five years, among the media outlets I have appeared on or been quoted in are: American Journalism Review; Columbia Journalism Review, Los Angeles Times, Philadelphia Inquirer, the Associated Press, Washington Times, Seattle Times, Portland Oregonian, Washington Post, Chicago Tribune, Baltimore Sun, St. Louis Post Dispatch, the New York Times, KMOX-St. Louis, KCMO Kansas City, WNBC New York, WGN Chicago, the Cleveland Plain Dealer, KOA-Denver, the Jacksonville Sun, the Poynter Institute World Wide Web page, the Jim Bohannon show (nationally syndicated to more than 400 radio stations), the Kansas City Star, the Spokane (Washington) Review, Editor & Publisher, NPR's All Things Considered.

- For the past 18 years I have been a regular panelist on KBIA's Views of the News, a weekly radio show broadcast in Columbia, Missouri, that analyzes media performance both locally and nationally.
- Beginning fall 2008 through summer 2013, I served as "substitute" host when moderator Mike McKean was traveling.

October 22-23, 2011. Invited participant to evaluate the Corporation for Public Broadcasting's editorial integrity standards proposals, Madison, Wisconsin.

September 20, 2011. Columbia Public Library. Member of panel on the ethical issues raised in *The Immortal Life of Henrietta Lacks*, Columbia's One Read Program.

Summers 2013, 2012, 2011, 2010, 2009, 2008, 2007, 2006, 2005, 2004, 2003, 2002, 2001, 2000, 1998, 1997, 1995, one of the instructors for the annual Teaching Media Ethics Workshop held in conjunction with the annual conference of the Associate for Education in Journalism and Mass Communication.

1997: Member of team invited to train faculty at University of Kansas School of Journalism in ethics instruction (with Edmund Lambeth and Clifford Christians).

1994: Center for Environmental Communication, Rutgers University, one of 58 participants invited to a workshop to develop a risk communication framework and agenda for the Environmental Protection Agency.

1993: Missouri Department of Natural Resources leadership training institute, Meremac State Park, Environmental Ethics and the Media.

1991: Society of Professional Journalists, national convention, invited panelist speaking on covering the environment, Cleveland.

1991: Arkansas State University, Jonesboro AR., panelist, Media Coverage of Disaster, program for Arkansas media.

1990: The Poynter Institute, Ten Years After Jimmy's World, media ethics conference discussion group facilitator.

1990: Faculty member, University of Denver College of Law, division of continuing legal education, Cameras in the Courtroom. Presented the portion of the course on ethical views of truth telling and privacy.

1989: One of six university teachers of media ethics to work on ethics day, Investigative Reporters and Editors, national convention, Philadelphia.

1988: Invited panel moderator and paper respondent, the 1988 Symposium on Science Communication: Environmental and Health Research, the Annenberg School of Communications, University of Southern California, Los Angeles.

1988: Speech to Colorado Division of Disaster Emergency Services, "What You Can Expect from the Media During and Disaster," Golden, Colorado.

1988: Panel participant to evaluate study of news' organizations response to a variety of hazards. Research conducted by the Disaster Research Center, Newark, Delaware, and evaluation panel sponsored by the National Science Foundation.

University Service – Wayne State University

Chair, Search Committee for the Department of Music, 2014-2015

University Service--University of Missouri

Editorial Advisory Committee, Missouri Press, 2011 to 2012.

Campus Promotion and Tenure Committee, 2011-2013; 1997-2000 (subcommittee chair, 1998-2000).

Graduate School, 2009-2010, 2010-2011, 2011-2012, 2012-2013 .5 FTE appointment as Faculty Fellow. Duties include: co-ordinate the Preparing Future Faculty program, supervise graduate student teaching, research and stipend awards in conjunction with Graduate Faculty Senate.

Chair, search committee, Associate Dean, University of Missouri Graduate School.

Co-chair, search committee, Graduate Dean and Vice Provost for Research, University of Missouri.

Graduate Faculty Senate, 2007-2009, president.

Member, Honorary Degree Committee, 2008-2011, reappointed 2011-2013.

Member, Campus Lectures Committee, 2008-2010; chair 2009-2010.

Member, selection committee, Kemper teaching award winners, 2004 and 1999.

Member, Graduate Faculty Senate, 2003 to 2009; member, Senate executive committee; chair, Academic affairs subcommittee, 2004-2005; 2006-2007; vice president 2005-2006.

Member, Student Conduct Committee, 2003 to 2005.

Member, search committee, for the Director of the new Graduate School of Public Affairs and the Missouri Public Policy Institute, 1999-2000.

Member, campus-wide ad hoc task force to establish a public policy institute first on the Columbia campus and then in a system-wide effort, 1998 to 2000.

Member, bio-ethics task force and working group, 1999 to 2003.

Member, search committee to select associate vice provost for academic affairs, September 1995 to 1996.

Member, search committee, director, Environmental Initiative, Fall 1994.

Member, Environmental Advisory Council, University of Missouri, 1993 to 1997.

Member, Institutional Review Board, 1992-1995.

Member, Cluster task force, undergraduate education architecture, May 1992 to August 1993.

Member, Undergraduate Deans Group, 1990 to 1993.

School Service (Journalism)--University of Missouri

Chair, promotion and tenure committee, 2006-2007.

Member, doctoral admissions committee, 2004-2005, 2009-2013.

Chair, Faculty Research and Development Committee, 2002 to 2004, 1993-1995.

Chair, graduate admissions committee, 1999 to 2001; committee member 1998-1999.

Member, search committee for joint position, journalism and law, on dispute resolution, 2000-2001.

Chair, Curriculum Committee, 1997-98.

Member, School of Journalism, promotion and tenure committee, 1994 to 1998.

Chair, graduate scholarship committee, 1995-96.

Member, doctoral admissions committee, 1993 to 1997; 1998-99.

Member, Broadcast News faculty Research Committee, 1993 to present.

Chair, Broadcast News Promotion and Tenure Committee, 1993 to present.
Chair, Undergraduate Admissions Committee, 1990 to 1993;
Chair, Scholarship Committee, 1990-91, co-chair, 1991-93;
Member, search committee for the Director of Investigative Reporters and Editors, fall 1990.
Doctoral faculty 1990 to present.

National Service to Scholarly Organizations

AEJMC, 2011, selected by Teaching Standards Committee to serve as mentor to junior faculty member.

AEJMC, elected member, standing committee on Professional Freedom and Responsibility, 2007-2010, re-elected 2010-2013.

Member, advisory board, Burgess Ethics Center, School of Journalism and Mass Communication, University of Wisconsin-Madison, 2009 to present. Duties include serving as advisor to center director Stephen J. A. Ward, presentations at annual conference, development, 2009 to present.

Selection committee, Christians' media ethics award (national award) 2002 to present.

AEJMC, chair, Council of Divisions, 1995-96, 1996-97.

AEJMC, vice chair, Council of Division 1994-95.

AEJMC National Task Force to develop standards for promotion and tenure in journalism August 4, 1992, Montreal.

Member, accreditation team, University of Iowa, October 19-22, 1997; University of Alabama, February 9-12, 1997; Virginia Commonwealth University, October 24-27, 1993; University of North Dakota, School of Communication, November 17-20, 1991.

Member, nominations committee, Political Communication Division, International Communication Association, 1989.

Judge, Carol Burnett Competition, to select outstanding undergraduate/graduate term paper in media ethics, national competition, 1987, 1991, 1993 and 1995.

Honors

2009 to present: Curator's Teaching Professorship, University of Missouri.

2006: University of Missouri, Faculty-Alumni award.

1998. Kemper Award for Teaching Excellence.

1997-98 Named O. O. McIntyre Distinguished Professor for the University of Missouri School of Journalism.

Poynter Institute, visiting faculty member, Ethics for College Faculty, May 17-22, 1992, and Ethics for College Journalists Seminar, November 24-27, 1991, St. Petersburg, Florida.

University of Nebraska-Lincoln: "Teaching Ethics in the Professions," two-week seminar. One of 12 college teachers selected nationally, one of two teachers of mass media ethics, June 18-30, 1989.

Phi Beta Kappa, Alpha of Missouri; Kappa Tau Alpha, Missouri and Oregon.

Education

Ph.D., University of Oregon, Department of Political Science, March 1982. Dissertation title: "Wayne Morse: An Exploratory History." Areas of specialization: political psychology, American government, community politics.

M.A., University of Oregon, School of Journalism, December 1976. Specialized in news-editorial journalism. Thesis title: "The Missing Linkage: Public Opinion and the 1975 Oregon Legislature."

B.A. and B. J., University of Missouri, Columbia, Missouri, 1971. Majored in news-editorial journalism and political science.

Professional Experience

Assistant City Editor, Boulder Daily Camera, May 28 to August 1, 1984. Responsibilities included editing local copy, some supervision of an 18-member reporting staff, creation of news budgets, etc.

Reporter, Eugene Register-Guard, 1977-79. Worked part-time during school years covering police beat and general assignment. Worked full time during summers covering city hall and county bureau.

Reporter, Ann Arbor News, August 1971 to August 1974. Covered Ypsilanti city and township, county government, state and local politics.

Reporter, Muskegon Chronicle, summer internship, 1970. Worked general assignment including feature writing.

Previous University Employment

1979-1990. University of Colorado – Boulder, School of Journalism and Mass Communication. Assistant professor, 1979-1986; promoted to Associate Professor, 1987.