

COVERING CALIFORNIA

MEDIA, COMMUNITY AND DEMOCRACY IN THE GOLDEN STATE

11th Annual Conference of the Travers Program in
Ethics and Accountability in Government

Friday September 28, 2007

University of California, Berkeley

Convened by
The Charles and Louise Travers Department of Political Science at UC Berkeley,
home of the Travers Program in Ethics and Accountability in Government

In association with the
California Media Project

Underwritten by
The Travers Program, The Wallace A. Gerbode Foundation, and The James Irvine Foundation

Co-Sponsored by
The Commonwealth Club of California
Common Sense California
Bill Lane Center for the Study of the North American West, Stanford University
Institute for Justice and Journalism, USC Annenberg School for Communications
Huntington-USC Institute on California and the West
UC Berkeley Goldman School of Public Policy
UC Berkeley Graduate School of Journalism
UC Berkeley Survey Research Center

8:30 am **Registration and Coffee**

9:00 am—9:15 am **Welcome**

UC Berkeley Chancellor ROBERT BIRGENEAU
AMY DOMINGUEZ-ARMS, Director, California Perspectives,
The James Irvine Foundation

9:15 am—9:45 am **California's Media Landscape: Attitudes and Perspectives**

MARK BALDASSARE, President and CEO, Public Policy Institute of California
LOUIS FREEDBERG, Director, California Media Project

Presentation of results of preliminary polling conducted by the
Public Policy Institute of California, and of in-depth interviews conducted
with key stakeholders in the state by the California Media Project,
in collaboration with the UC Berkeley Survey Research Center.

9:45 am—10:00 am **Response from MICHAEL PARKS**
Director, School of Journalism, Annenberg School for
Communication, University of Southern California

10:00 am—10:45 am **Panel: Covering California in the Mainstream
Media - Obstacles and Possibilities for Change**

Moderator: SCOTT SHAFER, Producer, The California Report– KQED Radio

Discussants:

ANDREW DONOHUE, Executive Editor, voiceofsandiego.org

BETSY LUMBYE, Executive Editor, Fresno Bee

JON FUNABIKI, Professor, Dept. of Journalism, San Francisco State University

DAN ROSENHEIM, VP/News Director, KPIX CBS5

ROBERT ROSENTHAL, Former Managing Editor, San Francisco Chronicle

LEO WOLINSKY, Managing Editor, Los Angeles Times

10:45 am—11:15 am **Discussion with the audience**

11:15 am—11:30 am **Break**

11:30 am—12:15 pm **Panel: Can the Media Contribute More Effectively
to Governance and Democracy in California?**

Moderator: BELVA DAVIS, Host, “This Week in Northern California”

Discussants:

JUDITH BELL, President, PolicyLink, Oakland

SANDY CLOSE, Executive Director, New America Media

SUSAN KENNEDY, Chief of Staff, Governor Schwarzenegger

PETER SCHRAG, author, *Paradise Lost*; former editorial page editor,
Sacramento Bee

KEVIN STARR, State Librarian Emeritus; University Professor and
Professor of History, University of Southern California

JOAN WALSH, Executive Editor, Salon.com

12:15 pm—12:30 pm **Discussion with the audience**

12:30 pm—1:15 pm **Lunch In the Lipman Room**

- 1:30 pm—2:45 pm** **Small Group Sessions: Imagining New Strategies for California Coverage**
- Small groups discuss criminal justice, education, environment, youth and media, race relations, health care, immigration, new media, citizen engagement, governance, and collaborations. Each group develops specific proposals and recommendations for how to improve media coverage in each area.
- 3:00 pm—5:30 pm** **THE FUTURE OF THE MEDIA IN CALIFORNIA**
- 3:00 pm—4:00 pm** **Sharing Strategies**
- Moderator: STEVE SWATT, Senior Consultant, Porter Novelli; former political journalist, KCRA TV Sacramento
- Groups report back to the larger audience about their specific recommendations and strategies for enhanced coverage.
- 4:00 pm—5:00 pm** **Making Change Happen**
- Moderator: BOB JIMENEZ, Adjunct Instructor of Journalism, Annenberg School for Communication, USC; Communications Director, Office of Senator Ron Calderon
- Discussants:
JIM BETTINGER, Director, John S. Knight Fellowships, Stanford University
GLORIA DUFFY, President, Commonwealth Club of California
LEON PANETTA, Director, Panetta Institute for Public Policy
PAUL SAFFO, Technology Forecaster
JEFF WALD, former News Director, KTLA TV, Los Angeles
JONATHAN WEBER, Founder, Publisher newwest.net
- 5:00 pm—5:30 pm** **Discussion with the Audience**
- 5:30 pm** **Next Steps**
- ROB GUNNISON, Director of School Affairs, UCB Graduate School of Journalism
LOUIS FREEDBERG, Director, California Media Project
- 5:45 pm** **ADJOURN**
- 5:45—7:30 pm** **Wine & Cheese Reception at Alumni House**
- Sponsored by California magazine and The Goldman School of Public Policy