

Newfoundland Signal and the acclaimed *Sunday Express*.

"It has been successful for two reasons: first Kathryn has kept her overhead down by keeping costs under control, in particular by doing much of her work herself," he explains. "And second, by producing a top-quality publication that people want to read." Welbourn is proud of the praise, but says she never thought she'd end up running a paper.

Born in Montreal, she grew up in the Toronto area and graduated from Ryerson University. She worked for a couple of years with *News North* before moving to Newfoundland. She worked at the *Telegram* for a while but was fired for "insubordination," after she wrote a series of stories about insurance scandals. "The company called and threatened to sue," recalls Welbourn. "I was told to be careful [but] I had made no mistakes thus far. I wrote another story. An editor put it on the front page because it was a very good story. A headline writer made a mistake in the headline. The managing editor, Bill Callahan, got a call from the insurance company saying they were suing and I got fired." Welbourn took the issue to the *Telegram's* union lawyer. "I was given a nice settlement," she says.

She got the inspiration for the paper after she missed an important deadline four years ago. At the time, she was freelancing full-time, doing documentaries for CBC Radio and writing articles for magazines such as *Equinox* and *Harrowsmith*. She was also raising two young boys — a six-month-old and a three year-old — with her husband Brian Jones, who is now the Sunday Editor at the *Telegram*. Suddenly one day, Welbourn confesses, she did what every journalist fears.

"I missed a deadline. I realized that I couldn't do that and I didn't want to become a person who misses deadlines," she explains. "So I thought I would try and start a paper on my own. At the time there were a bunch of little newsletters in the area that I cover, and they all kind of ended. So I phoned them up and made sure they were through."

When she had enough ads to offset her printing and production, Welbourn made the plunge. Immediately it was a success, and the following year she expanded the paper. Journalistically, she says, there were better and more important stories to cover compared to just one community. Economically, there was just more money to be made covering the larger region. As well, no other newspaper was serving the area, so there was a window of opportunity.

"I thought that if I were going to expand, I better do so right now," she says. "I knew it was an area that was growing and I felt that I better get my hand in there before somebody else."

The *Times* is available free in local stores and Welbourn makes money solely from advertising. She has a solid base of customers who run their ads each month. Welbourn says she made more

money freelancing but still manages to bring home a decent "part-time salary" each month.

"The paper pays everyone else freelance rates, too, which should be higher but are not much lower than other community newspapers," she explains. "It also pays for the company truck and computers."

The mandate of her paper is to report objectively on the issues throughout the region while following decisions being made by municipal leaders. She says the towns in her area were never regularly covered by the mainstream media until she came along.

"The thing about the *Times* is that it does real news in a serious way. I think people care about what's going on their little part of the world and they should," says Welbourn. "The stuff that happens in your municipality is the stuff that affects you right away."

Welbourn wouldn't be able to do small-town stories if she was working for a large daily, says



Kathryn Welbourn writes and edits *The Northeast Avalon Times* from her home in Portugal Cove-St. Philip's which overlooks Conception Bay, Newfoundland.

her longtime friend Robin McGrath, who believes she'd be constrained by time, commercial demands and political agendas. "Here she is in a small pond but she can go after the biggest shark in the pool," McGrath says. She thinks Welbourn has always felt a need to tackle a story — no matter how large or small the issues.

"She's compassionate and sensitive with bereaved parents, frightened seniors, irate pensioners, and utterly fierce with the town council, politicians, anyone with power," says McGrath. "Municipal politics stinks in most of the

small towns around here. It's a thankless job, so often the only people who take it on are those who see something in it for themselves, but not around here. Thanks to Kathryn, they are challenged and it's improved the quality of the councillors and the council as a whole."

McGrath says Welbourn is not anti-council but rather she considers her friend a "strong, active, fearless newspaper editor," who tries to make municipal leaders accountable for their actions.

That huge passion for journalism and storytelling has helped set Welbourn apart from other reporters and editors, say several of her longtime colleagues. Roger Bill, former executive producer of radio and current affairs with CBC in Newfoundland and Labrador and producer with the network's national flagship program *Sunday Morning*, has known Welbourn for more than a decade. He's now the editor of *Current*, an alternative monthly newspaper in St. John's. He first met Welbourn when she was working as a researcher and documentary maker. He noticed immediately that she's driven to tell thought-provoking stories.

"What I recall about her was her passion for the story. Some people just go through the motions, but Kathryn had some heat," says Bill. "I don't think she has changed one bit since she started the paper."

Bill admires Welbourn for having the audacity to launch her own publication. "Owning your own paper is something a lot of journalists dream about, but not many take a run at," he says.

Radio documentary producer Chris Brookes, who has partnered with Welbourn on a number of projects over the past 10 years, thinks she started her own paper because there's more "meaningful" journalism in small towns and because of her desire for residents to understand the issues affecting them.

"She has a strong commitment to a story," says Brookes, whose St. John's-based Battery Radio, has won more than 30 awards.

He says Welbourn often takes a strong position in her stories and then backs it up. "I first worked with her on a radio piece she called 'Outport Outlaws,'" he says.

"Her view was that rural Newfoundlanders were being marginalised in favour of tourists, big-game and lumber operators, and powerful fishing industry interests. On the one hand, government was cutting back on social services and support to rural areas; on the other hand, it was regulating them out of subsistence survival. I think what outraged her was that people were being disenfranchised of their rights."

For her part, Welbourn says she's motivated by covering issues that affect her family and neighbours. "I really love the place that I live in and I'm interested in its development," she says. "I'm interested in how people feel about that, too."

Continued on Page 22



The 41-year-old journalist affectionately calls *The Northeast Avalon Times* "the biggest friggin' gamble" of her career.

Continued from Pg. 21

The gamble that has paid off

But running a community paper hasn't been easy. Welbourn has faced a bevy of challenges, including raising enough capital to cover her printing costs, which average about \$1,200 a month. She admits that being both a reporter and salesperson for the same paper is a huge headache. She has had several salespeople over the years but hasn't been able to nail down a permanent worker.

"You have to sell ads to fund the paper and that's the thing that I didn't know," she concedes. "There's always that tension in journalism between ads and stories."

Welbourn tries to keep both departments separate but says things can get awkward at times. Her rule, though, is to never compromise a story for advertising. "I'd close the paper right away," she says. "I always hated that kind of conflict when working at newspapers. I'm not putting up with it at my paper."

Another obstacle has been trying to obtain certain details from the town councils the paper covers, that are not covered by provincial freedom-of-information laws. "I find that just appalling," Welbourn says. "Some of the councils are just terrific [but] getting information out of some others is just virtually impossible."

One council in particular has actually denied interviews with *The Times* and has boycotted the paper after a story Welbourn wrote about a controversial decision made by the mayor. The local politicians didn't like the serious, hard news stories Welbourn wrote about their actions.

"They thought I was going to write nice profiles and happy pieces about the town," she says with a chuckle. "In one of the first issues I wrote that the mayor had decided to make plans to perhaps move the town's war memorial, which actually belonged to the community, to the main road and change it for a tourist attraction."

That story led to a public meeting and lots of angry shouting, which fuelled the council's decision to not speak with Welbourn.

"Kathryn has been targeted by [the] town council for applying serious journalistic standards to small-town reporting," adds McGrath. "They expected her to be bland and boring ... instead of which she's called them to account for some of their practises and decisions. Since then, they've been downright uncooperative and unkind."

Nevertheless, Welbourn says she takes those situations with a grain of salt. She's experienced enough to let it roll off her back. There are days, though, when she does have a love-hate relationship with the paper. She's happy she's been able to work from home and care for her two young children, but admits a home office can be tricky.

Then are the late nights editing and writing her stories; in one recent issue Welbourn banged out 10 stories and her monthly editorial, plus copy-edited every single sentence before it was laid out by a friend and then brought to the printers.

The long hours usually leave her strained and hollow-eyed. "I have to get the kids to bed and then I have to start [writing]," she says. "I'm really slow at night. So I end up getting up at five o'clock in the morning and finishing."

Welbourn says mistakes are rarely made, pointing out that *The Times* has only had to publish one official correction. "We printed the wrong year's budget in a story. I am simply very careful," she says. She says on average there's only one typo in the paper each month. She's quick to credit her writers for submitting good copy. "I only hire and use people who are professional and I trust," she says.

"Our rule to writers is no boring and no libel; so far, no major errors. Part of my goal is to put out the kind of newspaper I like to read — a journalist's newspaper that includes no factual errors."

In the end, though, it's worth it. She's usually satisfied when the paper comes out, despite the

phone calls from angry readers taking issue with an article. "I had a lady, who was upset about something but didn't want to go on the record, say to me: 'Have you ever stuck your head out?' And, I said: 'Yes, my dear. I own a small-town newspaper,'" Welbourn says.

"I try and handle the residents who live in a small town with kid gloves. A lot of them have never spoken to the media before and I have been fairly gentle with some of the councils. But they are all used to having a newspaper here now."

And, Welbourn doesn't plan on disappearing any time soon. *The Times* is established now, she says, and her readers look for it each month. She doesn't feel threatened, either, by Transcontinental. In fact, she has a great relationship with the company — it prints her paper.

"They've actually given me a discount," she says. "They know that if there's a paper that's well-read and has reader loyalty, which my paper does, then you just can't come in and take it over. I've been a steady customer and I always pay on time."

Her colleague, Roger Bill, doesn't think small papers such as *The Times* are threatened by large chains. He says small independents give readers greater choice. "The *Telegram* is like Wal-Mart and Kathryn's paper is like a mom-and-pop, fish-and-chips business. If it vanished tomorrow, I doubt that the *Telegram* ads sales would register a blip," he says.

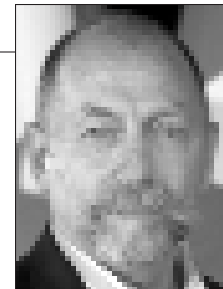
Welbourn says she plans on remaining at the helm of *The Times* for at least the next few years. She's enjoying the position, her career and the type of journalism she's doing. She'd like more time to do freelance work. She recently did a one-hour documentary called "Out of Commission," which examined Newfoundland and Labrador through the lens of the 1933 and 2003 Royal Commissions. She also had a feature published in *Chatelaine*. But, she says she has no major plans to change the format of *The Times* or sell the paper.

"My policy has been slow and steady. I think that works," she says. "I'm still here. Most new papers last a year. I'm not in debt, and it's always made some money and it's got a pretty good reputation and I'm not making any moves until I'm absolutely ready."

"Besides," she says laughing, "I'm not that good about having a boss anymore. I'm used to saying what I think. I don't know what I would do without the paper. I really don't. I'm thanking my lucky star, that's all." ❏

Jeff Green, a graduate of the University of King's College School of Journalism in Halifax, is originally from Newfoundland and is currently based in Charlottetown, PEI. His work has appeared in Downhomer, the Catholic Register and Saltscapes. He was a freelance reporter for The Northeast Avalon Times for more than three years and has worked for VOXM News and CBC Radio.

BY PETER BREGG



The words in pictures

Maclean's chief photographer, Peter Bregg, has travelled the country and the globe using his camera lens as an electronic pencil to portray the human condition.

Here, Bregg tells us the stories behind a few of the recent photographs he has taken



A machine gun fires blanks during a 48th Highlanders exercise.

WEEKEND WARRIORS

Last winter, *Maclean's* writer Danylo Hawaleshka and I spent some time with some "weekend" soldiers of the 48th Highlanders of Canada.

It was raining in Toronto when our buses left, but it was a blizzard around midnight when we arrived near Meaford, Ont., about 150 km northwest of Toronto.

Master Cpl. Clifford Farr, 26, drew the short straw and had to baby-sit Hawaleshka and me for the weekend. We were assigned to his tent, along with three privates and a corporal.

The tent was designed to sleep five. We slept side-by-side, occupying every inch of the tent. There were seven of us. That made me wonder how crowded it was for the guys in other tents sleeping eight.

We hiked on Saturday night to an area where we positioned ourselves with a couple of soldiers with a

C6, a general-purpose machine gun capable of firing up to 16 rounds per second. The night's darkness concealed the machine-gunner and soldier feeding the ammunition. But when they opened fire, orange bursts of flame from the weapon's muzzle lit us up so that I could shoot the photograph without a flash.

There's no life like it, and at the tender age of 55, I think that life is best suited for the 20-somethings.

Continued on Page 24



Sacha Trudeau is escorted by young men watching their neighborhood in the slums of Cité de Soleil, Port au Prince, Haiti.

BRIBERY IN HAITI

On a trip to Port au Prince, Haiti, with *Maclean's* writer Alexandre (Sacha) Trudeau last fall, I visited Cité de Soleil, the infamous slum. This is a shantytown where taxi drivers won't go. The police won't go there unless they have backup.

As we arrived, we met a man named Fosseur, who told Sacha we had a choice to make: to pay one person for "protection" while there, or pay many. So Fosseur became our guide, along with a few of his henchmen.

As we made our rounds, we attracted a number of young thugs. One of them told us his name is M.C. Couteau, and that he kills

people who won't give him money. A bit of bravado to instill a little fear in the visiting journalists.

As we prepared to leave, Sacha offered Fosseur \$5, in local money. The young man balked. We increased the amount to \$8. Our concession was enough for him to show his buddies that *he* was in charge.

CHILDREN RAISING CHILDREN

They lost their parents to one of two scourges: genocide or AIDS. Now, many of Rwanda's orphans are living in households headed by siblings.

The children of Rwanda have witnessed unspeakable horrors. During the 1994 genocide, many lost their families and were subjected to violence and rape. Some were forced to commit atrocities themselves.

When the bloodshed ended, 95,000 had been orphaned. Added to that is the continuing death toll from AIDS.

The result? Rwanda has one of the largest percentages of households headed by children: 42,000 of them, accounting for some 101,000 children. Earlier this year, I spent time with orphaned survivors of the genocide. ☒



Nineteen-year-old Rosine Nzakarawita is a single mother whose parents and two of her sisters were killed by Hutus on the morning of April 8, 1994. She lives in a three-bedroom house just north of Kigali, the capital, with four siblings and her two-year-old son Didier.



Orphans in Kigali, Rwanda, are now raising siblings as they reach adulthood following the genocide that saw their parents murdered. Some of them now have babies of their own. Twenty-two year old Paciphique is pictured in the foreground. Her 12-year-old sister, on the right, Maxine was preparing to make a two-kilometre trek to fetch water.



ETHICS

BY *STEPHEN J. A. WARD*

The moral imperative of better election coverage

The superficial way in which we cover elections threatens to distance citizens even further from politicians

During a national election, the obligations of Canadian news media to citizens are in plain view. Embedded in the campaign, journalists are the arteries through which the body politic communicates.

The public stirs itself to consider and vote, and even world-weary journalists experience a frisson of excitement as they report on this sea-to-sea-to-sea democratic exercise.

Running beneath such noble feelings, however, is a darker reality. Increasingly, the public sphere labours under the weight of apathetic or disillusioned citizens served by a ubiquitous, entertainment-focused media. In such a climate, high-minded election talk of the "people's choice" and journalism's solemn "democratic duty" begins to sound quaint, nostalgic — perhaps even illusory.

Nonetheless, a renewed commitment to public journalism and democratic engagement — old-fashioned or not — is the only way out of this malaise.

But, that said, where do we start with reforms, when the problems of public life seem so enormous, amorphous and intertwined?

One place to start, for journalists, is to ask what our fundamental editorial purposes should be. Once we have our normative bearings, we can evaluate election coverage as a special case.

A national election is a major test, not just of political leaders, but also of the country's news leaders. An election reveals whether the news system, as a whole, has the resources, expertise and will to explore the issues fully, intelligently and fairly.

THREE IMPERATIVES OF PUBLIC JOURNALISM

I call public journalism any effort by news organizations to serve the public with the information they need to be a self-governing collective. The ethical purpose of public journalism can be summarized as the conjunction of three imperatives: (a) to inquire factually and truthfully into important events in an independent, verified and comprehensive manner; (b) to inquire into vital social and political issues so as to assist reasonable public deliberation and to hold officials accountable; and

(c) to adopt an impartial "public stance" when engaging in (a) and (b).

These imperatives constitute the core of responsible public journalism. Journalists should attempt to satisfy (a), (b) and (c) within the limits of journalism and their circumstances.

The news media, of course, do many things other than satisfy these weighty imperatives, such

not sufficient. Journalists also need to help society deliberate about the facts that reporters uncover. They need to promote reasoned, inclusive and tolerant discussion of issues.

The third imperative means that the primary allegiance of journalists is not to a specific cause or group, but to the public good, at large. Journalists, whether they are news-making or opinion-making, should adopt the public stance: to act as an independent public communicator who speaks *to* the public, *for* the public, and *from* the impartial perspective of the public good. The aim is the democratic well-being of the public.

ELECTION COVERAGE

What would a commitment to these principles entail for the coverage of elections? Here are a few ideas:

The first imperative of truth-seeking implies that news organizations should reduce the parties' control and manipulation of election news. Coverage should not be heavily dependent on daily press releases or the staged activities of leaders. Ignoring what leaders do or say is not possible. But journalists must protect their editorial independence by rejecting manufactured news, critiquing claims and conducting their own investigations into issues.

The second imperative means not allowing "horse-race" coverage, via opinion polls or otherwise, to overwhelm the analysis of issues. There is no escaping some horse-race coverage. After all, an election is a race. Two things are crucial: First, that reports question polls and place them in context. Second, that the analysis does not rehash the horse-race coverage.

Journalists also should question the way in which leaders and major interest groups are trying to frame issues to their advantage. Here, a critical Socratic attitude is crucial. Journalists need to look for other angles on issues, unearth contrary facts and be wary of biased interpretations. They need to monitor the diversity of their sources as the campaign unwinds.

The second imperative insists that issues be discussed in a manner that encourages wide-ranging, rational discussion, and reduces the

A national election is a major test not just of political leaders, but also of the country's news leaders. An election reveals whether the news system, as a whole, has the resources, expertise and will to explore the issues fully, intelligently and fairly.

as entertaining readers, viewers and listeners, and providing sports scores. But these activities are not the essential democratic functions of journalism.

The first imperative states that journalists are to be truth-seeking inquirers into the most important events and trends of public life. They should not squander limited editorial resources on a daily overdose of trivial stories.

The second imperative indicates that the provision of important information, by itself, is

risk that emotional ranting and ideologues will hijack the discussion. Coverage of complex issues should not be reduced to the predictable partisan comments of dominant groups, or to a shouting match between talking heads.

Moreover, the discussion of issues should not be equated with unfair commentary masquerading as "attitude" or "edge." Public journalism favours commentary that is clearly distinguished as such, and has the force of facts and logic — not the force of bombastic opinion or sarcasm.

Election coverage, in an attempt to appear connected with ordinary Canadians, can easily degenerate into a *faux* public journalism.

For example, one is not practicing robust public journalism by constantly inviting audiences to call your phone-in line with their "reaction." A news organization is not necessarily "connected" because it spends thousands of dollars to rent a bus for its TV anchor, who then drives into the scary wilds of small-town Canada.

During the last federal election, much of Global Television's "bus" coverage was unenlightening, and patronizing. Often, it amounted to the anchor exclaiming, live, something to this effect: "Gee, look at us, out here with the hoi polloi."

To practice true public journalism takes money, resources, careful planning and intelligence. It requires a commitment throughout the year, not just during elections. The need for public journalism never takes a holiday.

ARE WE DREAMING?

Despite this tour of the ethical landscape, we return to our departure point — those doubts about a darker reality. The realist will ask two questions: What are the chances that newsrooms are going to invest heavily in such high-minded journalism? And, worse still, how do we know that the majority of the public will support it?

Are we dreaming?

To these questions, I have no magic answer. I cannot predict, in an era of profit-driven media, whether the practice of public journalism will decline or revive. I do know that if public journalism declines, then election coverage will suffer and journalism will lose its soul.

In the end, probably nothing less than major reform of both the news media system and our democratic institutions will re-invigorate democracy. Good journalism and an engaged public are partners in this dance of democracy. They will thrive or wither together.

If these are the stakes, then our task is clear. Journalists have a collective responsibility to defend those principles, which articulate the best elements of our craft. ■

Stephen J.A. Ward is a columnist for Media magazine. He also teaches at the University of British Columbia's School of Journalism. He is on sabbatical this fall as visiting professor of ethics at the Free University of Brussels.

ETHICS

What's in a name?

Whether you call it plagiarism or a breach of intellectual integrity, Judith Ince argues that schools of journalism must take more steps to tackle the issue



An epidemic of plagiarism felled journalists across the continent last year. Other professions were not immune from the disease, either; stories of journalists stricken with dishonesty jostled with others about plagiarizing pastors, politicians, students and university presidents.

As a journalism student, I watched the casualties pile up with morbid fascination, but as a former university instructor, I was astonished by how little the media — or the sometime reporters who taught at my J-school — seemed to appreciate the motivations of cheaters and the potential solutions to the scourge of intellectual dishonesty. And, no one seemed ready to swallow the systemic medicine that might eliminate journalistic dishonesty of all kinds.

Although journalism schools and news organizations would likely agree with the ethics guide of *The Washington Post*, which describes plagiarism as "journalism's unforgivable sin," they also tend to characterize it as a uniquely individual failure of moral fibre. Universities tended to take a similar view until an explosion of cheating in the 1980s prompted experts in organizational behaviour, psychology, education

and ethics to re-examine the issue. These scholars investigated the personal characteristics of cheaters and developed strategies that might deter them.

After almost three decades of research, much empirical evidence reveals that academic fraud declines only when a systems-wide solution is found to confront it. Editors, publishers, and J-school instructors may benefit from addressing intellectual dishonesty as a problem requiring the attention of the entire institution.

Plagiarists in both the media and academia are adept at self-justification, and the most common — if least believable — excuse I have heard is "I didn't understand that what I was doing was plagiarism."

If this is true, then universities and newsrooms are doing a poor job of explaining it. *Plagiarism*, a pamphlet produced by Indiana University, is pithy and clear: "Plagiarism is using others' ideas and words without clearly acknowledging the source of that information."

Heeding this definition should make plagiarism easy to avoid. Writers should provide a source for both direct quotations and paraphrases. Quotation marks should be used to denote direct

quotations. Failing to use quotation marks around a direct quotation is considered plagiarism even if, somewhere else in the article, reference is made to the original source.

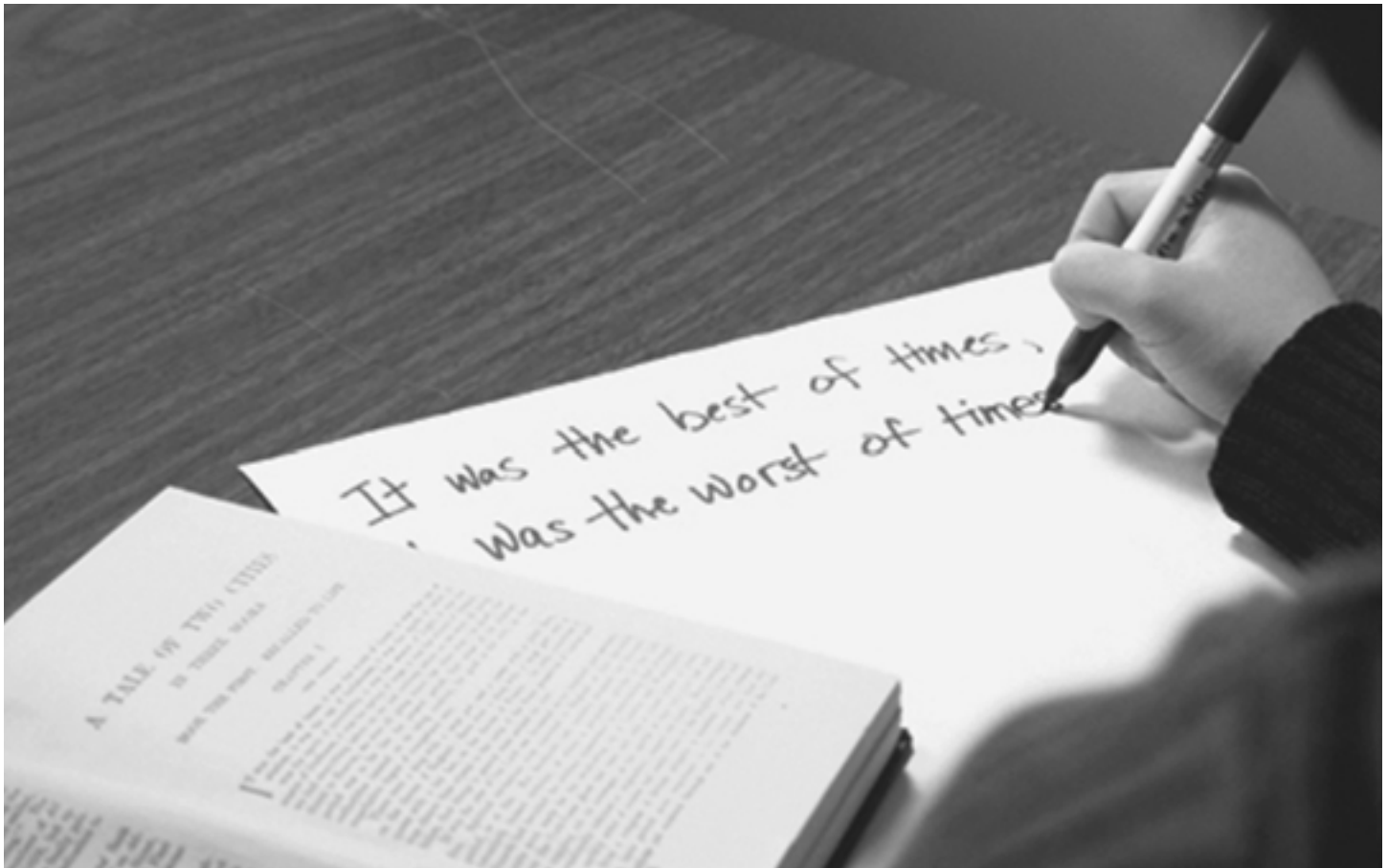
Paraphrasing seems to perplex some, but the basic rule is that in addition to giving the original source credit, a paraphrase must abandon the phrasing, vocabulary and voice of the original author.

Plagiarism gives the following examples of acceptable and "unacceptable" paraphrases, using an extract from *Lizzie Borden: A Case Book of Family and Crime in the 1890s*, by Joyce Williams, et al.

The original reads:

"The rise of industry, the growth of cities, and the expansion of the population were the three great developments of late nineteenth century American history. As new, larger, steam-powered factories became a feature of the American landscape in the East, they transformed farm hands into industrial laborers, and provided jobs

Continued on Page 28



Plagiarism, a pamphlet produced by Indiana University, is pithy and clear: "Plagiarism is using others' ideas and words without clearly acknowledging the source of that information."

Continued from Pg. 27

What's in a name?

for a rising tide of immigrants. With industry came urbanization the growth of large cities (like Fall River, Massachusetts, where the Bordens lived) which became the centers of production as well as of commerce and trade."

But this paraphrase is actually plagiarism:

"The increase of industry, the growth of cities, and the explosion of the population were three large factors of nineteenth century America. As steam-driven companies became more visible in the eastern part of the country, they changed farm hands into factory workers and provided jobs for the large wave of immigrants. With industry came the growth of large cities like Fall River where the Bordens lived which turned into centers of commerce and trade as well as production."

Plagiarism notes this passage violates the rules of academic honesty because no credit has been given to the original source, and the writer has only mixed up sentence order and changed some words.

But here's a paraphrase that credits sources and uses the author's own words:

"Fall River, where the Borden family lived, was typical of northeastern industrial cities of the nineteenth century. Steam-powered production had shifted labor from agriculture to manufacturing, and as immigrants arrived in the US, they found work in these new factories. As a result, populations grew, and large urban areas arose. Fall River was one of these manufacturing and commercial centers (Williams 1)."

Writers who use a person's theory, research, opinions or ideas must credit them. Likewise, graphs, maps, statistics, drawings, diagrams, tables, or any other information that is not common knowledge must be attributed. So what is common knowledge? Facts that are known by most people, and available in many different sources do not need attribution. Examples of common knowledge where sources do not need to be given are: "Paul Martin is the prime minister of Canada, a country of almost 30 million people."

While some journalists, students, or instructors may plagiarize because they have a frail grasp of the concept, most are motivated by a constellation of personal and cultural factors.

Linda Klebe Treviño, who teaches business ethics at Penn State University, says people cheat in their professional lives "for the same reason they cheat in other parts of their lives — usually because they think it will help them to get ahead or because they feel that they are under pressure."

Aaron Bolin, a psychologist who has researched academic dishonesty, says journalists, students and academics who plagiarize are likely motivated by two of the seven deadly sins, greed and sloth: "They want to get more articles published but they don't want to work."

Research by Bernard E. Whitley, Kevin L. Blankenship and Patricia Keith-Spiegen at Ball State University has sketched out a psychological profile of college cheaters, and it's not a pretty picture. As a group, these students are ready to justify dishonesty ("I didn't hurt anyone"), normalize it ("everyone does it"), and view deceit as a pervasive social norm. Unsurprisingly, they also have a prior history of cheating. Dishonest students expect success, and believe it will bring them huge rewards. But their behaviour outside the classroom would seem to set them up for failure: college cheaters abuse alcohol and drugs, steal, take risks while driving, and are personally less reliable than non-cheaters.

But a student's moral evaluation of academic deception is even more important than these personality factors in predicting who will cheat.

In research done at Arkansas State University, Bolin assessed students' perception of academic fraud by asking them to evaluate statements about it. Self-reported cheaters were likely to agree with such statements as, "Students should go ahead and cheat if they know they can get away with it."

This view is often endorsed by the broader culture, Bolin says. "Our culture has changed and it's seen as acceptable to cheat. It's a downward spiral: the culture says it's acceptable, and that reinforces cheating, which reinforces the cultural attitude that says, 'if you're going to compete, you've got to cheat.'"

Despite the disheartening spectacle of students and professionals who plagiarize, editors and J-school deans can reverse the slide into ethical muck by taking some relatively common-sense actions — ones that have also been demonstrated to work. Treviño outlines the strategies that reduce dishonest practices. "Make everyone (students, faculty, administrators) part of an honour system that becomes baked into the culture of the school. This takes ongoing effort and commitment from all involved."

By promoting integrity as an institution-wide issue, many colleges have been able to curb academic dishonesty. Whitley and Keith-Spiegel

have found that academic integrity policies that are developed by representatives of all interest groups on campus — administrators, staff, faculty and students — are most effective. The best integrity policies contain a statement about

After almost three decades of research, much empirical evidence reveals that academic fraud declines only when a systems-wide solution is found to confront it.

the importance of honesty, detail the specific practices that are dishonest, and document the responsibilities of students, faculty and administrators in upholding the honour code.

Instructors play a vital role in breathing life into integrity policies by discussing them. Linda

Klebe Treviño says, "Teachers who make a point of addressing academic integrity expectations in their classes influence students in a positive way. Most students want teachers to set standards and hold cheaters responsible. Teachers can become ethical role models for their students."

In addition, Whitley and Keith-Spiegel urge instructors to create a classroom that is warm, supportive and fair: these environments have been shown to encourage ethical behaviour. When students feel disrespected, overworked and unfairly graded, they are more likely to cheat by using the justifications of vigilante justice. "The prof. gives us way too much work and marks unfairly, so why should I play by the rules?"

Donald McCabe and Gary Pavela, directors of the Center for Intellectual Integrity at the Kenan Institute for Ethics at Duke University, observe that, "Faculty members who ignore or trivialize academic dishonesty send the message that the core values of academic life, and community life in general, are not worth any significant effort to enforce." Two years ago, McCabe found about half of the 2,500 faculty he surveyed had ignored at least one suspected incident of cheating, while only a third included information about

Continued on Page 38

AVOIDING PLAGIARISM:

SOME HINTS

- Keep meticulous records when doing research in order to give credit to the appropriate source: differentiate your own insights into the topic from your sources' ideas, and enclose direct quotations in quotation marks.
- Credit all sources, whether directly quoted or paraphrased.
- When paraphrasing, rely on your memory, not the original text. This ensures that you have thoroughly grasped the information in the original, and reduces the chance your words will be a close echo of your source's.
- Scour paraphrases to ensure that they only retain the information of the original-but not the same phrases or sentence structure as the original. Comparing the original and the paraphrase helps.
- Common knowledge is something most people would not have to look up in a reference book. Conversely, it's information that would be found in many different sources. Most guides suggest that if it's in three to five commonly available publications, it's common knowledge.

INTELLECTUAL INTEGRITY RESOURCES AND HINTS

RESOURCES

PLAGIARISM

Plagiarism. An annotated bibliography by Sharon Stoerger, MLS, MBA, www.web-miner.com/plagiarism

Plagiarism: What it is and How to Recognize and Avoid it, Writing Tutorial Services, Indiana University. www.indiana.edu/~wts/pamphlets/plagiarism.shtml

Avoiding Plagiarism. Purdue University Online Writing Lab. http://owl.english.purdue.edu/handouts/research/r_plagiar.html

Avoiding Plagiarism: Mastering the Art of Scholarship. Student Judicial Affairs, University of California, Davis. <http://sja.ucdavis.edu/avoid.htm>

Guide to Plagiarism and Cyber-Plagiarism. University of Alberta. www.library.ualberta.ca/guides/plagiarism/

ACADEMIC AND JOURNALISTIC INTEGRITY

The Center for Academic Integrity: Provides information about encouraging and maintaining intellectual integrity. www.academicintegrity.org/index.asp

Ethics Resource Center: Practical materials on individual and organizational ethics. www.ethics.org/

Center for Study of Ethics in the Professions (Illinois Institute of Technology). A compendium of media ethics guides and systems for instituting them is available at www.iit.edu/departments/csep/PublicWWW/codes/media.html

The PressWise Trust. www.presswise.org.uk. Includes a searchable database of international codes of ethics for journalists, as well as information on how-and why-to implement one.

Ten Principles of Academic Integrity by McCabe and Pavela, www.collegepubs.com/ref/10PrinAcaInteg.shtml

Academic Dishonesty: An Educator's Guide, by Bernard E. Whitley, Jr. and Patricia Keith-Spiegel (eds.). Lawrence Erlbaum Associates, 2002.



POINT OF VIEW

BY GILLIAN STEWARD

Revisioning Conrad

The once-mighty newspaper baron craved attention. Now he's receiving it — but for all the wrong reasons

It has become an article of faith, a credo of sorts. Call it what you will but it's now a given, particularly in downtown Toronto, that Conrad Black's *National Post* elevated the practice of newspapering and journalism in this country to such lofty heights we should get down on our knees and thank the gods, for we will never see the likes of such brilliance again.

That's certainly the message relayed over and over again by publishers, editors and journalists quoted in *Ego and Ink*, Chris Cobb's detailed account of the launching of the *Post* and the subsequent newspaper war that gripped Toronto and even managed to shake up Ottawa a bit.

But it seems a tad too early to come to such firm conclusions about Conrad Black's influence on Canadian newspapers and journalism. The recent rash of allegations that point to Black's "righteous and aggressive looting" of his flagship company — Hollinger International Inc. — casts a new light on his media ventures.

And since Black was at the helm of the *National Post* for only three years, he didn't really have time to leave an enduring legacy. When he abandoned ship in 2001 and left his loyal oarsmen to fend for themselves, it became a much weaker newspaper.

There's no question that the three years during which Black spent lavishly, recruited aggressively and bragged constantly about the *Post* are remembered fondly by a lot of journalists, particularly those who whirled at the centre of the vortex.

But in hindsight (which is getting clearer all the time), one has to wonder if the outcome was worth all the millions of dollars spent by the *Post*, as well as the millions spent by *The Globe and Mail* and the *Toronto Star* to combat the *Post* (by Cobb's estimate a total of almost \$1 billion).

The *Post* almost succeeded in matching the *Globe's* circulation and edged ahead of it in British Columbia, Alberta, and Manitoba. But the *Globe* never had brisk circulation in those provinces and the *Post* had the advantage of sister publications in Vancouver, Victoria, Edmonton and Calgary that could flog the *Post* (often free of charge) to their subscribers.

This was promoted as a bonus for subscribers but it diminished the local newspapers, which came to be seen as the little sisters of the generously funded national publication.

As well, reporters were often instructed to write for the earlier *Post* deadlines so it could break the



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story. Thus, once-proud, and independent, local newspapers became little more than outlying bureaus for the *National Post*.

This mattered little in downtown Toronto, which was always the main battleground of this brief, but dirty, war. But what did it really accomplish in the end?

Are Canadian newspapers and (journalism in general) better off because of it? Or have they all been weakened by Black's self-indulgent spending spree? Will they be cutting back on budgets for years to come in order to recover from the binge? And what about the rest of the newspapers in the Southam/Hollinger/CanWest chain? Profits from newspapers such as the *Edmonton Journal* and the *Calgary Herald* were poured into the *Post* instead of into their own operations.

And what about the *Post* itself? It may have been a dream newspaper for some journalists but it has never attracted enough readers or, more importantly, advertisers, to make it financially viable. And while there is obviously a segment of the population that likes the hard-right editorials, columns and story angles that are the *Post's* trademark, is that segment large enough to keep the paper going?

Clark Davey, former publisher of the *Ottawa Citizen*, and a fan of the *Post* in its early days, thinks it is positioning itself outside the mainstream market. "It's right-wing edge has gotten even harder," he says. "It's just full of outright support for (George) Bush and the Republicans."

Indeed, the Saturday after the Republicans' national convention in New York, the *Post's* main