

FACS offers valuable resources and unique solutions.



In the year 2000, the Foundation for American Communications (FACS) will conclude a quarter-century of improving the quality of information received by the public through the news. The quality of news content is especially critical today as the explosion of technology delivers more sources of information faster than ever before. Quality reporting requires knowledgeable journalists capable of putting the flood of information into a meaningful context for consumers. FACS mid-career education programs provide this knowledge. They present journalists, print and broadcast, an unparalleled opportunity to strengthen their knowledge of economics, science, technology, law, history, political science and other important subjects.

We hope this brochure and accompanying materials will help you better understand the goal, mission, and programs of FACS.

FACS educates journalists through timely seminars and conferences, research, consulting, and through the latest in computer technology developed with the help of the National Science Foundation's advanced computing program. Our unique online resource for journalists, FACSNET, is by far the best resource of its kind on the World Wide Web.

FACS original research includes surveys of media practices and attitudes that offer insights and guidance for all who participate in the news gathering process. They are developed by top researchers in the field.

Another unique service offered by FACS is training for news sources — a boon for academics, experts, government and business leaders, and others who can enhance public understanding, but don't know how to express their ideas in forms that journalists can use. FACS Issue Symposiums are unique opportunities for journalists, sources and leaders of all sectors to join together in a journey of learning about our most pressing current issues.

FACS programs are now benefiting journalists around the world. Programs have been held in Europe and journalists from more than forty countries in Asia, Africa, Europe and Latin America now use FACSNET.

Finally, supporters of FACS need to know that the foundation is a small, efficiently run organization using the latest in technology to accomplish its mission. The FACS Board of Trustees and its distinguished Journalism Advisory Board provide the leadership and direction to insure that FACS will continue to develop programs and services that meet the needs of our changing, dynamic society.

Thank you for your interest in FACS and recognizing the importance of our mission.

Sincerely,

John E. Cox, Jr.

President & CEO, FACS

The future of a free society depends on an informed people... the fourth estate is their major educator

More than two centuries ago the founding fathers of the United States protected the freedom of the press through the First Amendment to the Constitution. They knew that a democracy would survive and flourish only with an informed citizenry. People today, faced with an increasingly complex civilization, rely on a free press to provide the facts and interpretation that will guide sound decision-making. An enlightened citizenry, informed by an educated free press, is the principal foundation upon which a strong democracy can be maintained. Through their reporting, journalists guide citizens in their public and private decisions.

"If you want your people to do the best job that they can do, then you have to put some investment in those people."

Janet Clayton

Vice President and Editor of Editorial Pages, *Los Angeles Times*

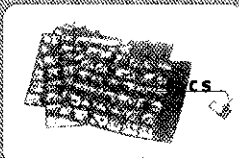
Who will guide the guides? FACS

The health of our democracy demands that journalists get the story right. Circumstances today make that task Herculean. Stories break rapidly. Dependable reporting resources are often scarce. News no longer comes in cycles, but in a continuum. Trust in institutions, including the Fourth Estate, continues to erode. How can journalists and their sources — those with special knowledge that few journalists can develop — communicate the facts and issues in ways that will make our Republic stronger?

Today, thousands of journalists and news sources turn to FACS for help. For more than two decades, FACS has offered unique programs that strengthen the practice of journalism, and thus invigorate democracy itself. Today these programs are more vital and more valuable than ever.

"Improving news content must be a top priority of the ownership and management of newspapers and broadcast stations. Improved content comes from better understanding. FACS provides news people with analytical skills that bring understanding and increased value to our audiences."

Stewart Bryan
Chairman & President, Media General



FACS mission, purpose and goals

Purpose

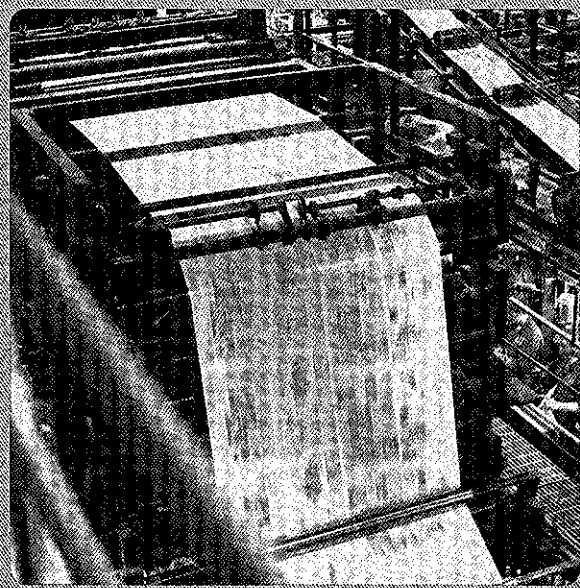
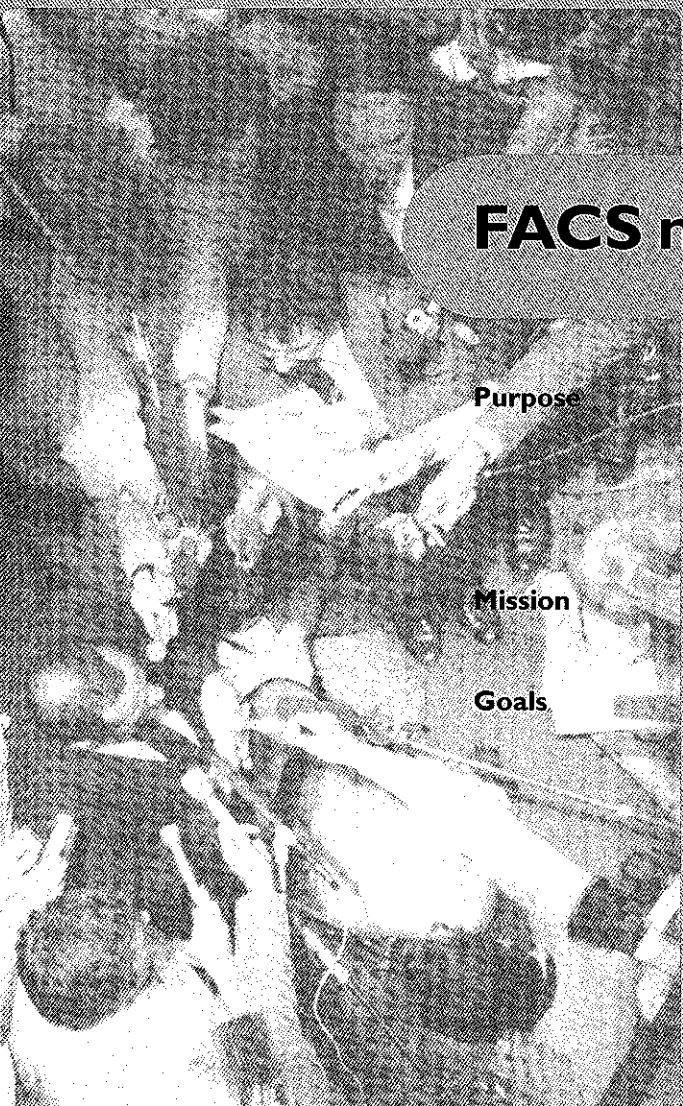
Our purpose is to help the free press improve its ability to provide reliable, accurate information upon which self-governing people base their decisions about the operation of a free society. The foundation is also dedicated to ensuring that traditional values of journalism are maintained in emerging new media.

Mission

Our mission is to improve the quality of information reaching the public through the news.

Goals

1. Educate journalists in principles of academic disciplines and the content of issues as they apply to the economy, business, science, the environment, and law.
2. Teach journalists how to find sources of information.
3. Provide information resources to journalists and news sources.
4. Encourage the management of news organizations to make content education a priority in their newsrooms.
5. Teach news sources about the journalism process and how to communicate through the news.
6. Provide a common ground on which journalists and their sources can discuss issues and the news process.



"A good way to improve news content is to provide reporters with basic education in economics, science and law. Knowledge is power. That's why Scripps Howard strongly supports the FACS mission."

Alan M. Horton
Senior Vice President
Newspapers, The E. W. Scripps Company

FACS

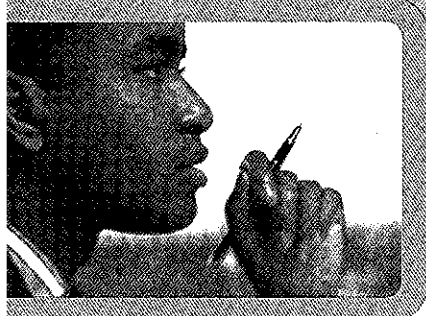


Energy to

"A few years ago, NBC offered its O&O's a crash course in economics. It was conducted by FACS... It was a big success! We need people who are simply better educated than ever and you need more brains for your buck."

Jane Pauley
NBC News

FACS journalism education programs



FACS helps journalists deal with the staggering complexity and volume of information that they must assess each day and turn into news reports that people can understand and use.

FACS surveys of working journalists reveal a profound thirst among journalists for deeper knowledge of the subjects they cover. Increasingly, news management is joining the foundation's efforts to provide journalists the resources and tools they need to improve the quality and depth of reporting.

To meet that need, FACS provides mid-career education opportunities for journalists unlike anything else available. Our Journalism Education Programs are unique, and uniquely valuable. They are fast-paced and interactive, providing journalists with a solid learning environment.

Many education programs for journalists aim to improve technical skills — the "tools of the trade." Such training is valuable, but not sufficient. FACS education programs enhance journalists' ability to tackle the subjects that dominate today's most significant news. The FACS programs include education in such disciplines and subjects as:

- Science
- Economics
- Law
- Environment
- Business
- Journalism ethics
- History
- Political science

"The (FACS) classes we took showed how economic theories and formulas, once brought to life, can explain what goes on in the real world. That's better for us and, more importantly, better for our readers."

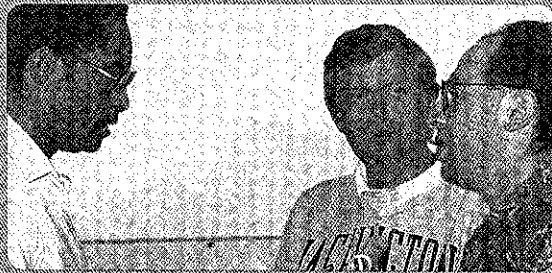
Tracey Eaton
Mexico City Bureau Chief, *The Dallas Morning News*

FACS programs are short term and tightly focused. They address headline issues such as environmental risk, welfare and poverty issues, changing roles of government, health care, biotechnology, immigration, utility, deregulation, land use, and international trade. The objective of each program is to help journalists learn to analyze the key issues beneath the surface of today's news.

FACS Journalism Education Programs are accessible to working journalists. These programs include two-and-a-half-day conferences, a week-long institute, and many one-day seminars. Programs are even organized for individual news organizations and held in their newsrooms. In the past, news organizations like NBC, CNN, Gannett, Scripps Howard, Newhouse Newspapers, and Hearst have retained FACS to conduct educational programs. Programs are structured to meet the specific needs of working editors and reporters. The FACS journalism programs are:

- Conducted regionally making them more convenient to reporters.
- Restricted, in most cases, to 40 participants (all working journalists).
- Focused on the academic disciplines underlying newsworthy issues.
- Taught by leading experts selected from the faculties of the nation's leading colleges and universities for their special knowledge and their ability to understand the specific needs of journalism professionals.
- Designed to encourage active discussion between journalists and faculty through Socratic teaching.
- Created to foster debate among policy makers and advocates with contrasting views.
- Linked to online resources to help improve coverage following attendance at a FACS program.
- Credible and independent of any point of view. FACS programs advance knowledge, and are never tailored to fit anyone's agenda.

The programs have been developed and conducted in partnership with numerous news media organizations such as the National Press Club, Freedom Forum, Association of British Editors, American Society of Newspaper Editors, Associated Press Managing Editors, Radio-Television News Directors Association, leading minority journalism associations plus the Washington bureaus of many respected news organizations. They are funded by registration fees, news organization sponsorships and charitable foundations.

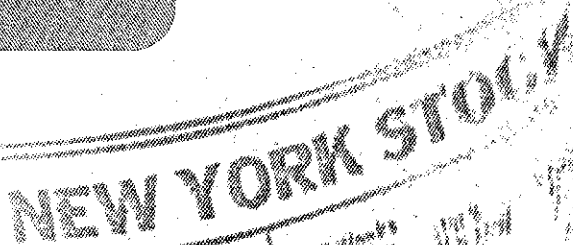


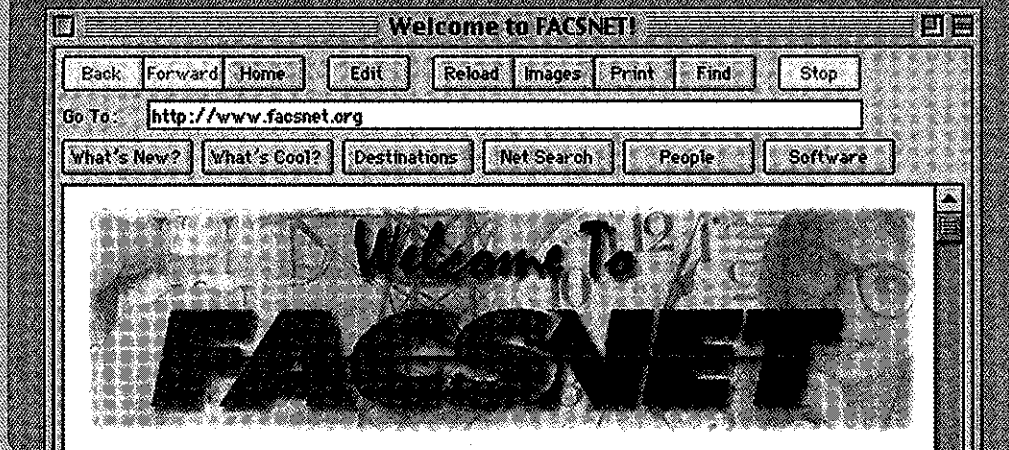
Quantifying the impact...

FACS takes steps to review the impact of every program it conducts. After each session, participants are surveyed and periodically independent analysis is conducted of the long-term impact of the programs. A study conducted at Harvard University for the Ford Foundation on the impact of FACS programs found they significantly increase a reporters ability to cover a story analytically.

"I wish every reporter and editor on my staff and every prospective hire could have the benefit of a week with the FACS economic faculty."

Henry Stokes
 Managing Editor, *The Commercial Appeal Memphis*





"For today's journalists, FACSNET is as essential as a phone, a word processor and a deadline."

Scott Woelfel
Vice president and Editor in Chief, CNN Interactive

FACSNET: The online service for journalists

The Internet and online technology offer new, powerful tools to gain information and to communicate with the world. Unfortunately, the resources on the "Net" aren't always reliable and are too time consuming to use. How can reporters make full use of the Net to obtain needed story background, sources and information on breaking news? They can through FACSNET.

With FACSNET, journalists' access to crucial information on the Internet is always easy, and always fast. FACSNET is hosted at the San Diego Supercomputer Center at the University of California, San Diego, a program of the National Science Foundation. FACSNET should be the first listing on any journalist's Web browser bookmark list at <http://www.facsnet.org/>. FACSNET offers four primary types of resources. It's a great tool for news sources, too.

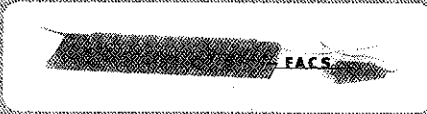
Top Issues

Top Issues provides access to information on today's and tomorrow's news through unique services. Updated daily by seasoned editors and writers, Top Issues helps journalists through resources such as:

- **AP News Digest** – Provides journalists access to background materials, experts on-line, data bases and other resources linked to daily top breaking news stories presented in the Associated Press news budget. This exclusive FACSNET service was developed with the AP and cosponsored by the Associated Press Managing Editors.
- **Latest Supreme Court Decisions** – Syllabi of the most recent decisions from the United States Supreme Court, provided by the Legal Information Institute at Cornell University Law School, with links to LII's archives of past decisions.
- **Disaster Watch** – Working in partnership with CNN, the American Red Cross, and IBM, Disaster Watch provides journalists in-depth information on breaking disasters throughout the world.

Internet Resources

Our highly selective, annotated links to Internet resources are chosen with working journalists' needs in mind. FACSNET lets you pick a specific beat topic (Agriculture, Government/Politics, or Environment, for example). Every site thus listed has been carefully screened for valid content and relevance to a journalist's interests in that subject.



Reporting Tools

Reporting Tools provides journalists with needed background information on critical issues. This section is regularly updated, but always includes:

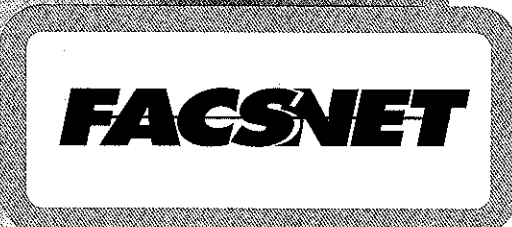
- FACS *NewsBackgrounders* offering concise information and analytical tools to put issues into meaningful context.
- FACS Guides and Primers
- Thoughtful essays on such topics as placing scientific and statistical claims in perspective.
- Topics covering business and government.

Sources Online

Sources Online provides up-to-date and valid names, phone numbers and e-mail connections for people who can answer your questions. There are three sections: News Sources, SourceBank, and the Reporter's Cardfile.

- **News Sources** –The News Sources section offers the FACS proprietary database of academic experts in economics, science, law, social and political sciences, and much more. These scholars help journalists develop more independent, analytical news stories. The database is developed and maintained with the assistance of major universities and academic societies and associations. It also includes government and private sector experts and think tank fellows to provide a variety of viewpoints on critical issues.
- **SourceBank** –SourceBank provides reporters with easy Internet access to the private sector. Through special Mini Homepages designed specifically for journalists, companies and associations provide profiles, online sources, position papers and links to press releases. Organizations listed in SourceBank appear through a membership fee which helps to fund the operation of FACSNET. SourceBank members control content of their own Mini Homepage, but have no control over any other content on FACSNET.
- **Reporter's Cardfile** –The Reporter's Cardfile includes media contacts for many organizations with a particular point of view. Their presence on FACSNET does not imply FACS endorsement of their viewpoint. For the convenience of journalists, we offer this listing of think tanks, advocacy groups and other special interest organizations that often are in the news.

FACSNET also provides background information on FACS itself, including lists of our staff, board of trustees, advisory boards, major donors, and FAQ's (Frequently Asked Questions) about FACS. The site also provides an online order form for the many FACS print publications aimed at helping journalists do their jobs better.



Top Issues
Insight, background and sources to help cover stories about the top issues of today...and tomorrow.



Reporting Tools
Sharp tools to help you slice through complex issues.



Internet Resources
Highly selective, annotated links to internet resources, chosen for journalists



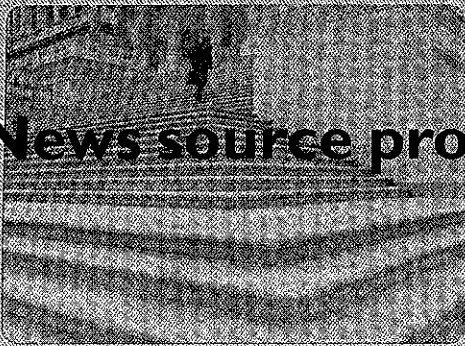
Sources Online
Names, phone numbers, and e-mail connections for people who can answer your questions.

"The NewsBackgrounders, the Internet Resources, the Reporter's Tools — no matter where I went, I came across something that made me wish I had a support site like this to call upon years ago."

Keith R. Darnay
Business and electronic editor, Minot (ND) Daily News



News source programs



The mutual mistrust frequently felt between journalists and news sources most often arises from misunderstanding. FACS' experience and research shows that business leaders, academics and other news sources don't often understand the legitimate role of news gathering organizations. They're unfamiliar with the news reporting process, and they become wary of being "trapped" into saying something in an interview that they don't want to see in print.

It doesn't have to work that way.

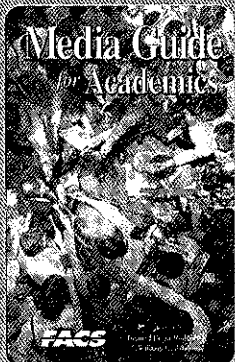
FACS offers programs and resources that help news sources, including those from the business, nonprofit and academic sectors, learn how to tell their story in a way that reporters can use and appreciate. They are sponsored by universities, academic societies, corporations, associations, news organizations, and nonprofit organizations. More than 60,000 people have taken part in these programs in the past two decades.

Foundation news source training programs are geared towards helping news sources better appreciate the value of the free press and the First Amendment. FACS teaches sources to be open and truthful with reporters, and to understand both their rights and their obligations when they are being interviewed. Although some "media trainers" teach methods for sources to manipulate media and evade difficult questions, this has never been FACS' approach. Journalists benefit from these training programs. When they interview FACS-trained sources they find themselves dealing with people who are:

- Aware of the role of the press in a democratic society.
- Comfortable in their role as a source and willing to speak openly.
- Able to respond to questions with statements that reporters can use, whether for broadcast or print.
- Dedicated to seeing news coverage that is accurate, complete and fair.

For news sources, the benefits of such training are equally compelling. FACS trained sources are:

- Better able to get their point of view represented in a news story.
- Able to establish a trusting relationship with the news media that will benefit them and their organization.
- More comfortable with journalists.



The foundation also publishes various materials for news sources. The FACS Media Guide for Academics, developed under a grant from the W.K. Kellogg Foundation, provides academic experts insights into the news process with information on how to work more closely with the news media. One of the principal goals of the book is to help scholars learn how they can become on-going resources for journalists and to expand their analytical thinking skills. More than 15,000 copies have now been distributed throughout the nation.

"I encourage the leaders of other academic and professional societies to work with FACS to increase the number of their members who can work with journalists as information resources. Journalists need our help to more accurately report the scientific basis of the fast paced and complex issues in the news."

Shawn Lamb
Executive Director, Society of Toxicologists

REGISTRATION FORM

REPORTING THE Y2K STORY

A FACS Seminar for Working Journalists

**MONDAY, MAY 3, 1999
SAN JOSE, CALIFORNIA**

Name

Title

Organization

Address

City, State, Zip Code

Telephone

Fax

E-mail address

Parent Company (Group)

Payment:

Credit Card (Check one): Visa or MasterCard

Card #Exp. Date

Signature

Please make checks payable to FACS

WHAT IS FACS?

The Foundation for American Communications is an independent nonprofit, non-political educational institution. FACS journalism programs solely by news and philanthropic organizations. Since 1979, 10,000 journalists have participated in more than 200 FACS mid-career conferences.

The people who have attended, taught, or spoken at FACS conferences, or who have served on FACS advisory boards, could comprise a Who's Who of American academics, policy makers and journalists.

Your tuition is tax deductible. All expenses of continuing education (including registration fees, travel, meals and lodging) taken to maintain and improve professional skills are tax deductible.

Cancellations and Substitutions. We accept cancellations received up to five working days before the seminar. After that cancellations are subject to the entire registration fee, which you may apply toward a future program. If you do not cancel and do not attend, you are responsible for payment. Substitutions may be made at any time.

REGISTER NOW FOR 1999 FACS CONFERENCES

www.facsnet.org

FOUNDATION FOR AMERICAN COMMUNICATIONS

85 S. Grand Avenue
Pasadena, California 91105
(626) 584-0010 Fax (626) 584-0627

E-mail: facs@facsnet.org

Y2K

YEAR 2000

**A Seminar for
Working Journalists**

**May 3, 1999
San Jose, California**

presented by
FACS

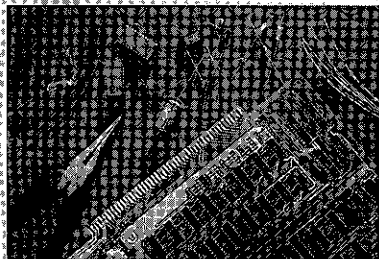
San Jose Mercury News

in association with



The Tech
museum of innovation

What do journalists need to know to honestly report Y2K without unduly alarming the public? What is the truth about governmental and industry preparedness? There are both doomsday predictions and assurances that by year's end Year 2000 computer problems will be "insignificant irritants." The task of reporting accurately and authoritatively on the millennium bug requires that the journalist have an understanding of the risk of the "bug" in several key areas. What you need to know to stay on top of this important, changing story



is the focus of a daylong seminar for working journalists at The Tech Museum of Innovation in San Jose, California, Monday, May 3rd.

FACS is presenting a day filled with information from experts to provide journalists with the basic building blocks and the critical background for ongoing coverage of Y2K. Our faculty includes leading national experts on risk assessment and preparedness levels of federal, state and local governments, business, international institutions and the nation's infrastructure (electricity, telecommunications, etc.).

This seminar is for reporters and editors who need better background information in order to cover the millennium bug story throughout 1999 and 2000. Participants will be better able to evaluate statements by government and business in the coming months. Updated timelines will be provided as well as ways to test what you are being told. Governments, in particular, are reducing the appearance of problems by dropping hundreds of "Y2K mission critical" issues from the list.

Attendance is limited to working journalists from print, broadcasting and new electronic media. There is a \$75.00 registration fee that includes lunch.

Faculty and Speakers

Donnis Grabow, CEO, Millennium Investments, Chicago, IL

Dr. Robert Alloway, Washington, D.C. Director, National Leadership Task Force on Y2K. Creator of the Federal Agency Report Card

Victor Porlier, Center for Civic Renewal, New York City

Rick Cowles, Author, *Electric Utilities and Y2K* And other experts on Y2K preparedness

Where:

**The Tech Museum of Innovation
201 South Market Street
San Jose, California**

When:

**Monday, May 3, 1999
8:30 a.m. - 4:45 p.m.**

Cost and Registration:

You must be pre-registered to attend. There is a \$75.00 Registration fee. Register for the Seminar using: *FACSNET* online service; Go to <http://www.facsnet.org>. Choose FACS Conferences.

By Telephone:

(626) 584-0010 Fax: (626) 584-0627

By E-mail:

facs@facsnet.org

The Agenda

Monday, May 3

- 8:30 a.m. Registration**
- 8:45 Introductions and Assessment of Y2K Scenarios from Participants
Paul Davis, FACS**
- 9:00 A Journalists Perspective on Y2K**
- 9:20 State and Local Government Preparedness
Victor Porlier, Center for Civic Renewal, NYC**
- 10:30 Federal Government Preparedness
Dr. Robert Alloway, National Leadership Task Force on Y2K**
- 12:00 LUNCH**
- 12:30 p.m. Looking at Financial Institutions and Investments
Dennis Grabow, Millennium Investments, Chicago**
- 2:00 Preparedness of The Power Grid
Rick Cowles, Author, *Electric Utilities and Y2K***
- 3:00 A Reality Check on Other Critical Story Areas**
- 3:45 What Journalists Should Look for in the Coming Year
The Faculty and Journalists**
- 4:30 Adjournment**

Institute on Economics for Journalists

July 31 - August 6, 1999

Marconi Conference Center • Tomales Bay, California

PRESENTED BY

FACS

FUNDED IN PART BY

The Freedom Forum • W.K. Kellogg Foundation
The John D. and Catherine T. MacArthur Foundation • The McClatchy Newspapers



FACS AND THE INSTITUTE

The Foundation for American Communications (FACS) is an independent, non-profit educational institution dedicated to improving the quality of information reaching the public through the news. Since 1979, nearly 10,000 journalists have attended more than 200 FACS educational conferences cosponsored by news organizations and philanthropic foundations. FACS also provides training in the news process for leaders in business, nonprofit organizations and universities, and organizes forums for journalists and opinion makers to discuss major issues in the news. The people who have attended, taught or spoken at FACS conferences or who have served on FACS advisory boards, could comprise a Who's Who of American academics, policy makers and journalists.

The Economic Institute for Journalists is an intensive, six-day immersion course; a practical cram session in today's economics. Don't come expecting a list of story ideas for tomorrow's paper or newscast; but instead, prepare to understand the concepts you'll use for stacks of stories to come. The Institute was created in 1989 in answer to the FACS/Ford Foundation Study of Economic and Business Journalism. Improve the quality of reporting and we'll cover more stories with economic impact, news executives told us. With Ford Foundation backing, FACS developed this response: an Institute designed to give experienced journalists the sharp edge of insight for economic reporting and writing.

FACS LEADERSHIP

Chairman

Alan Horton

Senior Vice President

The E.W. Scripps Company

Vice Chairman

George B. Irish

Vice President

The Hearst Corporation

President and CEO

John E. Cox, Jr.



Visit FACSNET, the online service created by journalists for journalists at
<http://www.facsnet.org>

Foundation for American Communications
85 South Grand Avenue, Pasadena, CA 91105 • 626-584-0010 voice • 626-584-0627 fax
e-mail: facs@facsnet.org

THE AGENDA

Saturday, July 31

6:15 P.M. Registration and Reception
 7:00 P.M. Dinner
WELCOME
Doug Ramsey, FACS
OPENING DISCUSSION
Fellows
Mr. Ramsey
Robert N. Stavins
 Kennedy School of
 Government
 Harvard University
 FACS Institute Director

Sunday, August 1

7:30 A.M. Breakfast
 8:30 A.M. **THE BIG IDEAS IN
 MACROECONOMICS**
 How Do We Measure Income,
 Unemployment, and Prices?
 Sources of Economic Growth,
 Economic Fluctuations
Steven M. Sheffrin
 University of California,
 Davis
 10:00 A.M. Break
 10:15 A.M. **SCARCITY, CHOICE AND
 OPPORTUNITY COSTS**
Mark Zupan
 University of Arizona
 11:45 A.M. Lunch
 1:30 P.M. **MANAGING THE ECONOMY:
 MONETARY AND FISCAL
 POLICY**
 The Banking System and the
 Federal Reserve, Monetary
 Policy in the Short Run and
 Long Run, Fiscal Policy for the
 Short Run and Long Run
Professor Sheffrin
 3:00 P.M. Break
 3:15 P.M. **SUPPLY AND DEMAND**
Professor Zupan
 6:00 P.M. Dinner on the Town

Monday, August 2

7:30 A.M. Breakfast
 8:30 A.M. **MARKETS AND PRICES**
Professor Zupan
 10:00 A.M. Break
 10:15 A.M. **LIVING IN THE GLOBAL
 ECONOMY**
Professor Sheffrin
 11:45 A.M. Lunch
 1:30 P.M. **SIMULATION I: MINIMUM
 WAGE LAWS SET UP**
**Professors Sheffrin and
 Zupan**
STUDY BREAK
 6:00 P.M. Dinner
 7:00 P.M. **SIMULATION I: MINIMUM
 WAGE LAWS**
**Professors Sheffrin and
 Zupan**
Fellows

Tuesday, August 3

7:30 A.M. Breakfast
 8:30 A.M. **INCOME DISTRIBUTION IN
 A MIXED MARKET
 ECONOMY**
Cecilia A. Conrad
 Pomona College
 10:00 A.M. Break
 10:15 A.M. **PROFILES AND HISTORIES
 OF POVERTY**
Professor Conrad
 11:45 A.M. Lunch
 1:30 P.M. **BENEFIT-COST ANALYSIS: A
 TOOL FOR POLICY
 EVALUATION**
Professor Stavins
 3:00 P.M. Break
 3:15 P.M. **BENEFIT-COST ANALYSIS:
 APPLICATION TO
 ENVIRONMENTAL POLICY**
Professor Stavins
 4:45 P.M. **SIMULATION II:
 TUOLUMNE PREPARATION**
**Professors Conrad and
 Stavins**
Fellows
 6:00 P.M. Dinner
 7:00 P.M. **FACSNET: ADVENTURES
 IN ONLINE JOURNALISM
 AND OTHER WAR STORIES**
Fellows
Mr. Ramsey

Wednesday, August 4

7:30 A.M. Breakfast
 8:30 A.M. **ENVIRONMENTAL
 ECONOMICS IN ACTION:
 TRADING CONSERVATION
 INVESTMENTS FOR WATER**
Professor Stavins
 10:00 A.M. Break
 10:15 A.M. **WELFARE POLICIES:
 WHAT'S WORKING**
Professor Conrad
 11:45 A.M. Lunch
 1:30 P.M. **STUDY BREAK**
 6:00 P.M. Dinner
 7:30 P.M. **SIMULATION II:
 TUOLUMNE**
**Professors Conrad and
 Stavins**
Fellows

Thursday, August 5

7:30 A.M. Breakfast
 8:30 A.M. **MARKET FAILURE AND
 REGULATION**
Thomas Hazlett
 American Enterprise
 Institute, University of
 California, Davis
 10:00 A.M. Break
 10:15 A.M. **MICROECONOMIC ISSUES
 FOR THE NEXT CENTURY**
Professor Zupan
 11:45 A.M. **LUNCH**
 1:30 A.M. **REGULATION AND THE
 NEW TECHNOLOGIES**
Professor Hazlett
 3:00 P.M. Break
 3:15 P.M. **COMMENCEMENT**
**Staff and Faculty
 Fellows**
 6:00 P.M. **DINNER AND
 COMMENCEMENT PARTY**

Friday, August 6

7:30 a.m. Breakfast
 Adjournment

THE FACULTY AND STAFF

Cecilia A. Conrad is a professor of economics at Pomona College in Claremont, California. Her recent work concentrates on issues of racial income inequality, women and poverty, sex discrimination and the division of labor, and regulation of industry. She is a past president of the National Economic Association and has headed the test development committee for the Advanced Placement Examination in Economics.

Paul Davis is senior vice-president of FACS, overseeing development of conferences and programs. Mr. Davis was news director at WGN-TV in Chicago for 13 years and anchor-news director at WCIA-TV in Champaign-Urbana, Ill., for 20 years. He was also news director at WLVI-TV in Boston for two years. Mr. Davis is past-president of both the Radio and Television News Directors Association and the Society for Professional Journalists. He served for 10 years on the American Bar Association Media Law Committee.

Christina Gardner is vice president of operations for FACS. Prior to joining FACS in 1987, she was the western division office manager for a national nonprofit organization. Ms. Gardner also worked for the *Hollywood Citizen-News* and *Valley Times* newspapers as their advertising supervisor and served as district office manager and caseworker for a United States congressman. She is active in community affairs and has served on the boards of several nonprofit organizations.

Thomas W. Hazlett is a resident scholar at the American Enterprise Institute in Washington, DC and professor of agricultural & resource economics at the University of California, Davis. He is also director of the Program in Telecommunications Policy at the University of California, Davis. In 1991-92 he served as chief economist of the Federal Communications Commission in Washington, D.C. Professor Hazlett's research has appeared in dozens of publications, including the *Journal of Law &*

Economics, Journal of Legal Studies, Journal of Regulatory Economics, Economic Inquiry, Columbia Law Review, the University of Pennsylvania Law Review, the Yale Journal on Regulation, and the Harvard Journal of Law and Public Policy. He also contributes op-ed pieces to *The New York Times, The Wall Street Journal and The Economist.* His book, with Matthew Spitzer, *Public Policy toward Cable Television*, was published by the MIT Press in 1997.

Steven M. Sheffrin is dean of the division of social sciences and professor of economics at UC Davis. Professor Sheffrin also directs the Center for State and Local Taxation. He has served as a financial economist with the Office of Tax Analysis and the United States Department of the Treasury. He is on the Board of Directors of the National Tax Association. Professor Sheffrin's book *Rational Expectations* is a classic in the field. *The Making of Economic Policy*, surveys the changes that have occurred in macroeconomic theory and their implications for public policy. *Markets and Majorities* is a study of the political economy of public policy. He is also the author of *Economics: Principles and Tools*, an introductory textbook that provides a framework for economic reasoning. Professor Sheffrin's work in tax policy has focused on practical, policy-oriented issues. The results of his research into California tax reform were published in *Property Taxation and Tax Revolts: The Legacy of Proposition 13.*

Doug Ramsey is a vice president of program content for the Foundation for American Communications. After 24 years in journalism, Mr. Ramsey joined FACS from KGO-TV, San Francisco, where he was news director. He has also been news director at WDSU-TV, New Orleans, and KSAT-TV, San Antonio. Previously, Mr. Ramsey was chief correspondent for UPI Television News and an anchorman and reporter at WPIX-TV in

New York and in other markets. He began his career as a reporter and copy editor at the *Seattle Times.* He frequently writes and speaks on issues of news coverage, press freedom and ethics.

Robert N. Stavins is Albert Pratt professor of business and government at the John F. Kennedy School of Government, Harvard University, where he is faculty chair of the Environment and Natural Resources Program. He is a University Fellow of Resources for the Future, and a member of the U.S. Environmental Protection Agency's Science Advisory Board, the board of directors of the Association of Environmental and Resource Economists, and the editorial boards of several scholarly periodicals. Professor Stavins' research has focused on diverse areas of environmental economics and policy, including examinations of: policy instrument choice under uncertainty; competitiveness effects of regulation; design and implementation of market-based policy instruments; diffusion of pollution-control technologies; and depletion of forested wetlands. He is the academic director of the FACS Institute on Economics for Journalists.

Mark Zupan is dean of the college of Business and Public Administration (BPA) at the University of Arizona. He is a graduate of Harvard University and has a Ph.D. in economics from the Massachusetts Institute of Technology. Dr. Zupan's fields of specialization are industrial organization, political economy, and regulation. His telecommunications specialty is cable regulation. Before joining UA, he was associate dean for masters programs at the University of Southern California School of Business and previously taught at Harvard. He has co-authored two books and more than 20 articles in economics journals. He is co-editor of *Economic Inquiry.* As dean of BPA, he heads a program with nearly 100 faculty members, 4,000 undergraduates and 500 graduate students.



Cecilia A. Conrad



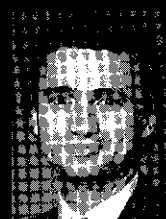
Thomas Hazlett



Steven Sheffrin



Robert Stavins



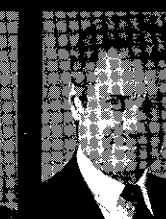
Mark Zupan



Paul Davis



Christina Gardner



Doug Ramsey

THE LOCATION

The Marconi Conference Center hides among 62 acres of wooded hillsides overlooking Tomales Bay, north of San Francisco. The setting is rustic, but the Center is fully modern. It's an ideal retreat for learning and thought, surrounded by some of the world's most breathtaking scenery. Even though the Institute schedule is intense, we made sure to set aside time to enjoy the view.

COMMENTS FROM PAST FELLOWS

"I wish every reporter and editor on my staff and every prospective hire could have the benefit of a week with the FACS economic faculty."

Henry Stokes

Managing Editor

The Commercial Appeal

Memphis

"The classes we took showed how economic theories and formulas, once brought to life, can explain what goes on in the real world. That's better for us and, more importantly, better for our readers."

Tracey Eaton

Mexico City bureau chief,

The Dallas Morning News

"Anytime I can do a better job as a line reporter, anytime I can conceive a better story, search for better answers, get better information across, [then] that newscast is going to look better."

Bob Thronsen

Reporter/Producer

KOMO-TV, Seattle

"It helped me relate to readers in a way they can understand."

Tony Gnoffo

Staff Writer

Philadelphia Inquirer

"Refreshed my enthusiasm for business journalism."

Kris Falzone

The Times

Munster, Indiana

"Knowledge is power and people who have knowledge will always use it to manipulate people who don't. And if you're a journalist without it, you're more prey to manipulation."

Major Garrett

National Correspondent

Washington Times

The Jack R. Howard Science Institute at Caltech

June 21-26, 1999
California Institute of Technology
Pasadena, California

Presented by

FACS

and



Funded by a grant from the Scripps Howard Foundation

The Science Institute is part of the continuing FACS-Caltech Science Program

The Agenda

Monday, June 21

- 2:30 P.M. Registration
- 3:00 Opening Discussion
- 5:30 Reception & Dinner
- What is Science?

Tuesday, June 22

- 7:30 A.M. Breakfast
- 8:30 Welcome
- 8:45 Methods of Science and Methods of Journalism
- 10:15 Break
- 10:30 Frontiers of Biological Science
- 12:05 P.M. Lunch
- 1:00 Biological Findings Press Conference
- 2:30 Break
- 2:45 Science in the Courtroom: A Case Study Introduction
- 4:15 Summary and break
- 6:00 Reception and Dinner
- The Cutting Edge of Science

Wednesday, June 23

- 7:30 A.M. Breakfast
- 8:30 Visit to Biological Research Lab
- 10:45 Writing the Life Science Story
- 12:15 P.M. Lunch
- 1:30 Communicating Science Issues in the News
- 3:00 Break
- 3:15 Using Numbers and Statistics in the News
- 4:45 Break
- Dinner on Your Own

Thursday, June 24

- 7:30 A.M. Breakfast
- 8:30 Earthquakes: Predictable or Not?
- 10:00 Break
- 10:15 Exploring the Solar System
- 11:45 Lunch
- 12:15 P.M. Visit to Jet Propulsion Laboratories
- 4:45 Return to Caltech
- 6:00 Special Event

Friday, June 25

- 7:30 A.M. Breakfast
- 8:30 Critique of Life Science Stories
- 10:00 Break
- 10:15 Science in Society
- 11:45 Lunch
- 1:00 P.M. Understanding Risk
- 2:30 Break
- 2:45 Group Breakouts for Science in the Courtroom
- 5:00 Reception
- 5:45 Dinner
- 6:45 Science in the Courtroom - the Trial

Saturday, June 26

- 7:30 A.M. Breakfast
- 8:30 Computing in the Future
- 10:00 Break
- 10:15 Concluding Discussion and Roundtable
- 11:45 Lunch and Commencement
- 1:45 P.M. Adjournment

Academic Dean for the Institute is David L. Goodstein, vice provost and professor of physics and applied physics at the California Institute of Technology. Dr. Goodstein is the author of *States of Matter*, which *Physics Today* regaled as the book that launched a new discipline, Condensed Matter Physics. He is also the author of *Feynman's Lost Lecture: The Motion of Planets Around the Sun*, and co-author of the physics textbooks, *The Mechanical Universe: Mechanics and Heat* and *Beyond the Mechanical Universe: From Electricity to Modern Physics*. In the 1980s Dr. Goodstein created a 52-part film series titled *The Mechanical Universe* based on his college lectures and singled out for 15 awards in the United States and abroad.

Holder of a distinguished professor chair at Caltech, Goodstein serves on several National Science Foundation committees, represents Caltech on various national advisory committees, and serves on the boards of several museums. His interests in recent years tend toward some of the larger issues that affect science as a profession, including conduct and misconduct in science.



FACS and Caltech

The Foundation for American Communications (FACS) is an independent, nonprofit educational institution dedicated to improving the quality of information reaching the public through the news. Since 1979, nearly 10,000 journalists have attended more than 200 FACS educational conferences cosponsored by news organizations and philanthropic foundations. FACS also provides in-newsroom education programs for reporters and editors as well as content improvement programs for news media. FACS also provides training in the news process for leaders in business, nonprofit organizations and universities and organizes forums for journalists and opinion makers to discuss major issues in the news. The people who have attended, taught or spoken at FACS conferences or who have served on FACS advisory boards comprise a Who's Who of American academics, policy makers and journalists.

Caltech is located on a 124-acre campus in Pasadena. The California Institute of Technology also manages the nearby NASA Jet Propulsion Laboratory and six other off-campus astronomical, seismological, and marine biology facilities. Throughout this decade, Caltech has consistently been ranked among the top ten universities in the country. The graduate programs in geology and physics have been rated first in the U.S. Twenty-six Nobel Prizes have been awarded to faculty members and alumni. The scientific and engineering milestones at Caltech are legendary.

FACS Leadership

Chairman
Alan Horton
Senior Vice President
The E.W. Scripps Company

Vice Chairman
George B. Irish
Vice President
The Hearst Corporation

Chairman, Journalism Advisory Board
Gregory E. Favre
Vice President, News
The McClatchy Company

President and CEO
John E. Cox, Jr.



Visit FACSNET, the online service created by journalists for journalists at www.facsnet.org

Foundation for American Communications
85 South Grand Avenue, Pasadena, CA 91105 626-584-0010 FAX 626-584-0627
e-mail: facs@facsnet.org

FACS

1999 Executive Summary

Foundation for American Communications
85 South Grand Avenue
Pasadena, CA 91105 U.S.A.

Phone: (626) 584-0010—Fax: (626) 584-0627—E-mail: facs@facsnet.org
FACSNET: <http://www.facsnet.org>

FACS Executive Summary

1999 Operations

In 1999, FACS begins its 23rd year of implementing its mission to improve the quality of information reaching the public through the news. As FACS prepares to enter the new millenium, it is clear that the news media will continue to be the central source of information for the American public. The Internet and 24-hour cable television news have become new sources of information for the public. However, the best sources of news on the 'Net are produced by traditional news organizations such as NBC, networks and newspapers.

The explosion of new media outlets has increased the need for educated journalists. It has also coincided with major blunders in accuracy and ethical conduct by journalists, which severely impacted the fourth estates credibility with the public. News executives are turning to FACS to find solutions. The FACS journalism board members helped their colleagues see the effect of their news staffs' competency on their institutional credibility.

Now many news executives are working to increase the competency of their news staff through FACS programs and the online service, FACSNET. They are working with FACS to teach them how to cover significant economic, scientific and political issues in a news format that will gain readers or viewers. In addition, three trends are increasing the demand for FACS programs:

- Many newspapers are modifying their coverage of traditional news beats in favor of broad topics and issues.
- News Media leaders believe the only way to reverse loss of readers and viewers is to educate journalists who can make the stories more interesting and relevant.
- Many news executives are adding budgets for training and teaching in newsrooms.

The FACS board leadership and the demand for FACS education have resulted in more media financial support and participation. One result is the launch of the FACS News Content Partnership (NCP) and the expansion of FACS in-house programs. But, this increased support does not cover all of FACS costs. The challenge for FACS is to increase revenues for retention and addition of new staff and scholars in order to meet an increased demand for programs and information resources. FACS is not endowed and must raise all our operating funds annually.

New Challenges for FACS

With the death of the traditional daily news cycle and the birth of 24-hour, instant global news coverage, FACS must continue to develop programs and resources that meet the needs of journalists. Despite media technology advances, journalists still have to learn and re-learn critical editorial judgment, analytical skills and academic knowledge and have access to information resources to make a story accurate, compelling and informative. The FACS 1999 Plan is our effort to implement our mission. Increased donor support will help us achieve our 1999 goals:

- Teach journalists business, economics, science and law, and increase their information sources. Our conferences, publications and FACSNET, will help reporters improve their news coverage of critical issues, including the environment, trade and global economy, business, labor, medicine, health care, biotechnology, land use and a myriad of other issues.

- Launch the FACS/Caltech Reporting Science and Technology Program. This bold new initiative will increase scientific literacy of journalists and improve the quality of scientific information reaching the public through the news.

1999 Plan

The FACS board of trustees is committed to developing programs that will help journalists improve the depth and accuracy of their reporting in the following three basic programming areas:

- **Economics and Business:** FACS economics programs focus on international trade, immigration, telecommunications, health care, the changing roles of government and land use. We plan to expand our programs to help journalists improve their coverage of business and labor. An informal survey of editors and publishers has found that most believe their news staffs have little understanding of how business "works" and of labor issues. This expansion will require new staff and several business scholars. FACS has now conducted more than 150 economics conferences since 1979.
- **Science and Technology:** Over the years, FACS has conducted many programs to teach journalists how to use scientific analysis in their reporting. The increase of "junk science" reporting has created a greater need for our programs and FACSNET. On March 23, 1998, the National Science Foundation and FACS convened a symposium of leaders from journalism, philanthropy and the scientific community. Working with the Freedom Forum, the symposium assessed the state of reporting on science and technology and defined several needs that FACS has developed into a new major project in science and technology for journalists. This is described further in the Meeting the New Challenges section.
- **Land Use and Environment:** FACS educational programs on environmental issues include topics ranging from land use to global climate change. The programs continue to be interdisciplinary, incorporating economics, science and law. A major underlying effort of the FACS environmental programs is to help journalists put risk into perspective for readers and viewers.

Meeting the New Challenges

FACS is changing in order to meet the new, expanding needs of journalists. During 1998, the foundation developed new partnerships with the following major organizations in order to expand its ability to meet the needs of journalists in 1999:

1. **Caltech/FACS Partnership in Science and Technology** – The California Institute of Technology has agreed to become a chief partner with FACS in the development of a comprehensive series of programs on science and technology. The keystone of this partnership will be a new FACS Institute on Science for Journalists on Caltech's campus beginning June 1999. Other organizations working with FACS to develop the project are:
 - National Academy of Sciences
 - Council of Scientific Society Presidents
 - National Science Foundation
 - National Partnership for Advanced Computing Infrastructure

2. **Law and Journalism** – The legal system is a mystery to most journalists except for being able to go to courthouses to cover criminal cases. FACS is working with Northwestern University Law School and the Western Justice Center Foundation to significantly expand our programs in law. The legal curriculum will be integrated into the 1999 program areas and FACSNET. Dr. Stephen B. Presser, the Raoul Berger Professor of Legal History, Northwestern University School of Law, is serving as the FACS legal advisor.
3. **New Partnerships with Media** – In 1998, FACS took steps to become the source of content education for news organizations. This summer, FACS conducted an in-depth, one-day program on utility deregulation for 35 journalists at the *Arizona Republic* for their staff and other southwestern newspapers and television stations. The preparation time and costs were significantly reduced because the FACS faculty gave the program in-house. It was a good use of scarce resources. Already, three news groups have requested that FACS develop programs for their news staffs in 1999. These will be in addition to regularly planned programs. Through these new media partnerships with newspaper and television news groups FACS will expand its reach in a cost-effective way.

Summary

The FACS journalism advisory board, key news executives and FACS students helped us identify the topics and formats for 1999 FACS journalism programs. The FACS faculty and staff have adapted existing curricula and the content in our online service, FACSNET, to meet the very different needs of publishers, television station general managers, editors of major dailies and television network's vice presidents of news. FACS is ready to deliver education and information resources to meet every journalist's need and budget. Journalists can learn the basic understanding of how to think analytically about issues through specific academic subjects (e.g., economics, science, and law). News executives' leadership and support have opened a new era in the demand for FACS education programs and our online service, FACSNET. FACS is seeking new and increased financial support to expand the staff and scholars in order to achieve the following in 1999:

- Increase the number of economic programs
- Launch the Caltech/FACS Reporting Science and Technology Program
- Build new sections in FACSNET
- Offer new "in-newsroom" seminars
- Continue to explore FACS Europe
- Work with the NAB, the Newspaper Association of America, Radio Television News Directors Association and the American Society of Newspaper Editors

The way to do this is to expand the staff and faculty in order to implement our plans. Our 1999 budget is \$1,890,000. We invite your increased support and involvement in our work.

FACS Journalism Education Programs

There are a number of direct benefits of the FACS programs to journalists. These include:

1. **Knowledge** – FACS programs provide journalists with the knowledge to tackle issues. Analytical skills are the keystone of the FACS programs.
2. **Sources** – The FACS programs provide journalists with new, credible sources who can help the development of complex stories in an understandable news context. The sources come from many of the nation's leading academic institutions.
3. **Online Information** – Through FACSNET, journalists have 24-hour access to media contacts, position papers and pre-screened Internet sites that are searchable in the context of breaking news.
4. **Access to Other Programs** – FACS provides journalists with access to information on subjects including economics, law, science, the environment and political science.

1999 Journalism Programs

Curricula

One of the primary causes of inaccurate and misleading news coverage is that journalists are not academically prepared to cover the issues they are assigned. FACS education programs and information resources are designed to teach journalists the knowledge, analytical skills and information resources they need to accurately inform the public.

The staff and faculty develop curricula to teach individual academic subjects and often use an interdisciplinary approach that incorporates fundamentals of the scientific method, specific scientific disciplines, economics and law. They adapt the curricula to provide journalists with the knowledge and analytical skills essential to ensuring informed reporting of issues, institutions and breaking news.

Instruction is accomplished through the Socratic method, with the teacher drawing the lessons of the hour out of the students. Throughout the instruction major principles and forms of analysis are illustrated with case studies and other examples--some familiar, some new--to the journalists. The objective is to teach journalists the fundamentals of an academic subject and how to apply them. FACS conducts national and regional education sessions (conferences and seminars) for journalists and in-house programs for individual news organizations and wire services. Information resources and instruction materials are available in print and through FACSNET (<http://www.facsnet.org>) and the monthly publication of the Society for Professional Journalists, *Quill*.

Here are the summaries of what we teach:

Economics and Business

FACS economics programs focus such topics as the devolution of government, international trade, immigration, telecommunications and health care. We plan to expand our programs to help journalists improve their coverage of business and industries in their communities. An informal

survey of editors and publishers has found that most believe their news staffs have little understanding how business works. This expansion requires new staff and top business scholars and business executives in the programs.

Economic Curricula

The faculty teaches journalists how to use analytical thinking learned in economics. Economic analysis provides journalists with an objective framework to think clearly about issues as they prepare stories. The better their grasp of analytical economic reasoning, the better they will be able to produce a solid story under the pressure of deadlines.

Interdisciplinary program faculty teach journalists how to report the scientific, legal, sociological dimensions or political implications of issues in the context of core economic causes and consequences. Topic-specific programs teach reporters to how to avoid the "blame game." For example, they learn how massive social and political problems grow out of market failures or structural defects.

Journalists, particularly generalists, learn the principles that guide economic events and how to use analytical thinking that produces newsworthy and understandable reporting. The topics of FACS programs are based on the key issues that continue to challenge journalists, including:

- The role of the federal government in economic policy and regulation
- International trade and competition
- Scarcity and resource allocation
- The economics of class action lawsuits

Well-trained journalists who understand fundamental economic principles can have a decisive effect on the accuracy of information the public uses to develop its opinions about crucial national issues. Economic analysis helps them put their stories in a fair context. Presenting issues and events within an economic perspective gives readers and viewers a sound angle and insight into complex issues and confusing rhetoric.

Business Curricula

Although the tools have changed, the business reporter still needs to remember that the starting point in writing many business stories is similar to the first step in reporting any story -- understanding the subject one is writing about. FACS curricula include instruction in how to use the Internet and basic research into the news organizations' library--paper or electronic--to learn what's been written locally about a topic or company. FACS faculty will teach reporters how to:

- Analyze corporate and investment data, financial ratios, company filings and sources of information
- Contact and validate who and why in business and financial institutions, trade industrial and academic organizations
- Research basic story ideas on business news, trends and profile analysis
- Approach stories from a marketing, finance or management perspective--or from a combination of the perspectives, such as corporate competitive strategy

Legal Curricula

The use of expert witnesses' opinions, the contingency-fee system, punitive damages, and scientific illiteracy of judges and juries are just some of factors facing journalists in the courts. Public hearings and legislation by congressman and the enforcement of regulations by government agencies create additional and fast-paced reporting challenges. Journalists need to learn how to sort through fear, bias and greed of combative special interests often in the context of their litigating claims, conducting public hearings or participating in talk shows.

FACS introduces journalists to the basic manner in which the law of torts is applied, using a key product liability case. We teach the basic principles of negligence, strict liability, foreseeability, and enterprise liability, as understood by lawyers and judges. We help journalists understand the various roles of legislator, lawyer, judge and jury.

We focus on corporate law--piercing the corporate veil, in particular. The presentation of these types of cases allow our faculty to teach reporters, particularly business reporters, the roles of shareholders, directors, and officers, and the communication of who is liable for corporate actions and when. Topics include the way in which the political process interacts with the legal process, tobacco settlements, breast implant and class action suits. Other settlements are models to allow some opportunity to study the manner in which administrative agencies, congress, lobbyists and industry combine to make law. These educational sessions will provide journalists, among other things, with:

- A general overview of the legal system
- The content and context of pleadings and motions
- The phases of litigation and appeals
- Privilege and relevance issues
- The significance of opinions and rulings by judges
- The differences between allegations, evidence, and facts
- Current issues involving science and risk analysis in the courtroom
- The strategy litigants and their lawyers employ to try their cases in the media
- Strategies to test the arguments made by lawyers to the media

Reporting Science and Technology Program Curricula

The key objectives of the science and interdisciplinary curricula will be to:

- 1) Teach the scientific process through the FACS education programs, publications and online service. This would provide a grid through which journalists could sort claims to determine whether they are based upon good or lesser science.
- 2) Teach the specific scientific disciplines useful in the coverage of specific stories. For example, reporters who might be covering genetic engineering issues would require different disciplines than reporters covering air quality or computer science.
- 3) Teach economics to give journalists the knowledge they need to accurately report on the market forces shaped by and shaping the direction of scientific inquiry and application.
- 4) Teach legal ideas, procedures and terms to give journalists the knowledge and perspective of legal and regulatory affects on science and technology.

Our strategy includes FACS education programs, publications and online service. This provides a grid through which journalists can sort claims to determine whether they are based upon good or lesser science.

- A. **Similarities & Differences between Journalism & Science:** FACS' faculty explains the shared values of scientists and journalists to act as skeptics, who filter out falsehood and are servants of truth. Journalists are taught the scientific method to question elements in the world around them and to test the observations and claims of others. They are introduced to the scientists' world view, with an emphasis on the scientists' focus on generating new knowledge, understanding the natural workings of the world and reporting of the findings to a select group of peers.
- B. **The Methods & Assumptions of Science:** Journalists learn how and why scientists gather evidence through observations they record in such a way that others, working under the same conditions, may make the same observations. There is much rigor about "the same conditions" because one of the ends of science is to identify and to isolate the conditions that are relevant to the process being observed. Journalists will learn about "variables" or the discrete elements of these conditions and the difficulty of the cause and effect relationships between variables to establish relationships and associations. The faculty will familiarize journalists with the scientists' use of the terms "sufficient and necessary" in the context of cause and effect and "correlation" in terms of relationships and associations between variables.

Journalists will be involved in the mini-case studies that will lead them through careful observations and selective manipulation of variables in the same way science seeks to develop models of the natural world. Journalists will learn how these models may be elevated to the level of theories through processes which include information shared with other scientists, tested through experiments and other means and, whether the models and hypotheses stand up under extensive review. The faculty will also teach the following assumptions:

Hypotheses and theories are developed in part as interpretations of data collected during careful observation.

Researchers design surveys, experiments and other studies to test hypotheses and theories. Such studies employ sampling methods to create workable investigations.

All observations are made under "normal," natural, or ordinary circumstances. A scientist looks for observations that are NOT unusual.

If statistical tests and experimentation suggest that observed phenomena do not fit the "normal" model, then one has collected the beginnings of new understanding of the world around us.

- C. **Application of Scientific Thinking to Reporting:** Armed with an understanding of the assumptions and methods of science, reporters are better able to ask probing questions of those who make scientific claims in general. They can ask intelligently about sampling methods, research instrument designs, control variables and more.
- D. **Scientific Thinking in Courts and Public Opinion:** At the core of the reporter's challenge--and of every scientific and technological issue destined for the headlines--are uncertainty and the need to interpret risk. Complicating the journalist's task further is that all of the stakeholders in the process interpret risk and communicate uncertainty with methods and languages. The burdens of proof are quite different in law and

science. And when facts, fear and values collide in the marketplace and the town square, journalists need to combine knowledge about risk assessment, economics, law and science to have the perspective and analytical skills for reporting uncertainty.

Land Use and Environment Curricula

The FACS faculty gives individual reporters and news staffs an "overview" training course of what they need to know to cover land use and its impact on traditional news beats. The local nature of land use demands a more specialized academic instruction for specific geographical areas, including training. In some cases, FACS staff and scholars work with individual newspapers to enhance the editorial staff's core knowledge and improve coordination among different editorial departments. The project includes curriculum based on economics, political science, law, science, urban planning, oceanography and biology.

FACS programs on the environment teach journalists the scientific and economic underpinnings of issues. Our goal is to improve their knowledge of basic academic disciplines required to cover stories about risk and the environment. Concern about the environment occupies an increasing share of citizen attention and shapes the efforts of public and private interests trying to influence environmental policy. Failure of government, industry and environmentalists to take into account economic cost versus actual environmental risk can result in costly policy mistakes. FACS teaches journalists how to use the principles of science, risk, law and economics in their reporting.

Current Programs

The existing FACS programs have proven to be both academically effective and cost effective. We are prepared to conduct new approaches to expand the reach of faculty and information resources. The 1999 schedule is based on the renewed support of news organizations and registration fees. Promotion of programs includes direct mail, online and telephone notice to news executives; joint promotions with minority news organizations, wire services, and state press and broadcast organizations. The key academic distinction of FACS programs is our commitment to imparting knowledge. We have tested and trained our faculty to teach through the Socratic method in the most effective formats. The three primary program formats are:

- **Conferences** – Conferences are held over a two-and-a-half-day period in various locations around the nation and focus on different topics listed on 1999 schedule. They usually include eight-to-nine separate sessions taught by a faculty of three-to-five scholars each. Attendance is limited to 40 journalists.
- **Seminars** – FACS one-day seminars provide journalists with a basic understanding of how to think analytically about issues through a specific academic subject (e.g. economics, science or law). In-house seminars can be organized for individual newspapers, newspaper groups, broadcast groups, or media associations. Seminars are comprised of one day of instruction with a faculty of usually two-to-three. Each seminar concentrates on one topic, with three or four teaching sessions. Attendance ranges between 20 to 50 participants.
- **Institute** – The FACS Institute in Economics and the new FACS Institute on Reporting Science and Technology are both one-week programs held in the summer with a faculty of six-to-seven teachers. Each institute has 25-30 different sessions and includes several case studies. FACS will accept 25-30 fellows for each institute. The science institute will be held on the Caltech campus. Past institutes have been held at several excellent conference centers. FACS hopes to identify a major university for the institute in economics to be located at on a permanent basis and to work with the university's development staff to raise an endowment for the institute.

Program Participants

The FACS 1999 programs are marketed to a variety of audiences including:

- Assignment editors (TV)
- Business editors
- Capitol bureau chiefs/reporters
- City editors
- City hall/county government reporters
- Consumer reporters
- Editors
- Environment reporters
- Executive producers (TV)
- Managing editors
- News directors (TV)
- Political reporters
- Wire service bureau chiefs/reporters

New Programs

The majority of FACS programs have been open to any professional journalist interested in attending and learning more about a specific issue or topic. The trend toward broader issue coverage has created a demand for "in-house seminars and conferences" that teach basic academic knowledge to entire news staffs.

New Program Partners/Sponsors

One of the important advantages to FACS of the new programs will be the elimination of promotion campaigns for each program. This substantially reduces the amount of time required to conduct a program and increases the amount of revenues for faculty who can expand the reach of our journalism programs.

The FACS staff works with a partner/sponsor to identify the issues the news organization finds most important. The partner is responsible for supplying facilities, audiovisual equipment and meals for the program. Accommodations, if required for its news staff, faculty and FACS staff, are provided by the partner/sponsor. The foundation provides the partner/sponsor with brochures to promote the programs. The budget for a seminar or conference can range between \$9,500 to \$15,000.

FACS program staff is currently developing the following:

1. **Individual Media** – Programs for newspapers, television stations or networks, magazines
2. **Consortium** – Programs for consortium of news organizations in a state or region
3. **Groups** – Programs for newspaper and/or broadcast groups
4. **Associations** – Programs hosted and coordinated by associations such as the National Association of Broadcasters, the Newspaper Association of America and state groups.

New Programs

- **Continuing Seminars** – FACS is interested in experimenting with a new program format. A group of journalists in a region would be nominated to participate in two or three programs over a year. The group would meet and would also be able to communicate via an online discussion group through FACSNET.
- **Spanish Language Seminar** – We are developing a new program for Spanish-speaking journalists that would focus on the Hispanic media. This would be the only economic content education program provided in Spanish for Hispanic journalists. We have been working with various Hispanic media and organizations including Univision, National Association of Hispanic Journalists and the California Chicano News Media Association.

- **Broadcast Executives** – FACS is managing a new program for the National Association of Broadcasters that is designed to educate new television station managers about journalism. This partnership will provide FACS with an excellent opportunity to reach leaders in broadcasting.

Program Resources/Services

- **Expert Sources** – The core of the FACS programs is the constant development of high quality faculty for the programs. These scholars provide continuing assistance to reporters long after the conferences. During the past twenty years, FACS has discovered that the journalists have maintained contact with the scholars they have met through the FACS programs for ten-to-fifteen years.
- **FACSNET** – FACSNET, the foundation's online resource for journalists, provides reporters with resources to expand the quality of their reporting. The service includes access to background material on issues, online expert sources, the best web sites and other information, all in a context of breaking news.
- **Publications** – FACS will also continue to publish various materials, including monthly backgrounders in *Quill* Magazine, which is distributed to more than 30,000 journalists nationwide.

Research and Evaluation

Each year FACS assesses the interests of journalists and builds our curricula and information resources to provide them with the knowledge and perspective they need to accurately inform the public. Each program is designed with an evaluation component to provide the staff and scholars with the feedback to evaluate their performance and refine our approach. We use the following evaluation techniques:

- **Independent Research** – We assess how journalists use the information they gained from FACS a year after the programs. FACS employs independent research firms to evaluate the impact of its programs.
- **Program Research** – We survey participants in all FACS programs. We ask for their honest assessment of the quality of the speakers, conference curriculum and materials. We have used this procedure for 20 years and it is very helpful to us in improving our programs.
- **News Executive Research** – The foundation conducts research at least twice a year to solicit the insight of news executives including the FACS Journalism Advisory Board on the focus of our programs, publications and online service. We want to ensure we are meeting the needs of journalists and are as prepared as we can be to meet new challenges and “zero in” on the media’s expressed interests.
- **Reader and Viewer Research** – FACS obtains independent information on the interest of newspaper readers and television viewers from news organizations through American Opinion Research of Princeton, NJ.

1999 FACS Journalism Program Schedule

February 5-7, 1999	Managed Care	Atlanta, Georgia
February 10, 1999	Telecommunications	Phoenix, Arizona
February 23, 1999	Y2K	New York, New York
April 12, 1999	Editor's Day in the Silicon Valley	San Jose, California
April 14, 1999	Land Use—ASNE panel	San Francisco, California
May 3, 1999	Y2K	San Jose, California
June 21-26, 1999	The Jack R. Howard Science Institute at Caltech	Pasadena, California
July 6-8, 1999	Urban Growth	Phoenix, Arizona
July 31-August 6, 1999	Economics Institute	Marin County (Marshall), California
September 10-12, 1999	Land Use*	Chicago (Lake Bluff), Illinois
September, 1999*	Covering Elections for Hispanic Journalists	Los Angeles, California
October 19-20, 1999	Managed Care	Phoenix, Arizona
October 22-24, 1999*	Biotechnology	Baltimore, Maryland
November 19-21, 1999	Trade	White Sulphur Springs, West Virginia

* To be verified

Additional programs in economics and business, science and technology, and land use and the environment are under consideration.

FACS 1998 Review

Educating Journalists and News Sources

At year-end 1998, FACS will have provided content-based education for more than 390 journalists from more than 90 news organizations. The journalists educated by FACS produce both the newspapers read by more than 55 million people and the television and radio news received by more than 95 million people. The FACS News Source Programs taught skills at becoming a media news source to 150 members of the Society of Toxicologists from across the nation. FACSNET now has almost 12,000 registered users, of which more than 6,500 are journalists. More than 3,700 newspersons have been using the online service each month, and the site is currently averaging 1,500 page views each day.

FACS programs and publications focused on major economic, regulatory, land use and environmental issues, including the new welfare program, global climate change, electricity deregulation, and urban growth. FACS and the Society of Professional Journalists continued a joint venture to publish a new FACS NewsBackgrounder in *Quill* each month. It has circulation to an estimated 30,000 journalists and communications professionals. The *NewsBackgrounder* is also available online as a FACSNET resource.

The FACSNET online service, launched in 1995 with the financial support and leadership of 12 print and broadcast organizations, has become the "one-stop resource" for journalists and information sources to get the knowledge, information resources and perspectives on breaking stories and for reporting assignments. During much of this year, Yahoo has called FACSNET the "cool site" in journalism. The FACSNET SourceBank has 22 organizations that pay annual membership fees to list their web sites and maintain information about issues for use by journalists. FACSNET has participated in computer-assisted training programs for the American Press Institute, NICAR (National Institute for Computer Assisted Reporting), AEJMC, and NetMedia '98 in London.

The increased leadership of FACS trustees and its journalism advisory board has helped FACS identify the needs of journalists across the country as they seek to increase their knowledge base and credibility. As more complicated subjects emerge, such as telecommunication, welfare reform or electricity deregulation, FACS is being asked to put programs on for journalists in all regions of the country.

FACS staff is involved with the news leaders. The FACS president serves on the American Society of Newspaper Editors (ASNE) program committee. FACS senior vice presidents serve on the ASNE ethics committee, the Sigma Delta Chi Foundation board, the AEJMC Task Force on the Profession in the New Millennium and the RTNDA Education Committee. Staff members are also active in the Society of Professional Journalists, the Society of Environmental Journalists, and the national ethnic media groups AAJA, NABA and NAHJ. FACS helps these organizations as committee members or program planners and we regularly are asked to put on educational programs for the organizations.

FACS Funding and Budget

Funding

FACS has no endowment and must raise all of its operating funds annually. FACS has developed a Strategic Funding Plan that it will implement this year to expand its financial resources for the future.

Fundraising Objectives

The 1999 plan to raise \$1,890,000 from existing and new donors includes:

- Renewing and increasing annual grants from existing general operations donors
- Increasing the sponsorship of FACS educational programs by current and new donors
- Increasing the number of volunteers and donors soliciting funds for FACS
- Increasing the number of FACS Fellows
- Increasing revenues from program and educational services

Fundraising Guidelines

- FACS solicits general operating support from corporations, individuals and private foundations
- FACS will not solicit or accept funds from the government
- Journalism programs will be funded only by individuals, private foundations, news organizations and registration fees

Types of Grants

- **General Operations:** Unrestricted funding that provides FACS with annual income for staff, scholars and administrative expenses
- **Program:** Funding for a specific FACS issue area or journalism and news source programs. Types of grants include annual and multi-year funding. Examples include the Economic Education Program, Environmental Journalism Program, Academic News Source Program, Environmental Issues Education Program, and the Nonprofit Communications Program
- **Membership:** FACS offers organizations annual membership in FACSNET SourceBank
- **Sponsorship:** Funding of a specific scholar, conference, in-house seminar, FACSNET section, forum or publication
- **Development:** Funding to allow for the exploration and development of a new FACS program or topic area
- **Fellowship:** Funding that underwrites the travel costs and registration fees of program participants or the retaining of a FACS scholar or editor
- **In-kind:** Donation of facility, promotion and advertisements, equipment, etc.
- **Individual:** FACS invites individuals to make personal contributions as FACS Fellows of \$1,000 or more and participate in matching gift programs if they are available through their employers.

1999 Projected Income and Expense Budget

INCOME

I. Educational Programs		\$1,240,000
A. Corporations	\$10,000	
B. Private Foundations	\$420,000	
C. News Organizations	\$300,000	
C. FACSNET	\$400,000	
D. Individuals	\$50,000	
E. Program Registrations	\$50,000	
F. Publications	\$10,000	
II. General Operations		\$ 650,000
Total Income		\$1,890,000

EXPENSES

I. Educational Programs		1,315,000
A. Academic Advisors	\$150,000	
B. Research and Quantification	\$50,000	
C. Publications	\$50,000	
D. Advertising and Promotion	\$75,000	
E. Journalism	\$450,000	
1. Conferences	\$100,000	
2. Seminars	\$35,000	
3. Institute	\$25,000	
4. Compensation & Benefits	\$290,000	
F. News Source	\$100,000	
1. Seminars	\$25,000	
2. Workshops	\$15,000	
3. Forums	\$25,000	
4. Compensation & Benefits	\$35,000	
G. FACSNET	\$440,000	
1. Software/Technology/ Graphics	\$60,000	
2. Compensation & Benefits	\$380,000	
II. General Operations and Administration		\$549,000
A. Office Supplies	\$15,000	
B. Telephone	\$25,000	
C. Occupancy, Rent & Leases	\$125,000	
D. Staff Compensation & Benefits	\$225,000	
E. Printing, Postage & Advertisement	\$15,000	
F. Professional Services	\$44,000	
G. Travel	\$40,000	
H. Capital Improvement	\$25,000	
I. Depreciation	\$30,000	
J. Interest & Taxes	\$5,000	
Total Expenses		<u>\$1,864,000</u>
Projected Excess Income Over Expenses		<u>\$26,000</u>

1998 FACS Donors

A

Abbott Laboratories
Advance Publications/Samuel
I. Newhouse Foundation
American Petroleum Institute
Amoco Foundation, Inc.
ARCO Foundation
AT&T

B

Bell South Corporation
A.H. Belo Corporation
The Boston Globe
Bristol Myers Squibb
J. Stewart Bryan, III

C

Campbell Soup Company
Central Newspapers, Inc.
The Century Council
Chevron Corporation
Chicago Tribune
CIGNA Corporation
Council on Foundations
Cox Newspapers, Inc.
CSX Corporation

D

DaimlerChrysler Corporation
The Dart Foundation
Paul M. Davis
Department of Water & Power
William H. Donner Foundation,
Inc.
Dow Chemical Company
Dow Corning Corporation

E-G

Exxon Corporation
Farmers Insurance Group
FMC Corporation
Ford Motor Company
Freedom Communications
Freedom Forum World
Center
Robert H. Giles
Alf Goodykoontz

H-I

The Hartford Courant
The Hearst Corporation
Douglas F. Henderson
Hewlett-Packard Company
Hoover Institution
Hunt-Wesson, Inc.

J-L

Johnson & Johnson
Kellogg Company
W.K. Kellogg Foundation
Knight Ridder

M

The McClatchy Company
Media General, Inc.
Merck & Company, Inc.
Mobil Corporation

N-O

Nabisco Brands, Inc.
National Association of
Broadcasters
The New York Times
Company Foundation
Novartis Corporation

P-R

Pfizer Inc.
Phoenix Newspapers, Inc.
The Procter & Gamble
Company
The Prudential Foundation

S

The E.W. Scripps Company
Shell Oil Company
Society of Toxicology

T-V

Unilever United States
Union Carbide Corporation
United Parcel Service

W-Z

Alex C. Walker Educational &
Charitable Foundation
Western States Petroleum
Jeffrey B. Wilson

FACS Board of Trustees

CHAIRMAN

Alan M. Horton
Senior Vice President
Newspapers
The E.W. Scripps Company

VICE CHAIRMAN

George B. Irish
Vice President
The Hearst Corporation

PRESIDENT

John E. Cox, Jr.
President & CEO
Foundation for American
Communications

SECRETARY

Jess Marlow
Correspondent & Anchorman
KNBC-TV

TREASURER

Sheridan L. Steinberg
Vice President
Citibank, N.A.

CHAIRMAN

JOURNALISM ADVISORY BOARD

Gregory E. Favre
Vice President, News
The McClatchy Company

CHAIRMAN EMERITUS

Edward P. Bassett

MEMBERS

Philip S. Angell
Director
Corporate Communications
Monsanto Company

Patricia D. Brozowski

Vice President, Communications
FMC Corporation

J. Stewart Bryan, III

Chairman, President & CEO
Media General, Inc.

George S. Frazza

Of Counsel
Patterson, Belknap, Webb & Tyler

Robert H. Giles

Executive Director
Media Studies Center
Senior Vice President
The Freedom Forum

Steven J. Harris

Vice President, Communications
General Motors Corporation

Dorothy Johnson

President
Council of Michigan Foundations

Joseph P. Kalt

Ford Foundation Professor of
International Political Economy
JFK School of Government
Harvard University

Jeffrey S. Klein

Former Senior Vice President &
General Manager, News
Los Angeles Times

Craig R. MacQueen

Vice President
Corporate Communications
CSX Corporation

Judy M. Miller

Director
Hilton Humanitarian Prize
Conrad N. Hilton Foundation

Robert J. O'Leary

General Manager
Corporate Public Relations
Mobil Corporation

William H. Oliver

Vice President
Public Relations
AT&T

John F. Oppedahl

Publisher & CEO
The Arizona Republic

Michael Parks

Editor & Executive Vice President
Los Angeles Times

Skip Ragland

Vice President, Public Affairs &
Communications
Novartis Corporation

John W. Spelich

Director
Global News & Information
Ford Motor Company

Kenneth B. Sternad

Vice President, Public Relations
United Parcel Service

Ed Turner

President
Forum Network

FACS Senior Staff

John E. Cox, Jr.
President & CEO

Peter C. McCarty
Senior Vice President & COO

Paul Davis
Senior Vice President of
Programs

Randy Reddick
Senior Vice President &
Director and Editor of FACSNET

Doug Ramsey
Vice President of Programs

Christina Gardner
Vice President of Operations

FACS Journalism Advisory Board

CHAIRMAN

Gregory E. Favre
Vice President, News
The McClatchy Company

MEMBERS

Chris Berry
General Manager of
News Operations
ABC Radio Network
New York

Cole C. Campbell
Editor
St. Louis Post-Dispatch

Frank Gardner
Senior Vice President, Television
E.W. Scripps Company

Robert H. Giles
Executive Director
Media Studies Center
Senior Vice President
The Freedom Forum

H. Martin Haag
Senior Vice President/News
Broadcast Division
A.H. Belo Corporation

David Hall
Editor
The Plain Dealer

Karla Garrett Harshaw
Editor
Springfield News-Sun
Springfield, Ohio

Jane Healy
Managing Editor
The Orlando Sentinel

Pamela Johnson
Executive Editor
Vice President of News
The Arizona Republic

William B. Ketter
Chairman
Journalism Department
Boston University

David Lawrence, Jr.
Distinguished Community
Professor
Early Childhood Initiatives
Florida International University

Diane H. McFarlin
Editor
Sarasota Herald-Tribune

Robert McGruder
Executive Editor
Detroit Free Press

Tim J. McGuire
Editor
Star Tribune

Burl Osborne
Publisher & Editor
The Dallas Morning News

Sandra Mims Rowe
Executive Editor/News
The Oregonian

Matthew V. Storin
Editor
The Boston Globe

Cynthia Tucker
Editorial Page Editor
The Atlanta Constitution
Coral Gables, FL

Howard A. Tyner
Editor
Chicago Tribune

David A. Zeeck
Executive Editor
The News Tribune, Tacoma, WA

FACSNET Advisory Board

Scott Anderson
Executive Producer for Interactive
Services
Sun-Sentinel, Fort Lauderdale

Gilbert Bailon
Deputy Managing Editor &
Past President, Unity
The Dallas Morning News

Howard I. Finberg
Senior Editor, Information
Technology
Phoenix Newspapers

Andrew Glass
Bureau Chief, Washington, DC
Cox Newspapers

James Kennedy
Director of Multimedia Services
Associated Press, New York

Susan Kille
Editor, Wire & Graphics Network
New York Times Regional
Newspapers

Vic Lee
Reporter
KRON-Television, SF, CA

Elliott S. Parker
Professor, Journalism Dept.
Central Michigan University
Mt. Pleasant, MI, Listowner
CARR-L & Associate

Nora Paul
Library Director
The Poynter Institute for Media
Studies, St. Petersburg, FL

Mike Read
Content Coordinator
The Houston Chronicle
Interactive

William M. Ruberry
Coordinator of Computer Assisted
Reporting
Richmond Times-Dispatch

Scott Woelfel
Vice President & Editor in Chief
CNN Interactive, Atlanta, GA

Internal Revenue Service
EP/EO Disclosure Desk
P O Box 2350 Los Angeles, CA 90033

FOUNDATION FOR AMERICAN
COMMUNICATIONS
3800 BARHAM BLVD 409
LOS ANGELES, CA 90068

Person to Contact:
F. Marafior or L. Barragan
Telephone Number:
(213)894-4232
Refer Reply to:
90-249
Date: **AUG 07 1990**

RE: 51-0198837
FOUNDATION FOR AMERICAN
COMMUNICATIONS

Gentlemen:

This is in response to your request for a determination letter of the above-named organization.

A review of our records indicates that the above-named organization was recognized to be exempt from Federal income tax in SEPTEMBER, 1976, as an organization described in Internal Revenue Code section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in section 509(a) of the code, because it is an organization described in section 170(b)(1)(A)(vi).

This letter is to verify your exempt status and the fact that the determination letter issued on SEPTEMBER, 1976 continues to be in effect.

If you are in need of further assistance, please feel free to contact me at the above address.

We appreciate your cooperation in this regard.

Sincerely,



Disclosure Assistant

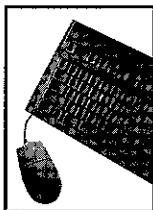
FACSReport

The Foundation for American Communications

Spring ♦ 1999

Inside:

D.2



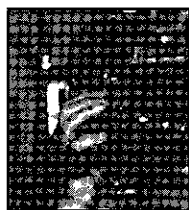
**FACS to expand
in-newsroom programs.**

D.3



**FACS moves
headquarters**

D.4



FACS IN ACTION

D.7



**10th FACS Economic
Institute**

NEW SCIENCE JOURNALISM PROGRAM: FACS/CALTECH PARTNERSHIP

A new national initiative to improve the quality of news reporting on science technology is being launched by the California Institute of Technology and the Foundation for American Communications (FACS).

"The news media is the central source of information for the vast majority of Americans but unfortunately print and broadcast news organizations pay little attention to science and technology" said Dr. David Baltimore, president of Caltech. "I am also concerned that many news reports are actually misleading and wrong in their presentation of important issues involving science. We hope this new project will constructively help journalists in the coverage."

"No single factor in the past century has had a greater or more profound impact on the public welfare and the human condition as the prodigious advances in science, technology and medicine. Science has not only changed the way we live, it has changed the way we think" said Alan Horton, chairman of FACS and senior vice president for the E.W. Scripps Company. He continued, "It is critically important that we in the media provide the public the information they need about science and technology."

The new project will be supported by grants from media and foundation user



fees. It will include the new Jack R. Howard Science Institute for Journalists, which will commence on the Caltech campus in June 1999.

The project will involve many of the nations leading scientific institutions. Initial partners will include the Council of Scientific Society Presidents and the National Science Foundation's National Partnership for Advanced Computational Infrastructure.

FACS noted that the media's impact on public opinion is most obvious in issues of medicine and health care. A recent National Health Council poll, for instance, reported that nearly 60 percent of adult Americans said they had changed their behavior in response to having been exposed to a health news story in the media. "Critical public issues require accurate reporting of scientific information and the issues span the spectrum of national and personal concerns." noted Jack Cox, president of FACS.

(Continued on pg. 6)

FACS TO EXPAND IN-NEWSROOM PROGRAMS

FACS is expanding its in-newsroom education programs for print and broadcast journalists. This effort includes the establishment of a Washington, D.C. office to improve program service to media.

Jeff Cowart, a long-time journalist and an experienced media consultant and journalism training specialist, will serve as director of FACS Washington and head-up the expansion of the in-newsroom training initiative. He is a former associate director of the American Press Institute

"We are extremely pleased to add someone of Jeff's caliber to our FACS team," said FACS President Jack Cox. "He's been a working journalist at small and large newspapers for more than 16 years and a recognized industry training leader. He has a strong experience creating and delivering client-specific educational programs to journalists. He will, without a doubt, help us strengthen the in-newsroom educational initiatives that we have already begun."

Cowart has created and delivered a variety of client-specific tailored leadership, management and journalism education programs at large-market sites such as *The Washington Post*, *The Dallas Morning News*, *the Los Angeles Times*, *El Nuevo Dia in Puerto Rico*, and *Home and Garden Television*. His mid-to small-market work includes the *New York Times Regional Group*, *The Asbury Park Press* (NJ), *the Erie Morning News and Daily Times* (PA), *the Fayetteville Observer-Times* (NC) and the *Columbus Leader-Enquirer* (GA), among others. He has worked internationally with media in Costa Rica,

Argentina and Mexico. He is the former director of the Extended Learning Center of the American Press Institute.

For nearly 25 years, FACS has been a recognized leader in improving journalistic content through innovative programming, primarily in the areas of economy, business, science, the environment and law. Part of its mission has always been to help news organizations reshape leadership and management to support strong content improvement initiatives

FACS plans to greatly increase its work on-site with individual newspapers, television stations, and other news organizations. The new initiative will help organizations assess the quality of their news content and help create customized content improvement programs and management support systems. The learning will be supported on FACSNET, the pre-eminent online information resource for journalists developed and maintained by FACS.

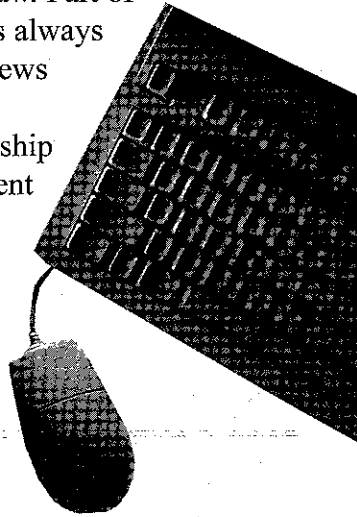
Interested news organizations can reach Jeff Cowart at the FACS Washington office at 202-607-FACS.

MacArthur Foundation Awards Grant to FACS

The John D. and Catherine MacArthur Foundation has awarded FACS a \$400,000 grant, payable over three years. The purpose of the grant is to expand the availability of educational programs for journalists in economics.

The grant will be used primarily to assist FACS in conducting more in-newsroom programs for news organizations. The MacArthur Foundation will cover up to one third of the cost of programs for individual news organizations, the programs will focus on economic issues including social issues, trade, business, and local governmental issues. A portion of the grant will help fund an annual Economics Institute for Journalists which will be co-funded by the W.K. Kellogg Foundation and The Freedom Forum.

FACS is now organizing a number of in-newsroom economic programs for news organizations around the nation in economics. A recent program was conducted for journalists of the *Arizona Republic*.



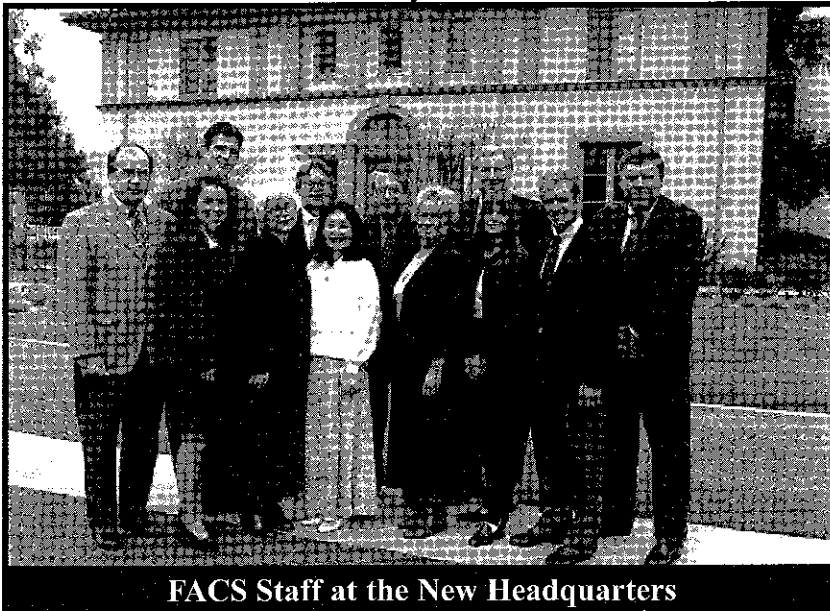
FACS HEADQUARTERS MOVES TO PASADENA, CA

FACS has moved its headquarters to a new campus in Pasadena, California housing the offices of several national foundations. One of the buildings was formally dedicated in a February ceremony featuring United States Supreme Court Justice Sandra Day O'Connor. The campus is operated by the respected Western Justice Center Foundation.

Initially FACS will be conducting small seminars on the campus. Within the next eighteen months, FACS should have expanded facilities for its educational programs. The headquarters is just minutes from the Caltech campus.

The campus is on the grounds of the historic Vista del Arroyo Hotel and is comprised of four large homes built in the 1920's that are in the National Register of Historic Buildings. The homes and the hotel were abandoned following the

Depression, and World War II. In the 1980's the beautiful, classic beauty of the hotel was restored and it became the United States Court of Appeals for the Ninth Judicial District. Three of the four homes were restored. The campus has been recognized with the Pasadena Beautiful Award for renovation and landscape design.



FACS Staff at the New Headquarters

The foundation's offices are located in two of the buildings which were restored to the historical specifications of the city of Pasadena. The Western Justice Center Foundation (WJCF) is a research and development organization focusing on conflict resolution, law, and justice. The center is a non-partisan, non-ideological institution that

conducts programs and research in conflict resolution and legal and judicial issues. FACS will be developing new legal programs with the WJCF.

UPCOMING FACS CONFERENCES

FACS is planning a full schedule of programs during the remainder of 1999. This will include the Science and Economic Institutes this summer.

In September, a conference on managed health care will be held in Chicago. On October 22, FACS joins with Johns Hopkins University for a weekend conference on genetic engineering in Baltimore. The conference is intended for business and

science and health writers.

A second National Association of Broadcasters Foundation Executive Development program for new broadcast general managers will be presented by FACS in Atlanta in early October. The program is focused on teaching managers, who have no news background, the critical issues and opportunities of the First Amendment and news product oversight.

Other conferences and seminars will be held later this fall including an economics and business conference for journalists and editors at The Greenbrier, West Virginia, November 19-21. For further details, additions and program changes check the conference section on FACSNET, <http://www.facsnet.org> or call 626-584-0010.

FACS IN ACTION...

Improving Television News: Tom Brokaw, anchor of the NBC Nightly News, and **Connie Chung**, correspondent for ABC News, joined FACS to honor **Jess Marlow**, a veteran NBC anchor and journalist and a founding trustee of FACS. For 40 years, Jess Marlow reported the news, including serving as a guest host on the Today Show. The Marlow dinner was cosponsored, by the *Los Angeles Times*, NBC, and FACS.

As anchor of NBC4 in Los Angeles, Jess Marlow became one of America's most trusted television news journalists. As a result of the dinner, the Jess Marlow

Broadcast Journalism Fund at FACS was created to provide new educational opportunities for journalists. In 1999, we will develop new educational programs made possible through the fund.

Improving Science Journalism: The National Science Foundation, the Council on Foundations, the Freedom Forum and FACS hosted a national symposium focusing on the quality of science journalism at the NSF headquarters in Washington. Anne Petersen, former NSF associate director and senior vice president of the W.K. Kellogg Foundation, was moderator.

The recommendations from the symposium have been the basis of the new FACS/Caltech initiative to expand educational programs for journalists in science.

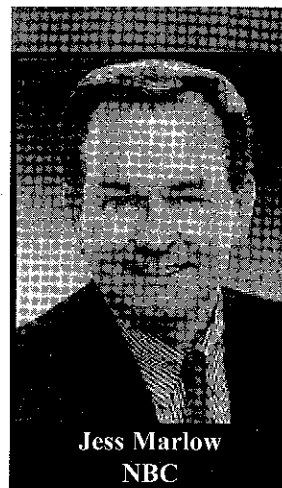
Helping Journalists Cover Y2K: The **Media Studies Center** and FACS conducted a conference in New York City in February to help journalists cover the Y2K story. A second Y2K Conference is planned for May 3 in the Silicon Valley and is cosponsored by the *San Jose Mercury News*. Eighty journalists from throughout the nation took part including CNN, NBC Nightly News, ABC, and Sixty Minutes (CBS).

The faculty included: **Dr. Robert Alloway**, Director, National Leadership Task Force on Y2K, **Dennis Grabow**, Founder and CEO, The Millennium Investment Corporation, **Victor Porlier**, Center for Civil Renewal, **Marcia Stepanek**, Editor, Technology Strategies, *Business Week*, and **Ed Yourdon**, Chairman & Co-Founder, Cutter Consortium. Yourdon, regarded as one of the leading experts on the topic, is author of the book *Time Bomb 2000*. The **Hewlett-Packard Foundation** provided financial support for the program.

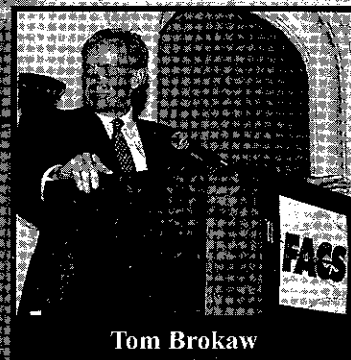
FACSNET Expands: The content of FACSNET, the foundation's online service for journalists, continues to grow. Recently, special sections were launched including **Covering Telecommunications** and **Y2K**. The Global Climate Section of FACSNET continues to be updated and more information and resources are added daily to the site. As of April 1, 1999, FACSNET had more than 7,500 journalists as registered users. Another 6,500 others have registered to use the site.

FACS in Europe: FACS has conducted several programs in the United Kingdom including a major

conference on press freedom issues with the Association of British Editors and the American Society of Newspaper Editors held in Stationers Hall in London. This summer FACS will cosponsor **NetMedia 99**, the major international Internet conference for journalists held at City University London. In November FACS will conduct a special seminar on news coverage of biotechnology at an international meeting of television news executives in Barcelona, Spain. Milverton Wallace, City University London, and David Feingold, former Vice President of Television, Reuters, are assisting with FACS operations in Europe.



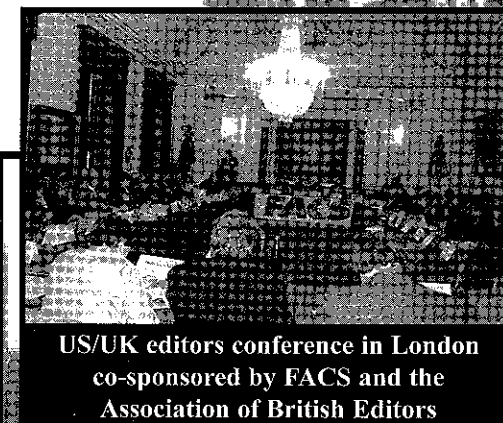
Jess Marlow
NBC



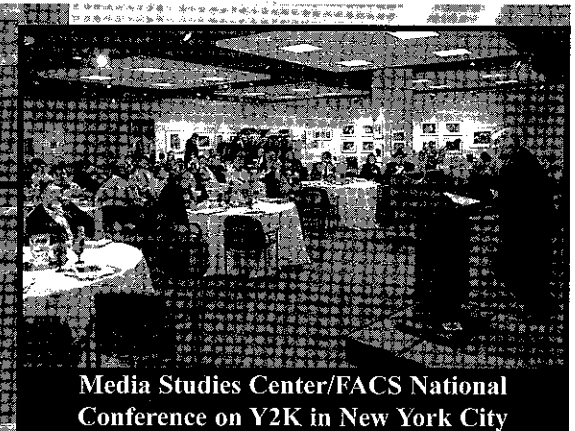
Tom Brokaw



FACS Trustee Joe Stewart and Science Writer, Prof. Deborah Blum at NSF



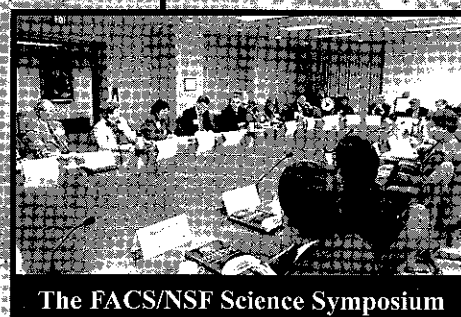
US/UK editors conference in London co-sponsored by FACS and the Association of British Editors



Media Studies Center/FACS National Conference on Y2K in New York City



Tom Brokaw, Connie Chung, Jess Marlow at the Marlow Dinner



The FACS/NSF Science Symposium



David Feingold and Milverton Wallace FACS in London



Y2K Expert Ed Yourdon, Author of *Time Bomb 2000*

(Continued from pg. 1)

FACS and Caltech officials also suggested that the September 1998 report by the U.S. House of Representatives Science Committee, entitled "Toward a New National Science Policy," underscored the need of the project: "Educating the general public about the benefits and grandeur of science is also needed to promote an informed citizenry and maintain support for science. Both journalists and scientists have responsibilities in communicating the achievements of science. However, the evidence suggests that the gap between scientists and journalists is wide and may be getting wider."

A prepared statement by Caltech and FACS noted failures in science coverage are critical but they

can be ameliorated by conveying to journalists the need to cover scientific and medical stories analytically. Such a transformation can be achieved, but it will require, as "Toward a New National Science Policy"

puts it, "that scientists and journalists gain a greater appreciation for how the other operates." This, in turn, requires that journalists learn not just the lingo of science or elementary principles of statistics and mathematics, but the difference between good science and bad, and an understanding of what real science is and how scientists work .

Dr. Baltimore concluded, "The bottom line is that journalists need to understand and communicate the art and philosophy of scientific investigation in the context, as Einstein once said, "the whole of science is nothing more than a refinement of everyday thinking."



Dr. David Baltimore and Dr. Alice Huang, Dr. Baltimore's wife, (center) with George Irish, Hearst Co. (left), and Alan Horton, The E.W. Scripps Co. (right).

Scripps Howard Foundation to Sponsor FACS/Caltech Science Institute

The Scripps Howard Foundation has approved a \$300,000 grant to fund a new science institute for journalists to be conducted by FACS and Caltech.

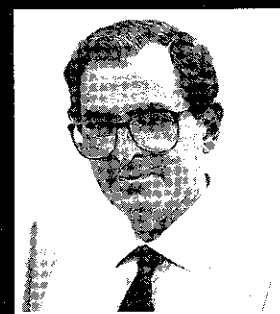
The institute will be named for Jack R. Howard, the late, former chairman of the E. W. Scripps Company, formerly Scripps Howard. The foundation has committed to support the institute initially for three years.

The Jack R. Howard Science Institute for Journalists will provide reporters an opportunity to improve their understanding of science through an interactive program that will include teaching, experiments, writing exercises and visits to

research laboratories including the Jet Propulsion Laboratory.

The director of the Institute is Dr. David Goodstein, vice provost of Caltech and a noted physicist. He is well known for his work to improve the communication of science to the public.

The first Institute will be held on the campus June 21-26, 1999 and will be open to working journalists. The journalists, print and broadcast, must apply to attend the Institute and be recommended by their editor or news director. Upon acceptance, they will be awarded a fellowship which will cover most travel expenses, tuition and living costs for the institute.



Dr. David Goodstein

For information about the Institute, contact Susie McKinley at FACS, 626-584-0010 or check the FACS Conferences section of FACSNET, www.facsnet.org.

10TH FACS ECONOMIC INSTITUTE SET FOR SUMMER

Twenty-five print and broadcast journalists from across the country will be named fellows of the 10th annual FACS Institute on Economics for Journalists. The fellows will be selected from among professional journalists who apply for the prestigious program or are nominated by their news organizations. The Institute will be held July 31-August 6 at the Marconi Conference Center on Tomales Bay in Marin County, California, near San Francisco.

The Institute is an intensive six-day immersion course in analytical economic thinking and a practical cram session in today's economics, with distinguished academic economists teaching the journalists. FACS designed the program to give experienced journalists the sharp edge of economic insight. The Institute was founded in 1989 following a major recommendation of a study of business and econom-

ic journalism that FACS conducted for The Ford Foundation. The 1999 Institute has principal funding from the MacArthur Foundation plus support from the Kellogg Foundation, Freedom Forum, and McClatchy Company.

The faculty will be headed by veteran FACS academic Robert Stavins of Harvard University's John F. Kennedy School of Government. Other members of the 1999 Institute faculty are professors Cecilia Conrad of Pomona College, Thomas Hazlett and Stephen Sheffren of the University of California and Mark Zupan of the University of Arizona.

May 15th is the application deadline. Interested journalists or their editors may get details by telephone from FACS Vice President Christina Gardner at 626/584-0010 or e-mail at gardner@facenet.org.

FREEDOM FORUM HELPS FACS EXPAND PROGRAMS

The Freedom Forum has provided the Foundation for American Communications \$75,000 to expand the reach of FACS' educational programs for journalists in 1999.

The FACS programs will offer journalists the opportunity to broaden their knowledge of science, business, law, health and First Amendment issues. These topics coincide with research done by The Freedom Forum and its operating programs, including the First Amendment Center at Vanderbilt University in Nashville, Tenn., and the Media Studies Center in New York City. In many cases, reports and other data produced by The Freedom Forum will be used as instructional tools.

"FACS is proud to partner with The Freedom Forum in the

development of programs to train journalists to more accurately, fairly and completely report business, science, legal, health and



Charles Overby, Chairman of the Freedom Forum, and Jack Cox, FACS President

First Amendment stories," said Alan Horton, chairman of the FACS board. "We share the belief that the press is a primary educator of the public. That mission requires journalists who are more knowledgeable than ever. For example, how can a reporter cover

a science story without understanding scientific methods?"

"There is an intense desire by reporters to learn more throughout their careers. Too often they feel unprepared to cover stories adequately," said Charles L. Overby, chairman and chief executive officer of The Freedom Forum. "So we're pleased to be a partner with FACS in its efforts to close this educational gap."

The Freedom Forum is a nonpartisan, international foundation dedicated to free press, free speech and free spirit for all people. The foundation pursues its priorities through conferences, educational activities, publishing, broadcasting, online services, fellowships, partnerships, training, research and other programs.

FACS BOARD OF TRUSTEES

CHAIRMAN

Alan M. Horton
Senior Vice President
Newspapers
The E.W. Scripps Company

VICE CHAIRMAN

George B. Irish
Vice President
The Hearst Corporation

PRESIDENT

John E. Cox, Jr.
President & CEO
Foundation for American
Communications

SECRETARY

Jess Marlow
Correspondent & Anchorman
KNBC-TV

TREASURER

Sheridan L. Steinberg
Vice President
Citibank, N.A.

CHAIRMAN

JOURNALISM ADVISORY BOARD

Gregory E. Favre
Vice President, News
The McClatchy Company

CHAIRMAN EMERITUS

Edward P. Bassett

MEMBERS

Philip S. Angell
Director
Corporate Communications
Monsanto Company

Patricia D. Brozowski
Vice President, Communications
FMC Corporation

J. Stewart Bryan, III
Chairman, President & CEO
Media General, Inc.

George S. Frazza
Of Counsel
Patterson, Belknap, Webb & Tyler

Robert H. Giles
Executive Director
Media Studies Center
Senior Vice President
The Freedom Forum

Steven J. Harris
Vice President, Communications
General Motors Corporation

Dorothy Johnson
President
Council of Michigan Foundations

Joseph P. Kalt
Ford Foundation Professor of
International Political Economy
JFK School of Government
Harvard University

Jeffrey S. Klein
Former Senior Vice President &
General Manager, News
Los Angeles Times

Craig R. MacQueen
Vice President
Corporate Communications
CSX Corporation

Judy M. Miller
Director
Hilton Humanitarian Prize
Conrad N. Hilton Foundation

Robert J. O'Leary
General Manager
Corporate Public Relations
Mobil Corporation

William H. Oliver
Vice President
Public Relations
AT&T

John F. Oppedahl
Publisher & CEO
The Arizona Republic

Michael Parks
Editor & Executive Vice President
Los Angeles Times

Skip Ragland
Vice President, Public Affairs &
Communications
Novartis Corporation

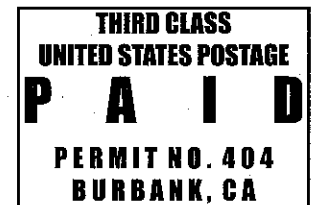
John W. Spelich
Director
Global News & Information
Ford Motor Company

Kenneth B. Sternad
Vice President, Public Relations
United Parcel Service

Ed Turner
President
Forum Network

FACSReport

85 South Grand Avenue
Pasadena, CA 91105



WHY CHOOSE FACS?

FACS emphasizes education over training. While our programs certainly improve professional skills, our primary goal is to expand the knowledge base of journalists and improve the long-term competency of reporting and editing.

FACS values broad world-view resources. Too many opportunities for learning are based heavily on journalists talking to other journalists. While the discipline is useful, it is often insufficient. For over two decades, FACS has developed strong and credible relationships to create an independent faculty drawn from universities, industry analysts, topic specialists and journalists.

FACS in-newsroom education is cost-effective. Typically, it may cost a couple of thousand dollars in fees, travel and lodging to send one person to an industry seminar. Investing just a little more in FACS in-newsroom education can provide proven results to many staff members at significant overall savings.

PROJECT DIRECTOR

Veteran journalist Jeff Cowart heads up the FACS in-newsroom Content Improvement Initiative. He has created and delivered a variety of journalism education, leadership and management programs to media companies of all sizes. They include *The Washington Post*, *The Dallas Morning News*, *Los Angeles Times*, Home & Garden Television, the New York Times Regional Group, the Scripps Howard Foundation, *The Asbury Park (NJ) Press*, Erie (PA) Newspapers, *The Fayetteville (NC) Observer-Times* and the *Columbus (GA) Leader-Enquirer*. He has worked internationally with media in Puerto Rico, Costa Rica, Argentina and Mexico. Cowart is the former director of the Extended Learning Center for the American Press Institute.

CONTACT:

JEFF COWART

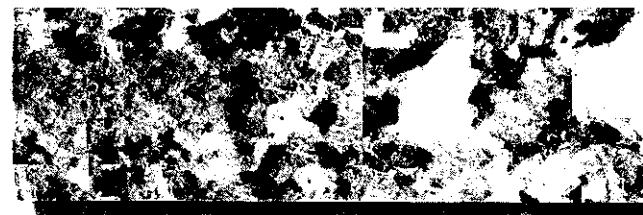
Director, FACS Washington
1422 K St., NW, Suite 650
Washington, D.C. 20005
PHONE: 202-607-FACS
FAX: 202-478-1808
EMAIL: jcowart@ibm.net

PAUL DAVIS

Senior Vice President, Programs
FACS
Pasadena, California

FACS

85 South Grand Avenue, Pasadena, CA 91105
626-584-0010 • FAX: 626-584-0627
FACSNET: <http://www.facsnet.org>



IN-NEWSROOM CONTENT IMPROVEMENT PROGRAM



For more than two decades FACS has helped journalists improve the quality of information reaching the public through the news.

Now, FACS delivers cost-effective learning directly to your staff in your newsroom through educational programs customized specifically to your needs.

The goal of the FACS Content Improvement Initiative is to enlarge the knowledge base and the storytelling resources and techniques of reporters and editors in the areas of science, business and economics, the environment, international affairs, law and ethics. We have the capability to create programs on almost any topic.

For example, when issues of utility deregulation began dominating the news in Arizona, FACS created a specialized program to help *Arizona Republic* journalists understand the story and unravel the complexities of the issues. From that seminar, the paper created a special section on electricity deregulation.

WE CAN DO THE SAME FOR YOUR STAFF.

FACS also offers integrated consulting to help the entire newsroom staff consistently translate new learning into every day practice.

Using our content education initiatives as a foundation, we provide content audits, workplace and work flow analysis, advice on improving newsroom efficiency and organizational structure, management and leadership training, and writing and editing counseling. Our consulting focus is always aimed at practical ways of improving day-to-day newsroom operations to support stronger reporting and editing.

All of our work is supported by FACSNET, a unique internet resource dedicated solely to journalists and journalistic resources that continues to support learning long after the initial program is completed.

With this initiative, here's how FACS can help you create stronger reporting and editing:

THE CORE CONTENT PROGRAM

All FACS content improvement programs use a combination of recognized scholars, experts with specialized subject knowledge, and seasoned journalists. The learning is interactive with occasional use of case studies. In addition to broadening knowledge on a selected topic, the program emphasizes creative and critical thinking skills in the reporting and editing process.

A typical FACS core content program takes place at a site provided by the client. Most programs are designed to be delivered in a single day, normally 8:30 a.m. to 4 p.m. Program design may be shorter or longer depending on staff needs. Attendance is not limited. Cost for the core content program ranges from \$6,000 to \$15,000, depending on the final program design.

THE EXTENDED CORE CONTENT PROGRAM

In addition to delivery of content education, the extended program takes content improvement to a higher level. Organizational performance issues are integrated into the context of topical learning. The goal is to help key editors, as well as the entire staff, sustain improved content performance.

A core content program is followed by at least one day of on-site consulting by a journalism and/or academic specialist. Typically, the consulting work includes a content audit related to the topical learning, a workshop with key editors on management techniques to support and sustain stronger reporting initiatives, and individualized counseling for key reporters and editors. Program design and length vary depending on need. Costs for this comprehensive program range from \$9,000 to \$18,000 depending on program design.

CONTENT SUPPORT CONSULTING

FACS offers specialized education packages that include multiple topics, customized consulting support, and flexible program delivery options. This includes designing and delivering specialized programs for media groups, clustered organizations, a single location or multiple locations.

PROGRAM EXAMPLES

Main Street Economics – This program is designed to help journalists, not just those on the business staff, understand the connections between local business, Wall Street and the world economy. The staff will be able to take the analytical thinking skills acquired in the study of economics and apply them to a broad range of stories. FACS teaching uses local business examples to demonstrate how to achieve stronger reporting: how to analyze hometown economic trends and issues, and how to see connections between global and local public policy, governmental actions, and social, environmental and health issues. Fees for programs in economics are partially covered by a grant from the MacArthur Foundation.

Science and Technology – This program is designed to help all journalists in the newsroom understand the impact of science and technology across all beats. Journalists are taught how to think more critically in reporting on health and scientific claims. Teaching includes use of data and basic math relating to science and technology. The staff will learn to apply the scientific method of inquiry to complex stories.

Specialized Programs – FACS has experience in a wide range of special topic education including: electricity deregulation; land use and urban growth; managed health care; telecommunications; welfare reform; using the internet effectively; and understanding business and economics. We develop other programs on request.



<p style="text-align: center;">Foundation for American Communications Business and Economics Journalism Program</p>
--

OBJECTIVES AND STRATEGY OF 1999 PROGRAM

- Secure funding of staff, academic advisor and key faculty to develop curricula for education conferences for journalists and publications, information materials for online Reporting Science Section of FACSNET
- Faculty development and training
- Development of market for FACS journalism education and online service

RELEVANT BACKGROUND INFORMATION

The news media is the public's major source of information on business and the economy and most major issues. Journalists are not prepared to accurately report economics and business issues. FACS' study on the quality of economic and business reporting and the Freedom Forum study, "No Train, No Gain" found that journalists are not prepared to cover business and the economic, business, and legal aspects of the issues and events they are assigned.

FACS STRATEGY

The FACS Business and Economics Journalism Program proposes to improve the coverage of business and economic issues through continuing education for journalists and to increase the number of information resources through our News Source Programs. Journalists and sources will be able to interact on a daily basis through our online service, FACSNET (<http://www.facsnet.org>).

SCHOLARS AND RESOURCES

FACS will expand its staff with an experienced journalist to direct the program marketing and acquire top-flight scholars to help develop and teach curricula at conferences and in-house seminars. They will annotate the FACSNET Associated Press News Digest, edit and write backgrounders and serve as direct information resources.

THE PROGRAMS

The total annual costs for these plans is \$660,000. The journalism education program expenses of \$290,000 will be funded by the FACS Board, registration fees and news organizations, including EW Scripps, CNN, The Hearst Companies, Times Mirror, AH Belo, Media General, NBC, Knight Ridder, and the Tribune Company. FACS' programs will help achieve its goal of improving public understanding of business and economics by teaching journalists how to cover business and use economics and an interdisciplinary curricula of scientific disciplines, economics, risk communications and law. The programs will include:

- Three day conferences using the Socratic method
- Expansion of FACSNET for journalists with the following resources:
 - 1) More academic experts in business, small business and entrepreneurship
 - 2) *NewsBackgrounders* and primers
 - 3) Daily tracking of major science stories in the news with a link to online resources with experts, background materials and other web sites

We are seeking \$370,000 to fund the marketing and management expansion of FACS:

- | | |
|--|-----------|
| • New staff and scholars | \$145,000 |
| • Publications | \$75,000 |
| • Marketing and current staff operations | \$150,000 |

The FACS Reporting Science and Technology Proposal

As members of the public, we are constantly asked to make personal and social decisions based on developments in technology and science. Public welfare in our society depends upon well-informed citizens. However, journalists – both general assignment and those who report on scientific research and technological advances – often are poorly prepared to report on those issues.¹

When the general public, legislators, and courts abandon scientific reasoning and economic analysis while addressing health, safety and environmental risks, they make ill-informed decisions.

FACS has found that journalists are not academically prepared to use scientific as well as economic and legal knowledge and analysis in their reporting. They lack active information resources to help them understand and incorporate scientific, economic and legal information into the context of news.

BASIC PUBLIC UNDERSTANDING AND KNOWLEDGE OF SCIENCE

News media reports form the basis of American society's views on critical public issues, including environmental regulations, medicine and drug development, biotechnology issues, health care, space exploration and funding for basic research.

Journalists who help shape public understanding are ignorant of science fundamentals, economic consequences and legal standing and their reporting shows it. Inaccurate coverage has many direct consequences leading to the development of shortsighted public policy and poor individual decision-making. Journalists need to be able to identify what makes "good" or "bad" science. Journalists educated in scientific thinking will be better able to sort through conflicting claims, whether they involve cloning, cold fusion, cures for diseases, global warming, stock offerings, breast implants or other areas.

They need to learn how to sort through fear, bias and greed of combative special interests litigating claims conducting public hearings or participating in talk shows. The use of expert witnesses' opinion, the contingency-fee system, punitive damages, and scientific illiteracy of judges and juries are just some of factors facing journalists in the courts. Public hearings and legislation by congressman and the enforcement of regulations by government agencies create additional and fast paced reporting challenges.

SCIENCE AND JOURNALISM

The news media will continue to be the principal educator of the public. It is more important than ever for journalists to have an understanding of how science works and the methods employed in scientific investigation. Undergraduate and graduate education, professional journalism societies and on the job training do not give journalists the knowledge and resources needed to meet these challenges. FACS is prepared to teach journalists the scientific process and give them the knowledge and resources needed to improve their reporting.

¹ For a telling account of the state of science reporting in the U.S., see the 1997 First Amendment Center report, *Worlds Apart: How the distance between science and journalism threatens America's Future*. For a one-page synopsis of the report, contact Peter C. McCarty at FACS 323-851-7372 or email at: mccarty@facenet.org. Also see Marcia Angell, M.D. "Evaluating the Health Risks of Breast Implants: The Interplay of Medical Science, the Law and Public Opinion" in *The New England Journal of Medicine* 334:1513-1518 June 6, 1996.

THE FACS PROPOSAL

FACS proposes to implement an education program in science for journalists. Unlike other science programs conducted for the press over the years, FACS proposes an interdisciplinary curriculum which will:

1. **Core Science Curriculum** - Teach the scientific process through the FACS education programs, publications and online service. This would provide a grid through which journalists could sort claims to determine whether they are based upon good or lesser science.²
2. **Interdisciplinary Program Curriculum** - Teach the specific scientific disciplines useful in the coverage of specific stories. For example, reporters who might be covering genetic engineering issues would require different disciplines from reporters covering air quality or computer science. The programs will also include content that will focus on the following:
 - Teach economics to give journalists the knowledge they need to accurately report on the market forces shaped by and shaping the direction of scientific inquiry and application.
 - Teach legal ideas, procedures and terms to give journalists the knowledge and perspective of the legal and regulatory affects on science and technology.

SCHOLARS, PROGRAMS, AND RESOURCES

To accomplish this project, FACS retains experienced science journalist to direct the program and top-flight scholars to teach and serve as information resources.³ FACS is working institutions such as the California Institute of Technology to conduct the annual FACS Science Institute and John Hopkins University faculty to help in the development regional and in-house conferences. FACS programs are designed to help achieve its goal of improving the public understanding of science by teaching journalists the scientific process and specific academic disciplines. The programs deliver the following:

- Annual week long Institute and regional and in-house conferences and seminars.
- *NewsBackgrounders* and primers.
- Augmentation of the FACSNET online service for journalists with the following resources:
 - A. Expansion of the science experts database.
 - B. Creation of *NewsBackgrounders* and primers specifically for use on the worldwide web.
 - C. Tracking of science stories with a link to experts, background material and other web sites.

SUMMARY

Modern science has a great deal to give to the quality of life and the nature of our future. It can enrich our lives, expand the growth of our economy and impact future generations of Americans in ways we cannot possibly understand. However, unenlightened reporting on science can be destructive.

There are important ethical decisions to be made in the consideration of scientific research. Science can tell us what hazardous things we are doing to our environment and to ourselves. These, too, are important benefits of sound science in the hands of an educated citizenry. The press has a weighty responsibility to create the proper knowledge environment for the consideration of scientific discoveries and ideas. FACS is prepared to help journalists and their information resources to meet this challenge.

² For a description of the teaching environment and a listing of the general concepts to be taught, contact Peter McCarty at FACS 323-851-7372 or email mccarty@facenet.org.

The Science Journalism Program

Proposal from

FACS

Foundation for American Communications

Foundation for American Communications
85 South Grand Avenue
Pasadena, California 91105
Tel: (626) 584-0010 Fax: (626) 584-0627
E-mail: facs@facsnet.org
FACSNET: <http://www.facsnet.org>

The Science Journalism Program

Proposal from the
Foundation for American Communications

Table of Contents

Problem Statement.....	1
Media Impact on Public Opinion of Science.....	1
Problems in Media Coverage of Science.....	2
Conclusion: How to Improve Science News.....	3
Options for Improving Science/Technology Reporting.....	4
Previous Programs to Improve Science Reporting.....	4
Problems with Previous Efforts.....	5
Meeting the Educational Needs of Journalists.....	5
The Long Term Answer.....	6
The FACS / Caltech Science and Technology Project.....	7
Program Content.....	7
Key Elements in the Core Curriculum.....	8
Issue Programs for Journalists.....	10
Scripps Howard Science Institute for Journalists at Caltech.....	11
Facilities.....	11
Resources/Services/ FACSNET	12
Science Project Operation Plans.....	13
Project Partners.....	13
Media Partners and In-Newsroom Training.....	14
Marketing the Project.....	14
Program Participants.....	15
Faculty/Scholar Development.....	15
Financial Plan for Project.....	17
Appendix.....	19

Foreword

This FACS proposal outlines our plans to improve the quality of reporting on science and technology. In addition to science, we recognize that law, economics, and business also needs to be included in various elements of the program. We are honored to have the California Institute of Technology (Caltech) as our partner in this important enterprise.

We appreciate the assistance given us by so many leaders in journalism, the scientific community, leading academic institutions, and the private sector in the development of this project.

We are also pleased that the Scripps Howard Foundation has provided a lead grant to launch the project, along with support and services provided by Caltech. We hope that this proposal will motivate you to lend your support and commitment to our goal to improve the quality of science news.

The Science Journalism Program

Proposal from the
Foundation for American Communications

Problem Statement

No single factor in the past century has had a greater or more profound impact on the public welfare and the human condition as the prodigious advances in science, technology and medicine. Science has not only changed the way we live, it has changed the way we think. For this reason, public understanding of science and the scientific method, in the words of the British Royal Society, *"can be a major element in promoting national prosperity, in raising the quality of public and private decision-making and in enriching the life of the individual"*. Nonetheless, public understanding of science is habitually low and compounded by a strong undercurrent of distrust in the scientific and medical establishments.

Despite the best efforts of educators, for the vast majority of the public, informed participation and understanding of these affairs depends almost exclusively on the news communicated by the mass audience press. Dorothy Nelkin, author of *Selling Science: How the Press Covers Science and Technology*, writes:

"The Media help to create the unarticulated assumptions and fundamental beliefs that underlie personal decisions, public policies, and clinical practices. They influence the perceptions of a public increasingly sensitive to the social and ethical implications of science and inclined to question the credibility of scientists and technical institutions."

Media Impact on Public Opinion of Science

The media's impact on public opinion is most obvious in issues of medicine and health care. A recent National Health Council poll, for instance, reported that nearly 60 percent of adult Americans said they had changed their behavior in response to having been exposed to a health news story in the media. Critical public issues that require the correct and accurate reporting of scientific information span the spectrum of national and personal concerns. They include everything from health care and proper diet to biotechnology issues—the human genome project, for instance—the protection of the environment, the development of new drugs and medical treatments, and, of course, how best to direct the resources of a nation, from the benefits of space exploration to the research and development into future food and energy sources.

Controversial scientific subjects that have a direct impact on the lives of the public abound—from cloning and reproductive technology to the safety of breast implants, the efficacy of medical interventions, global warming and the ozone hole, the threat from emerging diseases and the rising tide of biological and chemical terrorism. These issues appear in the headlines on a daily basis.

While media coverage of science, technology and medicine has soared in the past two decades, both scientists and journalists believe that the media do a poor job of covering the issues and that journalists are all too often ill-prepared to do them justice. For instance, a landmark 1997 survey of more than 1,400 scientists and journalists by the First Amendment Center at Vanderbilt University, entitled *Worlds Apart: How the distance between science and journalism threatens America's Future*, concluded that *"It's becoming more and more difficult for serious matters, especially those involving complex issues, to catch and hold the attention of the American news media."*

This sentiment was echoed in a September 1998 report by the U.S. House of Representatives Science Committee, entitled *Toward a New National Science Policy*. The study, intended to serve "as a guide in long-term development of America's science policy," concluded that

"Educating the general public about the benefits and grandeur of science is also needed to promote an informed citizenry and maintain support for science. Both journalists and scientists have responsibilities in communicating the achievements of science. However, the evidence suggests that the gap between scientists and journalists is wide and may be getting wider."

Problems in Media Coverage of Science

The root of the problem is a fundamental incompatibility between the philosophies and requirements of science and traditional news reporting, which is at its best covering circumscribed events. To the media, the news is by definition what's new, which is also what's different, unorthodox or surprising. There is an old dictum in journalism that *"dog bites man"* is not a story, because it happens all the time, but *"man bites dog"* is, because it doesn't. General news can be adequately treated with the standard journalistic approach, *"who, what, where, when and why"*. This is not the case with reporting the progress of science.

The latest scientific or medical information must be treated as one element of an on-going process of theory and experiment, of hypothesis and test. In the realm of science and medicine, it is usually the established wisdom that is correct and meaningful and the latest "news" that is not. In science, the latest research findings are considered tentative and unreliable until they have been shown to fit into the existing established body of knowledge. The latest paradigm-busting discoveries or dramatic medical treatments are wrong or over-interpreted more often than not, despite the fact that they make the best news stories. In the words of Marcia Angell, executive editor of *The New England Journal of Medicine*:

"All too often, the media is simply competing to sell newspapers or fill airtime, and what they want is a big splashy story, preferably a new big splashy story. Inevitably they seize on something that's a great departure from whatever has gone before, and from whatever is expected, but those great departures in science are usually wrong."

Over the years, researchers have demonstrated that discoveries can be sensationally wrong in an infinite variety of ways, whereas they can be right only in those ways that are severely bounded by reality.

This problem is compounded by several other areas of conflict that arise when journalists cover science: Given limited time and space to work with, for instance, the media simplifies and dramatizes science and medicine stories to make them accessible to the public. The implications of most research findings, however, are neither simple nor unambiguous. To report them otherwise, is to poorly serve both the science and the public.

Objective journalism in controversial subjects is traditionally achieved by offering conflicting points of view equal time to balance claims. In science, conflicting claims or controversial results are settled by empirical verification—if experimental results can not be replicated, or hypotheses are tested and fail, then the claims are considered unreliable or meaningless. The journalistic practice of giving both sides equal time and space to state their claims often results in the perpetuation of controversies long after the issue has been scientifically settled.

The result is four key failures in the coverage of scientific and medical issues:

1. Failure to focus on fundamental issues, while concentrating instead on the newest, or most unexpected or dramatic findings.
2. Failure to put the latest news or policy discussions in proper perspective.
3. Inaccuracies or misconceptions in reporting.
4. Failure to be informed about basic scientific principles essential to accurate coverage of the issues (e.g. simple statistical and mathematical principles in the coverage of medical and epidemiological stories).

Conclusion: How to Improve Science News

These failures are critical but they can be ameliorated by conveying to journalists the need to cover scientific and medical stories analytically. Such a transformation can be achieved, but it will require, as *Toward a New National Science Policy* put it, “*that scientists and journalists gain a greater appreciation for how the other operates.*” This, in turn, requires that journalists learn not just the lingo of science or elementary principles of statistics and mathematics, but the difference between good science and bad, and an understanding of what real science is and how scientists think. They must learn to understand and communicate the art and philosophy of scientific investigation, but only in the context, as Einstein once said, that “*the whole of science is nothing more than a refinement of everyday thinking.*”

Options for Improving Science/Technology Reporting

"It takes two things to improve the situation with science and medical reporting. First it takes reporters who know something about science and are good at evaluating evidence, who can tell a story that's well supported from one that isn't. And it takes a reporter who has the ethical commitment to be willing to tell the story with all the qualifications and caveats. Those two things together are hard to find."

Marcia Angell, Executive Editor of *The New England Journal of Medicine*
comments to FACS in preparation of this proposal

Over the past decade there have been various initiatives to improve the quality of science journalism. Most have focused on efforts to provide opportunities to the small, select group of science journalists for several major national media and the trade, science press. However, the vast majority of citizens receive their information from their local newspaper or television/radio station. General interest magazines also are an important source of information.

Previous Programs to Improve Science Reporting

The following are some of the initiatives that have been undertaken in the last ten or fifteen years:

1. **Professional Association Programs** – For many years many professional associations of journalists have operated workshops. The National Association of Science Writers, Council for the Advancement of Science Writing, and other professional groups have run workshops in various locations. Most of these efforts are either panel discussion or workshops with experienced science writers sharing the ideas on how a news organization can improve their reporting. Most of their programs do not focus on the teaching of academic disciplines or critical approaches to reporting.
2. **University Programs** – Many universities conduct programs on an ad hoc basis. They usually promote the work or the activities of the specific university. They are also primarily costly fellowship programs attended by a very small group of journalists.
3. **Industry Programs** – Many corporations have attempted to conduct programs or activities to reach journalists. None have been sustained and are viewed by most journalists as part of a public relations campaign.
4. **Scientists Institute for Public Information (SIPI)** – One of the most aggressive efforts to reach journalists was through an organization started by Barry Commoner, the activist, in 1963. The organization started a service called the Media Resource Service (MRS) in 1980 to provide journalists access to experts on science issues. It worked very well but the organization received little financial support from the news media. Only one of SIPI's 51 donors in 1992 was a news organization. No newspapers or broadcast news organizations funded SIPI. Due to serious management problems and a movement to programs not consistent with its mission, SIPI went bankrupt in 1994.

Problems with Previous Efforts

While most of the aforementioned programs made contributions to improving science reporting, none approached the problem from a comprehensive point of view. Any sustained effort needs to consider the following points:

- The leadership, management of the news organizations must embrace the concept.
- News organizations must be willing to financially support efforts to improve the knowledge of their news staffs.
- News organizations must be willing to cosponsor programs.
- Successful programs should emphasize the teaching of analytical thinking and scientific disciplines as opposed to pure "nuts and bolts."
- Panel discussions featuring debates between points of view are not sufficient education.
- The major institutions of science should be involved and support the mission.
- A successful project must involve various formats and services to achieve its mission.
- There must be a clear mission for the project with measurable results.
- Major academic institutions should be involved in the project.
- The project should reach out to all media, beyond the small group of highly, experienced science writers.
- Science/technology curriculum should be included in programs that address other "interdisciplinary" issues. For example, coverage of global climate change involves science but it also involves economics, political science, and law.

Most news executives and journalism educators have failed to effectively address the knowledge problem. In considering the need for more educated journalists, it is instructive to consider the following points developed through research at the Harvard University Department of Economics and American Opinion Research of Princeton:

- The journalism profession has no tradition of continuing academic education. Broadcasting falls particularly short in this area. Many news executives disregard the importance of ongoing educational development for their news staffs.
- The best-known and best-funded continuing programs reach only a few journalists each year and are very expensive. Long-term academic fellowships, usually from six to nine months, reach fewer than 100 journalists a year and cost more than \$5 million.
- Most journalists do not get any form of continuing education, but almost 75 percent would be willing to attend weekend seminars at least twice a year.
- More than two-thirds of working journalists recognize that they are not academically prepared to cover 14 major issue areas in the news.

Meeting the Educational Needs of Journalists

In 1948, the American Press Institute (API) was formed to supply the newspaper industry with training for editors in the basic skills required to producing newspapers. Most of the API programs were held at the organization's headquarters. No continuing education program like FACS, focusing on content, was available regionally. In the past several decades, a few yearlong fellowship programs were set up at several universities, providing opportunities for several dozen journalists annually. Few journalists benefited from them and they cost millions of dollars annually to operate.

The Long Term Answer

In March 1998, FACS and the National Science Foundation convened a conference of leaders from science, journalism, foundations, and the academic community. The conferees agreed to recommendations to improve the quality of news reporting of science and technology which include:

1. Provide training programs on science for general assignment reporters, editors and opinion writers.
2. Create an online source of science news developed with the assistance of scientific societies to provide resources for journalists to improve the quality and depth of their reporting on science and technology.
3. Provide media training for scientists to assist them in bringing their stories to the public through the media. Change attitudes of scientists to make it acceptable to communicate to the media. Encourage scientists to provide "lay" summaries of scientific papers and reports.

FACS is the only organization whose mission is devoted to implementing these recommendations. While the principal goal of this proposal is to improve the ability of journalists, FACS will also continue to help academic experts become useful resources for journalists.

The following pages will outline our plans to deal with the problems presented earlier. One of the most important elements of this project is that it will be a joint effort between FACS and the California Institute of Technology (Caltech), one of the finest scientific institutions in the world. We are also gratified to have the support of many science journalists, media leaders, including leaders from internationally recognized institutions such as the National Academy of Sciences, National Academy of Engineering, National Science Foundation Council of Scientific Society Presidents, and the National Partnership for Advanced Computing Infrastructure.

Finally, it is important to note that the vast majority of Americans do not get their news from the *New York Times*, *Science Magazine*, or *Scientific American*. They receive their news from general circulation newspapers, local television news, various magazines and network television. Therefore, any program to achieve the goal of enhancing the quality of science and technology reporting must have a wider reach than in the past. This proposal is based upon that proposition.

The FACS / Caltech Science and Technology Project

The Foundation for American Communications working with the California Institute of Technology has developed a comprehensive project to address the issues presented in the problem statement of this proposal. We do not see one type of project as the answer but rather a mix of various proposed programs and services. This section of the proposal outlines the content for the proposed educational programs. It also provides details on the type of programs planned in the project.

Program Content

The content of the FACS/Caltech Science Journalism Program will have several important goals:

1. Provide reporters with the analytical framework to evaluate scientific claims through a core science curriculum.
2. Provide journalists with education in specific scientific disciplines.

The curriculum will be delivered through three different programs and through online services and publications. However, the development of the new Science Institute for Journalists at Caltech will be at the center of the project. The three basic programs include:

- **Core Curriculum Seminars**—One-day seminars that teach journalists how to approach science stories and what questions to ask.
- **Issue Conferences**—Three-day conferences focusing on specific topics involving science and technology.
- **Science Journalism Institute at Caltech**—A one-week Institute on the Caltech Campus.

Core Science Curriculum for Journalists

Most journalists have little or no knowledge of science, making it difficult to impossible for them to evaluate the claims and counter claims in the stories they confront every day. The goal of the core science curriculum is to develop a "framework" through which journalists can evaluate the claims and positions of scientists or other sources. Some journalists call this kind of a framework euphemistically a "quack detector." The framework or matrix can have an indelible impact on the quality of all journalism involving science and technology.

Teaching Method

Instruction is accomplished through the Socratic method, with the "teacher" drawing out of the students the lessons of the hour. The instruction is accomplished using case studies of critical scientific issues and controversies—some familiar, some new—to demonstrate the necessity and benefits of approaching these issues analytically and scientifically. The objective is to teach journalists how to think analytically, and to substantially improve their reporting skills—on any complex issue—by applying the art, methods and philosophy of scientific investigations. There will be a heavy reliance on applying common sense to reporting. This, in turn, will impart an understanding of how scientists themselves think and work and begin to bridge the gap between the two disciplines.

Key Elements in the Core Curriculum

The following are the three underlying elements of the core curriculum:

1. Roles of Science and Journalism: Similarities and Differences
2. The Methods Science and Journalism: Similarities and Differences
3. Application of Scientific and Analytic Thinking to Journalism

1. Roles of Science and Journalism: Similarities and Differences

The role of both scientists and journalists is to report on the world around them, to test the observations and claims of others and to report back on what they have discovered about the nature of reality. Both scientists and journalists are servants of truth, and function as mechanisms for filtering out falsehood. Both rely on institutionalized skepticism to reach a state of knowledge sufficiently reliable to be committed to paper. They differ in the areas of focus, the audience, and perhaps the methods. Journalists tend to focus on the institutions of mankind, reporting to and interpreting for a broad general audience the knowledge gained and developed by others. Scientists tend to focus on generating new knowledge and understanding about the natural workings of the world around them and they report to a select group of peers.

2. The Methods of Science and Journalism: Similarities and Differences

“The key of modern science,” wrote the legendary physicist Richard Feynman is simple: “to look at the thing, to record the details, and to hope that in the information thus obtained might lie a clue to one or another theoretical interpretation.” The methods and assumptions of science simply dictate how best to look, how best to record the details and interpret the data in such a way that the results are reliable and can be replicated and expanded upon by other investigators. The methods and assumptions of journalism serve the identical purpose.

- Scientists gather evidence through observations they record in such a way that others, working under the same conditions, may make the same observations and come to the same conclusions. Journalists carefully document and cite their sources so that future investigators could theoretically return to those sources and reconstruct the identical story.
- Scientists are rigorous about the conditions under which they perform the experiment, so as to rule out potentially unrelated factors—known as confounding variables or artifacts—that might lead to misinterpretation of the data. Journalists must rigorously determine whether their sources of information are valid, and whether they might have hidden agendas or conflicts of interest that lead them to be misleading, deliberately or not.
- Scientists must replicate experiments before considering the results reliable. Journalists must find multiple sources before considering information reliable.
- Scientists must learn not to over-interpret their data or come to conclusions that their data cannot support. Journalists must do the same. A crucial role of editors is to make certain that the information obtained by the reporter fully supports the conclusion and that there are no alternative explanations that—while perhaps not newsworthy—may fit the data just as well.

3. Application of Scientific and Analytic Thinking to Journalism

Armed with an understanding of the assumptions and methods of science, reporters are better able to understand the culture of science, to differentiate good science from bad and meaningful results from trivial. This will enhance their ability to report accurately and meaningfully on scientific subjects, as well as any other area into which they might delve. They will learn to go beyond “who, what, where, when and why” and bring perspective, context and critical thought to all their reporting.

Example of one-day seminar

Science in the Newsroom Seminar

The following is an agenda for a one-day seminar for journalists, which applies the basic core curriculum.

- | | |
|----------|---|
| 8:30 am | Welcome
Science journalist/FACS staff |
| 9:00 am | An Introduction to Science & Reporting
The thinking of scientists and journalists - similarities and differences; the logic, culture and method of science. Learning the first lesson of science: How not to fool yourself. |
| 10:30 am | The Scientific Method, Common Sense, and News
Session helps journalists understand how to think analytically and to use common sense to test claims of research for medical advances, environmental risks and consumer products. |
| 11:15 am | Interviewing Scientists - How to deal with the scientist as a source; How to tell a good scientist from the alternative. Detecting pseudo-science. |
| 12:00 | Lunch |
| 1:15 pm | Reporting on risk: Learning to tell the difference between informing the public and fear-mongering. |
| 2:00 pm | Exercise in Science Journalism
Using case studies on controversial subjects – Are electromagnetic fields from power lines a health threat, for instance; or do breast implants cause systemic illness? Journalists examine the relevant journal articles and the data, interview scientists, compare and contrast coverage of the issue, analyze conflicts of interest among sources, and compare and contrast existing coverage of the issue. Following the exercise, the faculty and science reporters will discuss how the journalist would report the story |
| 3:30 pm | Wrap-up Discussion
Faculty and participants |

Faculty:

The faculty for one-day seminars implementing the core curriculum will include:

- Scientist—The faculty member will possess a focused expertise but will be able to discuss science generally.
- Science Journalist—FACS uses an experienced science journalist with significant experience and excellent communication skills.
- Seminar Coordinator.

Issue Programs for Journalists

The issue programs for journalists will deal with specific, topical issues ranging from environmental issues to “new” medical discoveries to the latest in computer technology. The programs will usually be conducted through conferences held over a period of three days with approximately 35-40 participants. FACS has conducted nearly 200 such conferences with proven results. The “Evaluating FACS Programs” section in the appendix of this proposal provides more details.

Teaching Style

As with the core curriculum, instruction is accomplished through the Socratic method, the “teacher” drawing out of the students the lessons of the hour. Throughout the instruction major points are illustrated with case studies and other examples, some familiar, some new to the journalists being taught. The objective is to teach journalists the rules and philosophy of scientific investigations in the context of specific scientific disciplines, and how to apply them in their work. The program formats would include three-day conferences and one-day seminars.

Issues Program Subjects—The programs will cover specific issues of importance in the news. While the primary content will be science. Some may involve other subjects such as economics and law. For example, global climate change is an issue with its basis in science. However, the economic, legal and political dimensions of the subject are immense. The same would be true of issues involving claims about potential benefits and hazards of new technologies and medical interventions.

The following is a list of subjects for future FACS conferences and seminars:

- Biotechnology
- Health Claims; Court Claims
- Global Climate Change
- Air Quality
- Water
- Environment and Land Use
- Medical Research
- Space Exploration
- Environmental Health Risks
- Food Science and Nutrition

A basic understanding in a range of scientific disciplines will enhance coverage of these and other issues. Each of these specific disciplines will be useful in covering a particular story. For example, reporters who might be covering genetic engineering issues will benefit from a basic understanding of chemistry and biology, while covering global climate change requires understanding the rudiments of mathematical modeling, as well as atmospheric and ocean sciences. The academic disciplines to be included in the project are:

- Astronomy/Planetary Science
- Biology
- Biotechnology
- Chemistry
- Computer Science
- Earth Sciences
- Engineering/Applied Sciences
- Epidemiology and Health Sciences
- Mathematics
- Medicine
- Physics

Scripps Howard Science Institute for Journalists at Caltech

The Scripps Howard Foundation will be sponsoring the FACS Science Institute at Caltech beginning in June 1999. The Institute will be a one-week program held in the summer with a faculty of six or seven professors on the Caltech Campus in Pasadena, California. Each institute will have 25 to 30 sessions and include instruction in the core curriculum and many of the scientific disciplines outlined above. FACS will accept a total of 30 fellows for each institute. FACS has significant experience in conducting institutes focusing in economics for nearly a decade. The lessons learned from those programs will be applied to the new Science Institute for Journalists.

The Science Institute curriculum is now under development. The director of the institute is Dr. David Goodstein, vice provost of Caltech and noted physicist. He is well known for his work to improve the communication of science to the public. Dr. Goodstein will work with the FACS staff and an experienced science reporter to finalize the curriculum. As with other FACS programs, the curriculum will be taught interactively. We also anticipate that the journalists will conduct elementary scientific experiments and tour facilities such as the Jet Propulsion Laboratory.

The curriculum will include teaching and writing sessions for journalists followed by critique sessions. Our goal is for journalists to leave the Institute with practical experience of how to address news stories involving science and technology.

Institute Management and Faculty

Along with Dr. Goodstein, the faculty for the Institute will include Caltech Scholars as well as top scientists from other universities. They will have expertise in the following disciplines: Astronomy/Planetary Science, Biology, Biotechnology, Chemistry, Computer Science, Engineering/Applied sciences, Geology, Mathematics, Medicine, and Physics.

The FACS staff working with the staff of Caltech will coordinate the operation of the Institute. We will also consult with the National Academy of Sciences, National Academy of Engineering, and the Council of Scientific Society Presidents on the faculty and supporting materials.

Facilities

The Institute Fellows will live on the Caltech campus for the week in Pasadena. The Institute will be held on the campus and the Fellows housed in Avery House. They will have access to recreational facilities and will be transported to other venues including the Jet Propulsion

Laboratory. We also intend to expose the Fellows to laboratories throughout the campus. There will be a hospitality common area where the Fellows can spend informal time discussing the Institute curriculum.

Resources/Services **FACSNET**

Beyond the educational programs in science and technology, FACS will also provide various resources and services for journalists. Through these services we plan to expand the impact of the scholars associated with the project. High quality, solid scholarship will be key to making this project a success.

The most important resource or service FACS will expand as part of this project is its online service FACSNET. The Freedom Forum's report *Worlds Apart*, mentioned earlier in this proposal, called for the expanded use of the Internet to improve the quality of science reporting. FACSNET, now nearly three years old and with 12,000 registered users, is a service prepared to provide the information and perspectives reporters desperately need.

FACSNET provides reporters with resources to expand the quality of their reporting. The service includes access to background material on issues, online expert sources, the best web sites, and other information all in a context of breaking news. It was conceived and developed in the newsroom of the Detroit News and is operated in cooperation with the National Science Foundation's San Diego Supercomputer Center.

We plan to involve major scientific institutions in the expansion of information on science and technology. Caltech, the National Academy of Sciences, and the National Science Foundation are already working with FACS to expand information in FACSNET. The material in FACSNET will include:

- **Background Information**—Presently there are numerous backgrounders on the issues involving a variety of topics important to journalists. Working with our partners, we plan to expand the amount of information that journalists can obtain through FACSNET. The material is typically short digests that are useful to reporters.
- **Expert Sources**—One of the key elements of this program must be to develop a high quality faculty for the programs. However, it is important for FACS to connect journalists with top experts to serve as resources. These scholars can provide continuing assistance to reporters. We plan to develop more scholars and make them available through FACSNET.

During the past 20 years, FACS has discovered that its journalists have maintained contact with the scholars they met through the FACS programs, in many cases for 10 to 15 years. FACSNET will just be another way to expand their reach and effectiveness as sources.

Publications—FACS will also continue to publish various materials including monthly backgrounders in *Quill* magazine, which is distributed to more than 30,000 journalists nationwide. We are also planning to develop a science handbook for the "non-science" journalist.

Science Project Operation Plans

This project is operated by FACS in association with Caltech. However, we plan to involve various partners including other academic institutions and media organizations. We view these relationships as key to the long-term success of the project. Most FACS programs have been opened to any journalist interested in attending. However, some programs have been organized for individual news organizations or media companies. A goal of this project will be to build on past "in-house seminars and conferences" and to substantially increase the number of programs organized for individual news organizations.

The following chart outlines how various leading institutions will and can be involved in the project. The project associates are institutions who will play key roles in the development of curriculum and direction of the program. In addition to the organizations listed, FACS has been talking with a number of organizations about their involvement in the project including the National Academy of Sciences and the National Academy of Engineering. We plan to include their research and experts in the project. We are also talking with Johns Hopkins University and the National Science Foundation about working with us on the project.

Project Partners	Project Role
FACS	Overall coordinator, fundraising, marketing, program administration, and online product coordinator.
California Institute of Technology	Program content/faculty, facilities, Institute cosponsor, identify potential contributors, marketing and sources.
Council of Scientific Society Presidents	Development of sources through members, overall project consulting, identification of potential donors, and relations with all scientific societies.
National Partnership for Advanced Computational Infrastructure	Program content input, support/expertise on role of computational resources in science, and FACSNET partner.
Media	Various media organizations could be considered as partners to provide input, support and encouragement to news organizations to participate.

We also plan to work with many media associations including:

- American Society of Newspaper Editors
- Associated Press Managing Editors
- Freedom Forum
- National Association Broadcasters
- National Association of Black Journalists
- National Association of Hispanic Journalists
- National Council of Editorial Writers

Media Partners and In-Newsroom Training

FACS proposes to also develop programs as "in-newsroom programs" for media organizations. One of the important advantages of "in-house programs" is the elimination of marketing campaigns for each program. This substantially reduces the amount of time required to prepare for a program and permits the foundation to significantly increase its program output.

New programs could be developed with the following partners:

1. **Individual Media**—Programs for newspapers, television stations or networks, and magazines.
2. **Consortium**—Programs for a consortium of several different news organizations in a state or region.
3. **Groups**—Programs for newspaper and/or broadcast groups.
4. **Associations**—Programs could also be hosted and coordinated by associations of news organizations such as the National Association of Broadcasters and/or the Newspaper Association of America or state press and broadcast associations.

In-house Programs

The FACS staff would work with a partner/sponsor to organize an individual program and identify the issues the news organization finds most important. The partner would be responsible for supplying facilities and meals for the program. Accommodations, if required, would be provided by the partner/sponsor for its news staff for seminars. If the organization elects to sponsor a two- to three-day conference, the partner/sponsor would provide accommodations for the faculty and staff.

The foundation would provide the partners/sponsors with promotional materials. The budget for a seminar or conference could range between \$7,500 and \$15,000, depending on program length and size of faculty. We propose that funds from this project grant would augment media funding.

Marketing the Project

The marketing of the project and its services/resources will be critical to its success. The key elements of the marketing effort would include:

- **Research** – FACS began its research this spring with a survey of the FACS journalism advisory board members about their newsroom education needs. Our staff has met with selected editors, publishers and newspaper/broadcast group executives throughout the nation. The survey identified a number of issues of prime interest to the media executives. Please note that most involve science and technology:
 1. Health Care
 2. The Aging of Americans
 3. Land Use
 4. Clean Air Regulations: Impact on Communities
 5. Toxic Chemicals in the Environment
 6. Global Climate Changes: The Science and Economics
 7. Oceans
 8. Risk Assessment
Legal Reform and Costs

- **Building Consensus**—The foundation has been working for five years within professional media organizations such as the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Our goal has been to develop a consensus for the need for news content education in subjects such as science and technology. This effort has been extremely successful and we have included the comments of the immediate past president of ASNE in the appendix of this proposal. The building of such a consensus with top editors about the need for education of journalists in science and technology is critically important if we are to interest more news organizations in the need to educate their news staffs.

The following are the elements for additional marketing of the programs:

- **News Media Executive Marketing**—Working through FACS board members, we plan to expand our contact with newspaper and/or broadcast groups, including the Newspaper Association of America, the American Society of Newspaper Editors, and the National Association of Broadcasters soliciting their participation.
- **Promotion Brochure/Materials**—FACS will publish a new promotional brochure informing news media management about the programs.
- **Broadcast Executives**—Beginning in 1998, FACS began managing for the National Association of Broadcasters a new program designed to educate television station managers about journalism. This partnership will provide FACS with an excellent opportunity to reach leaders in broadcasting.

Program Participants

We plan to reach a broad group of journalists. The following is a list of some of the positions in the newsrooms that we plan to involve in the FACS programs in science and technology:

- | | |
|---|--|
| • Assignment Editors (TV) | • Executive Producers (TV) |
| • Business Editors | • Managing Editors |
| • Capitol Bureau Chiefs/Reporters | • News Directors (TV) |
| • City Editors | • Political Reporters |
| • City Hall/County Government Reporters | • Wire Service Bureau Chiefs/Reporters |
| • Consumer Reporters | • Magazine Editors/Reporters |
| • Editors | • Radio News Reporters/Editors |
| • Environment Reporters | |

Faculty/Scholar Development

To implement the project, we will need to identify and train additional scholars in science and technology. We propose that FACS conduct a training program to teach scholars how to instruct journalists and provide them as resources to journalists.

FACS will engage the services of highly experienced academics that have taught thousands of journalists through FACS programs. They will include Dr. Joseph Kalt, who has taught at more than 100 foundation conferences and institutes. Robert Stavins, Albert Pratt Professor of Business & Government and Chair, Environmental and Natural Resources Program, at Harvard University's John F. Kennedy School of Government and a senior research associate of its center for Science and International Affairs, will

also assist in the development of the training program, which will be tentatively held on the Harvard University campus.

Teaching journalists is no easy task. They quickly absorb details, learn fast and are inquisitive, curious and skeptical. Yet, their knowledge is often shallow. Their analytical skills are frequently underdeveloped. Few scholars know how to teach such people. Journalists cannot be expected to sit through math modeling and are extremely impatient with lecture-style academic instruction. They want nuts and bolts. Instructors must know how to teach basic principles and analysis to such people as well as the context of topical issues with current news hooks.

FACS developed a model for such training with funding from The Ford Foundation for the annual FACS Institute on Economics for Journalists. Instruction is based on the Socratic discussion method. FACS staff and existing scholars interview and select candidates in specific academic disciplines based on the projected need for faculty and information resources.

The Scholar Development Program will involve the following steps:

- 1) Search for, and evaluation of potential candidates
- 2) Curriculum preparation and training sessions
- 3) "On the job" experience for new faculty at FACS programs
- 4) Participation or observation at the FACS Science Institute
- 5) Coordination of scholars as resources to the press
- 6) Development of scholar "source book" reference for journalists and sources for electronic distribution

While the principal task for the scholars will be to develop and teach the science and technology curriculum, we will also require their services to write and edit publications for distribution online through FACSNET and in print. They can also conduct research and help us expand and improve the academic content of programs. They will also serve as information resources to journalists through their identification in FACSNET.

We also plan to identify economists who are women and/or members of minorities who will serve as faculty for the proposed programs. Over the years, FACS has attempted to develop a diverse faculty of experts for its programs.

Financial Plan for Project

The Foundation for American Communications is funded through support from foundations, individuals, news organizations, and private business. Our programs are also funded through program fees paid by participants in our programs. In 1998, 35% of the foundation's budget came from multi-year grants.

A strategic financial goal of FACS is make the programs financially self-supporting. In the past three years, FACS has taken steps to achieve this goal by raising registration fees and increasing the amount of funds coming from news organizations to sponsor conferences. A major financial goal of this proposed project is to use the funding from the project to help us achieve the goal of program self-sufficiency.

FACS proposes to dedicate staff and faculty to develop curricula, publications, Internet Sections of FACSNET and increase the number of information resources. This budget reflects the operating costs for the staff and faculty and provides a cost of conferences. The conference and seminar costs will be paid primarily by news organizations with some support from charitable foundations. Caltech is committing \$35,000 in support for the Institute through in-kind donation of accommodations and meals for the participants and faculty.

FACS has also secured a grant of \$75,000 from the Scripps Howard Foundation to sponsor the Institute and other science program costs. The Freedom Forum has also awarded FACS a grant that will provide \$25,000 for the programs. This means FACS needs another \$475,000 to fully fund the program in year one. The Scripps Howard grant is a three-year commitment of \$225,000.

Line Item	Year One	Year Two	Year Three
Staff and Scholars			
Project Director (includes benefits)	\$90,000	\$90,000	\$90,000
Scholar/Project Academic Advisor	25,000	25,000	25,000
Three Scholars	30,000	30,000	30,000
Programs and Resources			
Science Institute for Journalists	65,000	65,000	65,000
Conferences/Seminar (includes faculty, facilities, promotion)	125,000	125,000	125,000
FACSNET Section: Research & Editing	100,000	100,000	100,000
Publications			
Issue backgrounders	30,000	30,000	30,000
Science Reporting Handbook (includes research, writing, production and printing)	45,000	0	0
Scholar and Development	15,000	0	0
Program Staff and Planning	80,000	80,000	80,000
Marketing			
Printing and Promotion	25,000	25,000	25,000
Support			
Facilities, computers, supplies, etc	30,000	30,000	30,000
Total	\$660,000	\$600,000	\$600,000

Appendix

- What the Experts Say!
- Assessing the Market Needs of Journalism
- Background on FACS Programs for Journalists
- Evaluating the Impact of the FACS Programs
- FACS Board of Trustees
- FACS Journalism Advisory Board
- FACSNET Advisory Board
- IRS Determination Letter

What the Experts Say!

In preparing this proposal, Gary Taubes, a veteran science writer and FACS science programs adviser, interviewed a number of leading science writers to solicit their views:

- **Ellen Shell, contributing editor of the Atlantic Monthly, director, Boston University Science Journalism Program:** *"Science news is an oxymoron. Science proceeds slowly with many fewer "paradigm shifts" than daily journalists imply. By covering it day by day we're putting science in a fishbowl and expecting it to perform—when it doesn't, we pretend that it does. This is not good for the public understanding of science."*
- **Tim Appenzeller, features editor of the journal Science:** *"The problem with science writing today is that it's too passive: Scientist says, journalist records. The result is unquestioning stories about dubious results and—what's worse—lots of pieces that never put the finding in context, so that the reader doesn't know how important a result really is or how often claims of the same kind have been modified or overturned."*
- **George Lundberg, editor of the Journal of the American Medical Association:** *"The people who report on health science news to the general public are widely varied in their level of knowledge, skill and experience. They all want to do a good job and they try hard. But many of them, because of gaps in their education, training and experience, fail to do that good a job and yet still are assigned to do it."*

Other journalists have also discussed the knowledge level of journalists:

- **Timothy Johnson, MD MPH, medical editor of ABC News, in a lecture to the Annual Meeting of the Massachusetts Medical Society:** *"Unlike the reporting of standard news, which requires general journalistic skills and familiarity with the subject matter, good medical-news reporting requires additional and very specific skills in the understanding of biostatistics and epidemiology. Given that most medical news stems from scientific studies,*

I think it is virtually impossible to do a good job of analyzing and reporting such information without a basic grounding in knowledge of such matters...I have reluctantly come to the conclusion that the fraternity of medical journalists should develop some kind of system to ensure that those who wish to become medical journalists have a basic knowledge of the subject and some way of certifying them that would be recognized by employers and the reading and viewing and listening public...

The fact is that we automatically expect our sources on the medical side of the medicine-media equation to have some kind of credentials (some kind of medical or science degree or an institutional affiliation that requires such), but we do not expect it on the media side, even though both sides are critical to good reporting. I think the time has come in this era of highly specialized medical and scientific information to require evidence that the people on both sides know what they are doing."

- **John Maddox, recently retired editor of the journal *Nature*:** *"it seems important that people at large should be helped to a deeper understanding of what the scientific process is like. It's not a matter of education in the simple sense—knowing the structure of DNA, for example—but of understanding the necessarily tentative character of scientific conclusions, or theories, which all began life as hypotheses".*
- **Robert Giles, past president of the American Society of Newspaper Editors and now director of the Media Studies Center in New York:** *"A critical element in the lack of good communications is the failure of many journalists, and their editors or news directors, to have a fuller understanding of the complex nature of science and technology. To a considerable extent, this parallels the inadequate preparation for coverage of another difficult topic: economics...One way to address the problem is to educate journalists...about these specialties."*

Assessing the Market Needs of Journalism

The central value of the free press is to inform the citizenry, a function protected by the constitution. That function has fallen largely to news organizations that are private business and must make a profit to survive. Any analysis of the problems with economic reporting and ways of improving it must take into account that commercial fact of life.

The priorities and interests of newspaper publishers and broadcast/cable station general managers may be very different than those of their news executives. The concern of management is the profitability of its business. Traditionally, the editor's concern is the quality of the news product. The resulting tension between the business and news sides of the media has become more acute recently. In addressing the question of the market needs of journalism, the interests of the business side of the media are addressed. It is, therefore, a major goal of FACS to convince management that there is a direct connection between news quality and their bottom line.

Reader/Viewer Research is Motivating Change

The goal of media management is to remain profitable by increasing the number of readers, viewers and listeners, or at least to stop erosion of their audiences. The readership of newspapers over the years has decreased along with the number of people watching local television news. The leadership in both media believes that the only way to reverse the slide is for news outlets to make stories more interesting to consumers. Research by consultants to newspapers and television stations and networks suggests that increased readership and/or viewership is dependent upon the ability of the medium to make stories relevant to people. News organizations are trying not to be boring.

American Opinion Research of Princeton, a newspaper research firm, believes the traditional approach of media to serious news must change. The firm provided to FACS details from a study of readers' interests for a leading newspaper. The study discovered that the topic of most interest to readers was "places to go and things to do." Next were stories about local people and education. Traditional stories about local politics and government were not found to be as important to readers. It is clear, experts agree, that serious news should not be cut from news columns or broadcasts but should be presented in ways that interest readers or viewers.

While efforts to improve public understanding of important economic issues must deal with the failures outlined by Dr. Joseph Kalt, they also must help journalists learn how to present them in a way that will retain readers or viewers.

It is also clear that traditional "balanced" presentations of two points of view in reporting on controversial issues can no longer substitute for insightful coverage of the territory between the extremes. For example, simply reporting that a certain chemical is toxic tells the reader or viewer nothing. The question is what level of toxicity is the chemical. In other words, it would require 150 years of consumption of produce with a certain chemical at a given dosage to cause cancer in a human being, the real danger to human beings is zero. However, usually news organizations report these sorts of stories from two points of views. That kind of journalism no longer suffices.

News managers are learning that blow-by-blow coverage of the proceedings of "last night's" city council meeting is incomplete. Research has also suggested that people are less interested in the traditional "beats" covering governmental agencies such as courts,

police, city hall, and the hospital and school boards. Local television coverage of city hall and other traditional political beats is often nonexistent or almost invisible. Many newspapers are also reducing their coverage of traditional government beats. Instead, they are assigning reporters to broad topics or issues.

For example, instead of covering the local school board, the media is covering "learning"—everything from parenting to quality of teaching, tutoring, and the use of new technology in the classroom. Alan Horton, Senior Vice President of Newspapers for Scripps Howard, says, "People are sick of coverage of institutions. Our jobs as newspaper people is to make what is going on interesting. If it is education, we need to help our readers understand what's going on in the schools impacts students, parents, and teachers."

Introduction of analytical reporting involving science and technology provide news organizations with tremendous new opportunities to connect with readers. Today's effective journalists can analyze facts and know how to find reliable sources. In-depth knowledge is a key requirement for journalists to cover the news analytically.

Credibility of the Press and the Knowledge of Journalists

Many leaders in journalism say that the decreasing readership of newspapers is also tied to a serious credibility problem for the media. Sandra Mims Rowe, the immediate past president of the American Society of Newspaper Editors and the editor of *The Oregonian*, contends that this problem stems from mistakes made by journalists who lack the necessary training:

Quality journalism requires significant investment. If we buy a top-quality car or piece of furniture or clothing, we expect that the manufacturer has invested heavily in attention to detail and the proficiency of employees. In newsrooms, the lack of adequate resources to teach and guide newspaper staffs and to pay them sufficiently to keep the brightest young people in journalism directly affects our credibility.

Unfortunately, newspapers spend considerably less on training than the average business. But our people already know that. A 1993 Freedom Forum study showed that 93 percent of American journalists wanted regular training but that only 14 percent of American newspapers provided it. The report concluded that the lack of opportunity for professional development is one reason newspapers are losing some of their best talent.

Professional-level training is desperately needed in journalistic skills, ethical decision making and in the dozens of specialty subjects we presume to report on for our readers. Newspapers have the profits to invest whatever is needed to make newsrooms centers of learning that combine the intellectual rigor of university life with the energy and drive for action in the best newsrooms.

Surely owners must understand that no matter how fine a college education reporters have when hired, we must not rely on learning by osmosis once they enter newsrooms. Editors should wage an unrelenting campaign to get more training and teaching in newsrooms.

Background on FACS Programs for Journalists

No organization has educated more journalists in news content than has the Foundation for American Communications. FACS was founded in 1976 as a national nonprofit educational organization with the mission of improving the quality of information reaching the public through the news.

Journalism Education Programs

The foundation's journalism education programs began in 1979 with a weekend conference attended by top journalists from major news organizations including *The Washington Post* and the *Los Angeles Times*. The program concept was developed with the assistance of the School of Economics of the University of California at Los Angeles, and the Department of Journalism at the University of Southern California.

More than 10,000 journalists have attended FACS programs. Nearly every major news organization in the United States has sent several journalists to FACS programs. The positions of past participants have included almost every newsroom job.

The basic concept was to teach journalists in an interactive environment, using the Socratic method. Our scholars believed that through this format journalists could learn the most in a limited amount of time. The first conference featured a faculty lead by Dr. Paul Samuelson, Professor of Economics at the Massachusetts Institute of Technology and a Nobel Laureate. Dr. Joseph Kalt, then an associate professor of economics at Harvard University, also took part.

In 1979, FACS also organized programs for the Gannett Company and Capital Cities Communications. Since then, FACS has conducted more than 200 education programs for at least 10,000 journalists nationwide. Attached to this proposal is a list of news organizations whose journalists have learned in FACS programs. We have organized special programs for such news organizations as Hearst Newspapers, NBC News, CNN, Scripps Howard, Capital Cities/ABC, Gannett Company, and Newhouse Newspapers.

The majority of the programs have been weekend conferences. In 1989, through the assistance of the Ford Foundation, FACS begins its annual one-week Institute on Economics for Journalists. Nine institutes have been conducted. The Institute now features an annual cash prize for the Institute Fellow of the previous year who demonstrates that he or she has made the most effective use of the analytical knowledge acquired over the week.

FACSNET

FACS expanded the reach of its programs in 1996 with the launch of FACSNET, the online service for journalists. While the initial work on the service began at the National Science Foundation's San Diego Supercomputer Center, it was developed in the newsroom of *The Detroit News* by the staff of FACS and the newspaper. Each month, thousands of journalists get valuable information through FACSNET. It includes background material, sources, the best pre-screened web site, and much more.

The service now has 8,000 journalists as registered users. No other organization serving journalism has such a comprehensive service. Yahoo has listed FACSNET as its lead site for journalists. The famous search engine describes FACSNET as a "service for journalists that includes background information on many complex issues, tools for

taming the Internet, and other aids for researching stories and understanding public policy issues.”

Newsroom Participation

The FACS programs attract journalists with varying responsibilities. Attached is a list of news organizations that have participated in FACS programs along with a list of the various positions journalists have held in newsrooms in the appendix of the proposal.

What Journalists Get From FACS Programs

Journalists benefit in a number of ways from FACS programs:

1. **Knowledge** – FACS programs provide journalists with not only knowledge, but analytical skills to tackle issues. These skills are the keystone of the FACS program.
2. **Sources** – FACS programs provide journalists with new, credible sources that can help them to approach stories more knowledgeably. The sources come from many of the nation’s leading academic institutions.
3. **Online Information** – Through FACSNET, journalists have 24-hour access to information to improve reporting.
4. **Access to Other Programs** – In addition to programs in science and technology programs, FACS provides journalists with access to information on subjects in economics, law, the environment, and political science.

Evaluating the Impact of the FACS Programs

Several formal studies and other evaluations have quantified the educational effectiveness of FACS programs for journalists:

- The FACS/Ford Study, released in 1987, found that when given a choice, journalists who had attended FACS conferences chose economic themes and angles in their reporting 70 percent of the time, compared with 30 percent for those not attending FACS programs. It also found that journalists’ need for issue education was not being met by traditional forms of continuing education or on-the-job training. A summary of the study is available upon request.
- The Gannett Media Studies Center Survey of Mid-Career Education for Journalists recognized FACS as one of the leading independent educational institutions with the experience and capacity to educate journalists.
- The Freedom Forum report, *“No Train, No Gain: Continuing Education in Newspaper Newsrooms,”* cited FACS as one of the top four institutions providing continuing education and the leader in content education.
- An American Opinion Research study evaluation of the FACS Environmental Journalism Programs found that a majority of the attendees could answer questions correctly and less than a fifth of the non-attendees could do the same.

Independent Assessment of Long Term Impact

In 1998, Research Survey Service of Champaign, Illinois, conducted an independent evaluation of journalists who have attended FACS programs. It was funded through a grant from the W.K. Kellogg Foundation. Journalists had the following response to the questions posed to them:

- 83% – Content education has improved my use of analysis in covering issues.
- 78% – FACS education has broadened the range of people and information that I use as sources.
- 70% – FACS education has helped me to evaluate winners and losers in issues that I cover.
- 70% – As a result of FACS content education, I feel more confident about expanding my coverage to include the middle ground between extremes of an issue.
- 61% – Employing economic principles such as supply and demand, opportunity costs and cost-benefit analysis changed the way I understand and report on issues.

Journalists Participation in FACS Programs

The following is a list of the positions represented by journalists who have attended FACS programs over the years. The list provides an excellent summary of the breath of interests FACS programs attract from newsrooms.

Agribusiness Reporter	County Reporter	Managing Editor
Anchor Reporter	Deputy Bureau Chief	Managing Producer
Assistant Bureau Chief	Deputy Business Editor	Maritime Editor
Assistant Business Editor	Deputy International Editor	Medical Reporter
Assistant City Editor	Deputy Managing Editor	Medical Writer
Assistant Editor	Deputy News Director	Metro Desk
Assistant Editorial Editor	Economics & Trade	Metro Editor
Assistant Foreign Editor	Correspondent	Metropolitan Managing Editor
Assistant Managing Editor	Economics Columnist	Mexico Correspondent
Assistant Metro Editor	Economics Writer	Monterrey Mexico Bureau
Assistant News Editor	Editor	Chief
Washington Bureau	Editor & Publisher	National Affairs
Associate Business Editor	Editor Editorial Page	Correspondent
Associate Editor	Editorial Page Editor	National Correspondent
Associate Editor Editorial	Editorial Staff	News Copy Team Leader
Page	Editorial Writer	News Director
Associate News Editor,	Editorial Writer/Columnist	News Editor
Business & Technology	Energy Journalist	Opinion Page Editor
Editor	Energy Reporter	Political Editor
Automotive & Religion Writer	Environment Reporter	Political Reporter
Bureau Chief	Environment Writer	Producer & Editor
Business Editor	Environmental Education	Producer Reporter
Business Journalist	Reporter	Publisher
Business Producer	Environmental Reporter	Radio Feature Editor
Business Reporter, Economic	Executive Editor	Region Editor
Development	Family Reporter	Science Editor
Business Reporter, High	Features Editor	Senior Editor
Technology	Financial Editor	Senior Editor Business
Business Reporter,	Freelance	Senior Editor Metro
International Trade	Government & Business	Senior Editor News Desk
Business Writer	Reporter	Senior Producer
Capital Bureau Reporter	Growth Reporter	Social Services Reporter
Chief Economics	Health & Environment	Staff Writer
Correspondent	Reporter	Staff Writer Home Section
Chief Editorial Writer	Health & Environment Writer	State & Region Editor
Chief medical reporter	Health & Social Issues	State Capital Bureau
City Editor	Reporter	Urban Affairs Reporter
City Hall Reporter	Health Care Reporter	Washington Bureau Chief
City Hall Staff Writer	Health Medical Reporter	Washington Correspondent
Contributing Editor	Investigative Reporter	
Copy Editor	Latino Affairs Reporter	
Correspondent	Manager, Awards Program	

Attendees of FACS Journalism Educational Programs By News Organization

News Organization	City	State	Group
Akron Beacon Journal	Akron	OH	kr
Alabama Public Television	Montgomery	AL	waiqpbs
Albuquerque Journal	Santa Fe	NM	albqjo
Albuquerque Journal	Arlington	VA	albqjopub
Albuquerque Tribune	Albuquerque	NM	sh
Amarillo Globe-News	Amarillo	TX	morris
American Forests Magazine	Philadelphia	PA	0
Amicus Journal	Boston	MA	0
Anchorage Daily News	Washington	DC	mccl
Anchorage Times	Anchorage	AK	
ANG Newspapers	Oakland	CA	Ang
ANG Newspapers	Pleasanton	CA	ang
Anniston Star	Anniston	AL	0
Antelope Valley Press	Palmdale	CA	sh
Argus	Fremont	CA	alameda/ media news
Argus Leader	Sioux Falls	SD	gan
Arizona Daily Star	Phoenix	AZ	central
Arizona Daily Star	Tucson	AZ	pulitzer
Arizona Republic	Phoenix	AZ	central
Arizona Republic	Washington	DC	central
Arkansas Democrat-Gazette	Little Rock	AR	Wehco media
Arkansas Valley Journal	La Junta	CO	0
Asbury Park Press	Neptune	NJ	0
Aspen Times	Aspen	CO	0
Associated Press	Boston	MA	ap
Associated Press	Concord	NH	ap
Associated Press	Denver	CO	Ap
Associated Press	Los Angeles	CA	ap
Associated Press	New York	NY	ap
Associated Press	Phoenix	AZ	AP
Associated Press	Portland	OR	ap
Associated Press	Traverse City	MI	ap
Associated Press	Washington	DC	ap
Atlanta Journal	Atlanta	GA	cox
Atlanta Journal & Constitution	Atlanta	GA	cox
Australian	Washington	DC	0
Bakersfield Californian	Bakersfield	CA	bc
Baltimore Sun	Baltimore	MD	tm
Baton Rouge Advocate	Baton Rouge	LA	0
Bay City Times	Bay City	MI	advance booth
Behavioral Healthcare Tomorrow	San Francisco	CA	0
Berkshire Eagle	Boston	MA	0
Birmingham Post-Herald	Birmingham	AL	sh
Bloomberg Business News	Littleton	CO	0
Bluefield Daily Telegraph	Bluefield	WV	thoms
Booth Newspapers	Lansing	MI	booth
Boston Globe	Boston	MA	nyt
Boston Herald	Boston	MA	0
Bremerton Sun	Bremerton	WA	sh

<u>News Organization</u>	<u>City</u>	<u>State</u>	<u>Group</u>
Bucks County Courier Times	Levittown	PA	calkins
Buffalo News	Buffalo	NY	0
Business & the Environment	Arlington	MA	0
Business Journal	Phoenix	AZ	0
Business News Reporter TJFR	Ridgewood	NJ	0
Californian	Salinas	CA	Gan
Cape Cod Times	Hyannis	MA	ott
Capital Press	Medford	OR	0
Casper Wyoming Star Tribune	Takoma Park	MD	howard
Cedar Rapids Gazette	Cedar Rapids	IA	0
Center Daily Times	State College	PA	kr
Champaign-Urbana News-Gazette	Champaign	IL	
Charleston Daily Mail	Charleston	WV	thoms
Charleston Gazette	Charleston	WV	0
Charlotte Observer	Charlotte	NC	kr
Charlotte Observer	Raleigh	NC	kr
Chattanooga Times	Chattanooga	TN	0
Chicago Reporter	Chicago	IL	
Chicago Tribune	Chicago	IL	tribune
Chicago Tribune	Vernon Hills	IL	trib
Chicago Tribune	Los Angeles	CA	trib
Chronicle-Telegram	Elyria	OH	loraine co
Cincinnati Post	Cincinnati	OH	sh
City & State	Chicago	IL	0
CNN	Atlanta	GA	cnn
Colorado Business Magazine	Englewood	CO	0
Colorado Springs Gazette Telegraph	Colorado Springs	CO	freedom
Columbia Daily Tribune	Columbia	MO	0
Columbus Ledger-Enquirer	Columbus	GA	kr
Commercial Appeal	Memphis	TN	sh
Community Newspapers Company	Needham	MA	0
Comstock's Magazine	Rocklin	CA	0
Concord Monitor	Concord	NH	neweng
Consultants Report International	Sherwood	OR	0
Contra Costa Times	Walnut Creek	CA	kr
Conus Communications	Phoenix	AZ	conus
Copley News Service	Washington	DC	copley
Copley Newspapers	Torrance	CA	cop
Courier	Findley	OH	0
Courier	Evansville	IN	sh
Courier-Journal	Louisville	KY	Gan
Cox Newspapers	Washington	DC	cox
Creative Loafing	Atlanta	GA	0
Cullman Times	Cullman	AL	bryan
Daily Bruin	Diamond Bar	CA	0
Daily Dispatch	Douglas	AZ	wick
Daily Herald	Arlington Heights	IL	0 chicago
Daily Independent	Ashland	KY	ott
Daily Journal	Tupelo	MS	0
Daily Press	Ashland	WI	trib
Dallas Business Journal	Dallas	TX	0
Dallas Morning News	Dallas	TX	ahbelo
Dallas Morning News	El Paso	TX	Ahbelo
Dallas Morning News	Garza Garcia Nuevo Leon		Mexico/Ahbelo
Dallas Morning News	Washington	DC	0

News Organization	City	State	Group
Davis Enterprise	Davis	CA	gan
Day	New London	CT	0
Dayton Daily News	Washington	DC	cox
Des Moines Register	Des Moines	IA	gan
Deseret News	Salt Lake City	UT	des
Deseret News	Provo	UT	newh
Detroit Free Press	Detroit	MI	kr
Detroit News	Detroit	MI	gan
Detroit News	Mt. Clemens	MI	gan
Detroit News	Washington	DC	gan
Dominion Post	Morgantown	WV	0
Durham Herald Company	Durham	NC	0
Durham Sun Herald	Durham	NC	0
E.W. Scripps Company	Cincinnati	OH	0
Eagle-Tribune	Lawrence	MA	0
Earth Magazine	Waukesha	WI	0
Eastern Group Publications	Los Angeles	CA	eastern
Ecology Channel	Potomac	MD	0
El Imparcial Newspaper	Hermosillo Sonora	Mexico	0
El Nuevo Dia Newspaper	San Juan	PR	0
Energy Focus Magazine	Chicago	IL	0
EOS & Earth in Space	Washington	DC	0
Evansville Courier	Evansville	IN	sh
Federal Times	Springfield	VA	nat mag
Finger Lakes Productions	Ithaca	NY	0
Flint Journal	Flint	MI	newh
Florida Times-Union	Jacksonville	FL	morris
Folha de Sao Paulo	Sao Paulo	Brazil	0
Fort Lauderdale Sun-Sentinel	Ft Lauderdale	FL	trib
Fort Wayne Journal Gazette	Washington	DC	0
Fort Wayne Journal-Gazette	Fort Wayne	IN	0
Fort Worth Star-Telegram	Bedford	TX	capcit abc
Freelance	Philadelphia	PA	0
Freelance	Brunswick	ME	0
Fresno Bee	Fresno	CA	mccl
Ft. Worth Star-Telegram	Ft. Worth	TX	capcit abc
Fulcrum Publishers	Boston	MA	0
Gannett News Service	Arlington	VA	Gan
Garbage Magazine	Gloucester	MA	0
Gazette	Colorado Springs	CO	freedom
Gazette	Cedar Rapids	IA	gaz
Gazette Telegraph	Colorado Springs	CO	freed
Gazette, Cedar Rapids	Des Moines	IA	?
Gene Lees' JazzLetter	Ojai	CA	0
Gloucester Daily Times	Gloucester	MA	ott
Good Age	St. Paul	MN	0
Grand Rapids Press	Grand Rapids	MI	newh
Greenville News	Greenville	SC	multimedia
Grove Sun	Grove	OK	
Harris News Service	Topeka	KS	
Hartford Courant	Hartford	CT	tm
Hearst News Papers	Washington	DC	hearst
Herald	Everett	WA	wp
Herald & Review	Decatur	IL	lee
Herald News	East Bridgewater	MA	Journal register
Herald-News	Joliet	IL	cop
Herald-Post	El Paso	TX	sh
Herald-Sun	Durham	NC	0

News Organization	City	State	Group
High Country News	Paonia	CO	0
Holland Sentinel	Holland	MI	morris
Houston Chronicle	Los Angeles	CA	hearst
Houston Chronicle	Houston	TX	hearst
Idaho Statesman	Boise	ID	0
Illinois Radio Network	Springfield	IL	?
Impact Environ. Reporters News Travel Netwrk	San Francisco	CA	0
Imperial Valley Press	El Centro	CA	schurz
Independent Weekly	Carrboro	NC	?
Indianapolis News	Indianapolis	IN	cen
Indianapolis Star	Indianapolis	IN	cen
Industry Week Magazine Penton Publishing	Washington	DC	0
Inland Valley Daily Bulletin	Ontario	CA	donrey
Island Business Magazine	Honolulu	HI	0
Jackson Citizen Patriot	Jackson	MI	newh booth
Jicarilla Chieftain	Dulce	NM	0
Journal Gazette	Washington	DC	0
Journal of Commerce	New York	NY	kr
Journal of Commerce & Commerical	Washington	DC	kr
Journal of Commerce & Commerical	New York	NY	kr
Journal Star	Peoria	IL	0
Journal-Gazette	Fort Wayne	IN	0
KAET-TV Channel 8	Tempe	AZ	pbs
Kalamazoo Gazette	Kalamazoo	MI	newh
KALL Radio	Salt Lake City	UT	apollo mbs
Kansas City Star	Kansas City	MO	abc
KCCN TV	Monterey	CA	cbs
KDKA TV News CBS	Pittsburgh	PA	westinghouse
Keene Sentinel	Keene	NH	0
Kentucky Post	Covington	KY	sh
KERA-TV Dallas	Los Angeles	CA	Pbs
KERO-TV	Bakersfield	CA	cbs
KFTV Ch. 21	Fresno	CA	Perenchio univ
Kingsport Times News	Kingsport	TN	sandusky norwalk
KIRO-TV	Seattle	WA	ahbelo/cbs bonneville
KLMO Radio	Longmont	CO	abc
KLON Radio	Long Beach	CA	ap
KLVX-TV	Las Vegas	NV	pbs
Knight-Ridder	Washington	DC	kr
KNPB TV Ch 5 Public Broadcasting	Reno	NV	gan
KNWS-TV	Houston	TX	
KOLD-TV	Tucson	AZ	cbs ellis
KOLO-TV	Reno	NV	
KOMO-TV news ch 4 abc	Seattle	WA	abc
KPHO-TV Channel 5	Phoenix	AZ	
KPIX TV	San Francisco	CA	Westinghouse
KSL-TV news	Salt Lake City	UT	cbs
KTBS TV ch 3 abc	Shreveport	LA	abc
KTCA-TV	St. Paul	MN	pbs
KTVK-TV	Phoenix	AZ	central
KTVU TV	Oakland	CA	Cox fox
KUAT AM FM Radio	Tucson	AZ	npr upi apr
KUAT-TV	Tucson	AZ	pbs
KUED 7 TV	Salt Lake City	UT	pbs
KUNM 89.9 FM Public Radio	Albuquerque	NM	npr
KVOA-TV	Tucson	AZ	evepost
Kyodo News Service Japan	Washington	DC	0

<u>News Organization</u>	<u>City</u>	<u>State</u>	<u>Group</u>
La Crosse Tribune	La Crosse	WI	lee
La Opinión	Los Angeles	CA	0
Land Letter Newsletter	Arlington	VA	0
Lansing State Journal	Lansing	MI	gan
Las Vegas Review-Journal	Las Vegas	NV	donreymedia
Las Vegas Review-Journal	Carson City	NV	donreymedia
Las Vegas Sun	Las Vegas	NV	0
Leaf-Chronicle	Clarksville	TN	multimedia
Ledger	Lakeland	FL	nyt
Lexington Herald-Leader	Lexington	KY	kr
Living on Earth	Cambridge	MA	pbs
Los Angeles Times	Costa Mesa	CA	tm
Los Angeles Times	Los Angeles	CA	tm
Los Angeles Times	Sacramento	CA	tm
Los Angeles Times	Torrance	CA	tm
Los Angeles Times	Ventura	CA	tm
Los Angeles Times	San Diego	CA	tm
Macon Telegraph	Macon	GA	kr
Maine Sunday Telegram/Portland Press Herald	Portland	ME	guygan
Marin Independent Journal	Novato	CA	gan
Marine Biological Laboratory	Woods Hole	MA	0
McClatchy Newspapers	Sacramento	CA	mccl
McGraw-Hill	Santa Monica	CA	mcgh
Media Alliance	Burlington	CT	0
Mesa Tribune	Mesa	AZ	cox
Miami Herald	Miami	FL	kr
Milwaukee Journal	Milwaukee	WI	0
Milwaukee Journal Sentinel	Milwaukee	WI	0
Minneapolis Star Tribune	Minneapolis	MN	
Minority Construction News Bulletin	Bakersfield	CA	?
Modern Maturity Magazine	Washington	DC	0
Modesto Bee	Modesto	CA	mccl
Modesto Bee	Los Angeles	CA	mccl
Monterey County Herald	Monterey	CA	sh
MTV News	New York City	NY	blade
Naples Daily News	Naples	FL	sh
Nashville Banner	Nashville	TN	0
National Newspaper Publishers Association	Washington	DC	assoc spons
Navajo Times	Window Rock	AZ	0
Nevada Appeal	Carson City	NV	scores
New England Newspaper Association	Salem	MA	0 nena
New Orleans CityBusiness	Metairie	LA	?
New York Times	New York	NY	nyt
News & Record	Greensboro	NC	0
News Journal	Pensacola	FL	gan
News Journal	New Castle	DE	gan
Newsday	Melville	NY	tm
News-Gazette	Champaign	IL	0
News-Journal	Daytona Beach	FL	cox
News-Sentinel	Knoxville	TN	sh
Newton Magazine	Tokyo	Japan	?
Nightly Business Report, WPBT-TV	Miami	FL	?
NOR'EASTER	Groton	CT	0
NPACI	La Jolla	CA	0
Nuevo Dia	San Juan	PR	0
Oakland Press	Pontiac	MI	capcit abc
Oakland Tribune	Pleasanton	CA	alam

<u>News Organization</u>	<u>City</u>	<u>State</u>	<u>Group</u>
Orange County Business Journal	Newport Beach	CA	?
Orange County Register	Santa Ana	CA	freedom
Orange County Register	Anaheim	CA	freedom
Oregon Public Broadcasting	Portland	OR	pbs
Oregonian	Gresham	OR	Advance
Oregonian	Portland	OR	advance
Orlando Sentinel	Orlando	FL	tribune
Ottaway Newspapers, Inc.	Campbell Hall	NY	ott
Ottaway Newspapers, Inc.	Boston	MA	ott
Ottaway Newspapers, Inc.	Washington	DC	ott
Outside Magazine	Washington	DC	0
Pacific Network Public TV	Denver	CO	pbs
Palm Beach Post FL	Washington	DC	cox
Pasadena Star-News	Pasadena	CA	thom
Patriot Ledger	Quincy	MA	0
Patuxent	Towson	MD	?
PBS Nightly Business Report	New York	NY	pbs
Pensacola News Journal	Pensacola	FL	gan
Philadelphia Daily News	Philadelphia	PA	kr
Philadelphia Inquirer	Conshocken	PA	kr
Philadelphia Inquirer	Philadelphia	PA	kr
Phillips Publishing International	Potomac	MD	0
Physics Today	Washington	DC	?
Pine River Times	Bayfield	CO	0
Plain Dealer	Cleveland	OH	Advance
Popular Science	New York	NY	0
Portland Newspapers	Portland	ME	Guy gan
Portland Press Herald	Portland	ME	Guy gan
Portsmouth Daily Times	Portsmouth	OH	thom
Press Democrat	Santa Rosa	CA	nyt
Press Enterprise	Riverside	CA	0
Press Enterprise	Diamond Bar	CA	0
Press-Telegram	Long Beach	CA	kr
Providence Journal	Providence	RI	0
Providence Journal-Bulletin	Providence	RI	Ahbelo
Pueblo Chieftain	Pueblo	CO	0
Quad-City Times	Davenport	IA	lee
Radio Free Asia	Los Angeles	CA	0
Reason Magazine	Washington	DC	nat mag
Record	Hackensack	NJ	macro
Record	Stockton	CA	Omaha wh
Redding Record Searchlight	Redding	CA	sh
Register-Guard	Eugene	OR	rg
Reno Gazette-Journal	Reno	NV	gan
Republic enterpr	Columbus	IN	Home news
Richmond Times-Dispatch	Richmond	VA	medgen
Roanoke Times & World-News	Roanoke	VA	landmark
Rockford Register Star	Rockford	IL	gan
Rocky Mountain News	Denver	CO	sh
Sacramento Bee	Sacramento	CA	mccl
Saginaw News	Saginaw	MI	newh
Salt Lake Tribune	Salt Lake City	UT	cop
San Antonio Express-News	San Antonio	TX	hearst
San Bernardino Sun	San Bernardino	CA	gan
San Diego Union-Tribune	San Diego	CA	cop
San Francisco Chronicle	San Francisco	CA	0
San Francisco Examiner	San Francisco	CA	0

News Organization	City	State	Group
San Gabriel Valley Newspaper Group	West Covina	CA	Sgvn
San Jose Mercury News	San Jose	CA	0 sjmn
San Mateo Times	San Mateo	CA	smt
Santa Barbara News-Press	Santa Barbara	CA	nyt
Santa Cruz County Sentinel	Santa Cruz	CA	ott
Santa Cruz County Sentinel	Santa Ana	CA	Ott
Santa Rosa Press Democrat	Santa Rosa	CA	Nyt
Santa Rosa Press Democrat	Ukiah	CA	nyt
Sarasota Herald-Tribune	Sarasota	FL	nyt
Science Magazine	Washington	DC	?
Scott County Times	Forest	MS	0
Scripps Howard Foundation	Washington	DC	sh
Scripps Howard News Service	Washington	DC	sh
Seattle Post-Intelligencer	Seattle	WA	hearst
Seattle Times	Seattle	WA	hearst
Sentinel & Enterprise	Fitchburg	MA	thoms
Sheboygan Press	Sheboygan	WI	thoms
SIN-WIT-KI	Toppenish	WA	0
Siskiyou Daily News	Yreka	CA	thoms
Skanner Newspaper	Portland	OR	0
South Bend Tribune	South Bend	IN	schurz
Southern California Edison	Rosemead	CA	0
Space News	Springfield	VA	?
Spokesman-Review	Spokane	WA	sr
St. Louis Post-Dispatch	St. Louis	MO	Landmark
St. Paul Pioneer Press	St. Paul	MN	Kr
St. Petersburg Times	Washington	DC	0
Standard-Examiner	Ogden	UT	Sandusky
norwalk			
Standard-Times	New Bedford	MA	ott
Star Free Press	Ventura	CA	sh
Star Press	Muncie	IN	central
Star Tribune	Minneapolis	MN	Cowles
Star-Tribune	Casper	WY	howard
Staten Island Advance	Staten Island	NY	newh
Stuart News	Stuart	FL	sh
Suburban World Newspapers	Needham	MA	0
Sun	Bremerton	WA	Sh
Sun News	Myrtle Beach	SC	kr
Sun News	Pawleys	SC	kr
Surf Business Magazine	Laguna Beach	CA	0
Syracuse Herald Journal	Syracuse	NY	newh
Tacoma News Tribune	Tacoma	WA	mccl
Tampa Tribune	Tampa	FL	medgen
Telegraph Herald	Dubuque	IA	Woodward comm
Telegraph Journal	St. John	NewBrunswick	Canada
Tennessean	Nashville	TN	gan
The Age	Melbourne, Victoria	Australia	australia
Time Magazine	Denver	CO	time
Time Magazine	Los Angeles	CA	Tm time
TIME Magazine	Washington	DC	time
Times Herald	Port Huron	MI	gan
Times Leader	Wilkes-Barre	PA	capcit
Times of Northwest Indiana	Munster	IN	
Times Press Recorder	San Luis Obispo	CA	pulitzer
Times Record	Brunswick	ME	0
TNS Washington Bureau	Washington	DC	tns
Toledo Journal Newspaper	Toledo	OH	cen

<u>News Organization</u>	<u>City</u>	<u>State</u>	<u>Group</u>
Trenton Times	Trenton	NJ	advance
Triangle Press	Berlin	Germany	0
Tri-City Herald	Kennewick	WA	mccl
Tri-City Herald	Pasco	WA	mccl
Tucson Citizen	Tucson	AZ	Gan
Tulsa Tribune	Tulsa	OK	0
Tulsa World Newspapers	Tulsa	OK	0
Union Newspaper	Grass Valley	CA	hearst
Union-News, Sunday Republican	Springfield	MA	newh
Upstream, International Oil & Gas Newspaper	Houston	TX	0
US News & World Report	Washington	DC	0
USA Today	Arlington	VA	gan
USC Radio Marketplace Radio Program	Los Angeles	CA	pbs
Vacaville Reporter	Vacaville	CA	0
Vacaville Reporter	Davis	CA	swift
Valley News	White River Junction	VT	0
Ventura County Star	Camarillo	CA	sh
Ventura County Star	Morepark	CA	sh
Ventura County Star	Ventura	CA	sh
Vero Beach Press-Journal	Vero Beach	FL	0
Virginian-Pilot	Norfolk	VA	landmark
Voice of America	Los Angeles	CA	0
Waco Tribune Herald	Waco	TX	cox
Washington Post	Washington	DC	washpo
Washington Post	Upper Marlboro	MD	washpo
Washington Times	Washington	DC	0
Washington Times	Washington	DC	0
WATD-FM	Marshfield	MA	0
Water Week AWWA	Denver	CO	0
Waterbury Republican-American	Waterbury	CT	0
WBI Radio FM	New York	NY	0
WBRB TV	Louisville	KY	blade
WDCB FM Radio	Glen Ellyn	IL	0
Welch Foundation	Houston	TX	0
Western Water Magazine	Sacramento	CA	0
WFAA TV	Dallas	TX	abc
WFAA TV	Ft. Worth	TX	abc
WFMW-TV	Greensboro	NC	cbs
Wichita Eagle	Wichita	KS	kr
WILL AM 580 Radio	Urbana	IL	npr
Wilmington Morning Star	Wilmington	NC	nyt
Winston Salem Journal	Winston-Salem	NC	mediagen
Wisconsin Public TV	Madison	WI	pbs
WITF-TV	Harrisburg	PA	pbs
WITI TV ch 6 cbs	Milwaukee	WI	cbs
WLBT TV CH 3 NBC	Jackson	MS	nbc
WPEC TV	West Palm Beach	FL	cop cns
WSMV TV NBC	Nashville	TN	meredith nbc
WVAF FM WHAR Radio	Bridgeport	WV	abc
WXYZ TV	Southfield	MI	sh abc detroit
York Daily Record	York	PA	buckner
York Dispatch	York	PA	gardenst

FACS Board of Trustees

CHAIRMAN

Alan M. Horton
Senior Vice President
Newspapers
The E.W. Scripps Company

VICE CHAIRMAN

George B. Irish
Vice President
The Hearst Corporation

PRESIDENT

John E. Cox, Jr.
President & CEO
Foundation for American
Communications

SECRETARY

Jess Marlow
Correspondent & Anchorman
KNBC-TV

TREASURER

Sheridan L. Steinberg
Vice President
Citibank, N.A.

CHAIRMAN

JOURNALISM ADVISORY BOARD
Gregory E. Favre
Vice President, News
The McClatchy Company

CHAIRMAN EMERITUS

Edward P. Bassett

MEMBERS

Philip S. Angell
Director
Corporate Communications
Monsanto Company

Patricia D. Brozowski

Vice President, Communications
FMC Corporation

J. Stewart Bryan, III

Chairman, President & CEO
Media General, Inc.

George S. Frazza

Of Counsel
Patterson, Belknap, Webb & Tyler

Robert H. Giles

Executive Director
Media Studies Center
Senior Vice President
The Freedom Forum

Steven J. Harris

Vice President, Communications
General Motors Corporation

Dorothy Johnson

President
Council of Michigan Foundations

Joseph P. Kalt

Ford Foundation Professor of
International Political Economy
JFK School of Government
Harvard University

Jeffrey S. Klein

Former Senior Vice President &
General Manager, News
Los Angeles Times

Craig R. MacQueen

Vice President
Corporate Communications
CSX Corporation

Judy M. Miller

Director
Hilton Humanitarian Prize
Conrad N. Hilton Foundation

Robert J. O'Leary

General Manager
Corporate Public Relations
Mobil Corporation

William H. Oliver

Vice President
Public Relations
AT&T

John F. Oppedahl

Publisher & CEO
The Arizona Republic

Michael Parks

Editor & Executive Vice President
Los Angeles Times

Skip Ragland

Vice President, Public Affairs &
Communications
Novartis Corporation

John W. Spelich

Director
Global News & Information
Ford Motor Company

Kenneth B. Sternad

Vice President, Public Relations
United Parcel Service

Ed Turner

President
Forum Network

FACS Senior Staff

John E. Cox, Jr.
President & CEO

Peter C. McCarty
Senior Vice President & COO

Paul Davis
Senior Vice President of
Programs

Randy Reddick
Senior Vice President &
Director and Editor of FACSNET

Doug Ramsey
Vice President of Programs

Christina Gardner
Vice President of Operations

FACS Journalism Advisory Board

CHAIRMAN

Gregory E. Favre
Vice President, News
The McClatchy Company

MEMBERS

Chris Berry
General Manager of
News Operations
ABC Radio Network
New York

Cole C. Campbell
Editor
St. Louis Post-Dispatch

Frank Gardner
Senior Vice President, Television
E.W. Scripps Company

Robert H. Giles
Executive Director
Media Studies Center
Senior Vice President
The Freedom Forum

H. Martin Haag
Senior Vice President/News
Broadcast Division
A.H. Belo Corporation

David Hall
Editor
The Plain Dealer

Karla Garrett Harshaw
Editor
Springfield News-Sun
Springfield, Ohio

Jane Healy
Managing Editor
The Orlando Sentinel

Pamela Johnson
Executive Editor
Vice President of News
The Arizona Republic

William B. Ketter
Chairman
Journalism Department
Boston University

David Lawrence, Jr.
Distinguished Community
Professor
Early Childhood Initiatives
Florida International University

Diane H. McFarlin
Editor
Sarasota Herald-Tribune

Robert McGruder
Executive Editor
Detroit Free Press

Tim J. McGuire
Editor
Star Tribune

Burl Osborne
Publisher & Editor
The Dallas Morning News

Sandra Mims Rowe
Executive Editor/News
The Oregonian

Matthew V. Storin
Editor
The Boston Globe

Cynthia Tucker
Editorial Page Editor
The Atlanta Constitution
Coral Gables, FL

Howard A. Tyner
Editor
Chicago Tribune

David A. Zeeck
Executive Editor
The News Tribune, Tacoma, WA

FACSNET Advisory Board

Scott Anderson
Executive Producer for Interactive
Services
Sun-Sentinel, Fort Lauderdale

Gilbert Bailon
Deputy Managing Editor &
Past President, Unity
The Dallas Morning News

Howard I. Finberg
Senior Editor, Information
Technology
Phoenix Newspapers

Andrew Glass
Bureau Chief, Washington, DC
Cox Newspapers

James Kennedy
Director of Multimedia Services
Associated Press, New York

Susan Kille
Editor, Wire & Graphics Network
New York Times Regional
Newspapers

Vic Lee
Reporter
KRON-Television, SF, CA

Elliott S. Parker
Professor, Journalism Dept.
Central Michigan University
Mt. Pleasant, MI, Listowner
CARR-L & Associate

Nora Paul
Library Director
The Poynter Institute for Media
Studies, St. Petersburg, FL

Mike Read
Content Coordinator
The Houston Chronicle
Interactive

William M. Ruberry
Coordinator of Computer Assisted
Reporting
Richmond Times-Dispatch

Scott Woelfel
Vice President & Editor in Chief
CNN Interactive, Atlanta, GA

Internal Revenue Service
EP/CO Disclosure Desk
P O Box 2350 Los Angeles, CA 90059

Person to Contact:
F. Mirafior or L. Barragan
Telephone Number:
(213)894-4232
Refer Reply to:
90-249
Date: **AUG 07 1990**

FOUNDATION FOR AMERICAN
COMMUNICATIONS
3800 BARHAM BLVD 409
LOS ANGELES, CA 90068

RE: 51-0198897
FOUNDATION FOR AMERICAN
COMMUNICATIONS

Gentlemen:

This is in response to your request for a determination letter of the above-named organization.

A review of our records indicates that the above-named organization was recognized to be exempt from Federal income tax in SEPTEMBER, 1976, as an organization described in Internal Revenue Code section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in section 509(a) of the code, because it is an organization described in section 170(b)(1)(A)(vi).

This letter is to verify your exempt status and the fact that the determination letter issued on SEPTEMBER, 1976 continues to be in effect.

If you are in need of further assistance, please feel free to contact me at the above address.

We appreciate your cooperation in this regard.

Sincerely,



Disclosure Assistant