

Sandra L. Borden

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CREDENTIALS

Education

- 1997 **INDIANA UNIVERSITY**, Bloomington
Ph.D. in Mass Communications (Journalism), School of Journalism. Emphases in media ethics and organizational behavior, with a Ph.D. minor in organizational behavior. Dissertation topic: "Value Judgments: How Journalists Think About the Ethics of Good Business vs. Good Journalism." Director: David E. Boeyink.
- 1991 **THE OHIO STATE UNIVERSITY**
M.A. in Journalism, School of Journalism. Emphasis in media ethics.
- 1985 **UNIVERSITY OF MISSOURI-COLUMBIA**
B.J. in Journalism, School of Journalism. News-editorial emphasis. Summa cum laude.

Academic appointments

- September 2008- Present **WESTERN MICHIGAN UNIVERSITY**, Kalamazoo
Professor, School of Communication.
- May 2001- present **WESTERN MICHIGAN UNIVERSITY**, Kalamazoo
Associate professor, Department of Communication. Tenured.
- Jan. 1997- May 2001 **WESTERN MICHIGAN UNIVERSITY**, Kalamazoo
Assistant professor, Department of Communication. Tenure-track.
- Aug. 1996- Dec. 1997 **WESTERN MICHIGAN UNIVERSITY**, Kalamazoo
Instructor, Department of Communication. Tenure-track.
- Jan. 1994- July 1996 **POYNTER CENTER FOR THE STUDY OF ETHICS AND AMERICAN INSTITUTIONS**, Indiana University, Bloomington
Graduate assistant. Part time.
- May-June 1995, 1994 **INDIANA UNIVERSITY**, Bloomington
Lecturer, School of Journalism. Part time.
- Aug. 1992- Dec. 1993 **INDIANA UNIVERSITY**, Bloomington
Associate instructor, School of Journalism. Part time.
- Aug. 1991- May 1992 **MIDDLE TENNESSEE STATE UNIVERSITY**, Murfreesboro, TN
Instructor. College of Mass Communication. Temporary full time.

Sept. 1990- **THE OHIO STATE UNIVERSITY**
 Aug. 1991 **Graduate teaching associate.** School of Journalism. Part time.

PROFESSIONAL RECOGNITION

Publications

Books

- Boeyink, D.E., & Borden, S.L. (2010). *Making hard choices in journalism ethics: Cases and practice*. New York: Routledge. ISBN 978-0-415-98999-2 (hardcover); ISBN 978-0-415-99000-4 (paperback). Cited in Schaffer, M.D. (2009, October 29), "Ethical journalism: A book goes case by case," *The Philadelphia Inquirer*, pp. H1, H5.
- Good, H., & Borden, S.L. (Eds.). (2010). *Ethics and entertainment: Essays on media culture and media morality*. Jefferson, NC: McFarland & Co. ISBN 978-0-7864-3909-6 (paperback)
- Borden, S.L. (2009). *Journalism as practice: MacIntyre, virtue ethics and the press*. Paperback edition. New York: Routledge. ISBN 978-0-415-87767-1.
- Borden, S.L. (2007). *Journalism as practice: MacIntyre, virtue ethics and the press*, Ashgate Studies in Applied Ethics series (M. Davis, ed.). Hampshire, England: Ashgate Publishing. ISBN 978-0-7546-6060-6 (hardcover); ISBN 978-0-7546-8725-2 (e-book). Awarded the **2008 Clifford G. Christians Ethics Research Award, the 2008 award for top book in applied ethics from NCA's Communication Ethics Division and a Top Three Finalist for 2008 AEJMC Tankard Book Award. Featured in NCA's "365 Days" project**, in which NCA divisions and affiliates generate abstracts of "important or notable findings/theories" to post on the association's website on a rotating basis during 2014 to celebrate NCA's 100th anniversary.

Refereed journal articles

- Borden, S.L. (2013). **Communitarian journalism and the common good: Lessons from *The Catholic Worker*. *Journalism: Theory, Practice & Criticism***. Advance online publication. doi: 10.1177/1464884913477283
- Meyers, C., Wyatt, W., Borden, S.L., & Wasserman, E. (2012). **Professionalism, not professionals.** *Journal of Mass Media Ethics*, 27 (3): 189-205. doi: 10.1080/08900523.2012.700212
- Borden, S.L. (2012). **Press apologias: A new paradigm for the new transparency?** *Journal of Mass Media Ethics*, 27 (1). 15-30. doi: 10.1080/08900523.2012.636246
- Borden, S.L., & Tew, C. (2007). **The role of journalist and the performance of journalism: Ethical lessons from "fake" news (seriously).** *Journal of Mass Media Ethics*, 22 (4), 300-314.
- Borden, S.L. (2007). **Mapping ethical arguments in journalism: An exploratory study.** *Mass Communication & Society*, 10 (3), 275-297.
- Borden, S.L. (2005). **Communitarian journalism and flag displays after September 11: An ethical critique.** *Journal of Communication Inquiry*, 29 (1), 30-46.
- Borden, S.L. (2003). **Deviance mitigation in the ethical discourse of journalists.** *Southern Communication Journal*, 68 (3), 231-249.

- Borden, S.L. (2002). **Janet Cooke in hindsight: Reclassifying a paradigmatic case in journalism ethics.** *Journal of Communication Inquiry*, 26 (2), 155-170.
- Borden, S.L. (2000). **A model for evaluating journalist resistance to business constraints** [Lead article]. *Journal of Mass Media Ethics*, 15 (3), 149-166.
- Borden, S.L. (1999). **Character as a safeguard for journalists using case-based ethical reasoning.** *International Journal of Applied Philosophy*, 13 (1), 93-104.
- Borden, S.L. (1998). **Avoiding the pitfalls of case studies.** *Journal of Mass Media Ethics*, 13 (1), 5-13.
- Borden, S.L. (1997). **Choice processes in a newspaper ethics case.** *Communication Monographs*, 64, 65-81.
- Borden, S.L. (1995). **Gotcha! Deciding when sources are fair game.** *Journal of Mass Media Ethics*, 10 (4), 223-235.
- Borden, S.L. (1993). **Empathic listening: The journalist's betrayal.** *Journal of Mass Media Ethics*, 8 (4), 219-226.

Book chapters

- Borden, S.L. (2010). **The moral justification for journalism.** In Meyers, C. (Ed.), *A philosophical approach to journalism ethics* (pp. 53-68). New York: Oxford University Press.
- Borden, S.L. (2010). **Documentary tradition and the ethics of Michael Moore's *SiCKO*.** In H. Good & S.L. Borden (Eds.), *Ethics and entertainment: Essays on media culture and media morality* (pp. 177-194). Jefferson, NC: McFarland & Co.
- Borden, S.L., & Bowers, P. (2008). **Ethical tensions in journalism: What the press has in common with other professions.** In Wilkins, L., & Christians, C.G. (Eds.), *The Handbook of Mass Media Ethics* (pp. 353-365). New York: Routledge. Book named Best Edited Book of 2008 by the Communication Ethics Division of NCA.
- Borden, S.L. (2007). **Responsible journalistic inquiry: *The Paper*.** In Good, H. (Ed.), *Journalism ethics goes to the movies* (pp. 9-18). Lanham, MD: Rowman & Littlefield.
- Hearit, K.M., & Borden, S.L. (2005). **Apologetic ethics.** In K.M. Hearit, *Crisis management by apology* (pp. 58-78). Mahwah, NJ: Lawrence Erlbaum Associates.
- Borden, S.L., and Pritchard, M.S. (2001). **Conflict of interest in journalism.** In M. Davis & A. Stark (Eds.), *Conflict of interest in the professions* (pp. 73-91). New York: Oxford University Press.
- Borden, S.L., & Pritchard, M.S. (1997). **Deceiving sources.** In E.D. Cohen & D. Elliott (Eds.), *Journalism ethics: A reference handbook* (pp. 102-106). Santa Barbara, CA: ABC-CLIO.

Book reviews

- Borden, S.L. (2012). **A transformative vision of the media.** [Review of the book *Ethics for public communication: Defining moments in media history*]. *Journal of Mass Media Ethics*, 27 (3): 206-210.

Borden, S.L. (2006). **Quagmires and quandaries: Exploring journalism ethics**. [Book review]. *Journalism & Mass Communication Quarterly*, 83 (1), 217-218.

Borden, S.L. (1999). **Sentinel under siege: The triumphs and troubles of America's free press** [Book review]. *Journalism & Mass Communication Educator*, 53 (4), 91-92.

Borden, S.L. (1997). **Journalists and the community** [Review of the book *Mixed news: The public/civic/communitarian journalism debate*]. *Journal of Mass Media Ethics*, 12 (3), 189-192.

Other publications

Borden, S.L. (2013). (Coordinator and case study author). **Detroit: Exploiting images of poverty**. Case study with commentaries in *Journal of Mass Media Ethics*, 28 (2), 134-137. doi: 10.1080/08900523.2013.784666

Borden, S.L. (2008). **The moral justification for journalism**. Paper published by WMU Center for the Study of Ethics in Society in Vol. XVII, No. 2, of its in-house publication series.

Borden, S.L. (2004). **Naomi handled the freelancer's whistle blowing inappropriately**. Case commentary published in *Journal of Mass Media Ethics*, 19 (2): 146-148.

Borden, S.L. (1999, spring). **Public character in journalism**. Newsletter article published in *Perspectives on the Professions: A periodical of the Center for the Study of Ethics in the Professions*, 18 (2): 3-4. Chicago: Illinois Institute of Technology.

Grants and scholarly fellowships

Internal

College of Arts and Sciences Discovery and Dissemination award for trip to England in July 2013 to consult with scholars and policy makers for comparative research on media ethics. *Awarded \$500.*

International Education Faculty Development Fund award for trip to consult with scholars and policy makers in London for comparative media ethics research, \$1,000. Application submitted in March 2013. *Not funded.*

Office of the Vice President for Research's Support for Faculty Scholars award for trip to England in July 2013 to consult with scholars and policy makers for comparative research on media ethics, \$2,000. Application submitted in January 2013. *Not funded.*

University Center for the Humanities award for co-coordinating the interdisciplinary humanities group "On the Flourishing of Teachers: Exploring the Question across the Curriculum" in Fall 2012 and Spring 2013 (with Paul Farber and Jil Larson). *Awarded \$1,000.*

University Center for the Humanities award for co-coordinating the interdisciplinary humanities group "On the Flourishing of Teachers: Institutional and Ethical Issues in Practice" in Spring 2012 (with Paul Farber and Jil Larson). *Awarded \$460.*

International Education Faculty Development Fund award for travel to Germany for faculty exchange at the University of Passau in June-July 2010. *Awarded \$1,000.*

International Education Faculty Development Fund award for travel to present a paper at

the January 2007 Hawaii International Conference on Arts & Humanities in Honolulu. *Awarded \$500.*

Pritchard, M.S. (P.I), with Borden, S.L., Stapleton, S., Janson, V., & Lagerwey, M. (team members). ***Proposal in support of establishing a Research Ethics Resource Center (RERC)***, \$153,000. Proposal submitted in January 2006 to the President's 2005 Innovation Fund competition. *Not funded.*

College of Arts and Sciences Teaching and Research Award (ASTRA) for August 2004 travel to perform officer duties at the Association for Education in Journalism and Mass Communication convention in Toronto. *Awarded \$300.*

College of Arts and Sciences Teaching and Research Award (ASTRA) for December 2003 travel to convention planning meeting of the Association for Education in Journalism and Mass Communication in Atlanta. *Awarded \$250.*

Research Ethics Fellow in 2002-2003, funded by National Science Foundation grant entitled "Teaching Research Ethics: An Institutional Change Model." *\$1,000 honorarium.*

College of Arts and Sciences Teaching and Research Award (ASTRA) for August 2002 travel to perform officer duties at the Association for Education in Journalism and Mass Communication convention in Miami. *Awarded \$500.*

College of Arts and Sciences Teaching and Research Award (ASTRA) for December 2002 travel to convention planning meeting of the Association for Education in Journalism and Mass Communication in Palo Alto, CA. *Awarded \$500.*

Western Michigan University Faculty Research and Creative Activities Support Fund, 1999. For research project entitled "Argument patterns in the ethical discourse of journalists." Resulted in publication of refereed article in *Mass Communication & Society*. *Awarded \$2,672.*

External

2006 Media Ethics Colloquium Fellowship to participate in colloquium hosted by the University of St. Thomas, the seventh in a series of colloquia aimed at enhancing scholarship in applied media ethics. Co-authored paper for the colloquium was published in December in a special issue of the *Journal of Mass Media Ethics*. *Awarded \$500 honorarium plus expenses.*

Pimple, K.D., & Borden, S.L. (co-principal investigators). ***Risk factors for irresponsible research***, \$250,000. Third application submitted in November 2003 for funding by the National Institutes of Health (second application submitted in November 2002; original application in 2001 by Pimple, K.D. as sole PI). *Not funded.*

Sabbatical leaves

Sabbatical leave, Spring 2013 semester. Awarded for proposal entitled *Comparative media ethics: Course and theory development*.

Sabbatical leave, 2004-2005 academic year. Awarded for book proposal entitled *A distinct practice worthy of trust: A virtuous foundation for restraining commercial vice in journalism*. Book ultimately published under title *Journalism as Practice*.

Honors and awards

Winner, 2010 Faculty Award for Outstanding Achievement in Research and Creative Activities. Given annually by the College of Arts and Sciences, Western Michigan University, to “recognize faculty contributions to the themes and commitments in the (College’s strategic) plan, including contributions of the faculty to disciplinary and interdisciplinary research and creative activity.” \$500.

Short-term faculty exchange, University of Passau (Germany). Summer 2010. Given annually by the WMU Haenicke Institute for Global Education. Awarded housing and access to the university for one month to lecture and to develop collaborative relationships for future scholarship.

Winner, 2009 Dean’s Staff and Faculty Appreciation Award. Given annually by the dean of the College of Arts and Sciences, Western Michigan University, in recognition of exemplary work done over the previous year. \$1,000.

Winner, 2008 Clifford G. Christians Ethics Research Award. Given annually by the Carl Couch Center for Social and Internet Research in recognition of scholarship highlighting important theoretical issues in the areas of ethics, mass communication theory and the relationship between media and technology and culture. The award, named after communication ethics scholar Clifford G. Christians, was given for my book, *Journalism as Practice*. The award is shared by the Association for Education in Journalism and Mass Communication, the National

Communication Association and the International Communication Association. Individual plaque and name added to the award plaque housed at the Institute of Communications Research, the institute Christians directs at the University of Illinois, Urbana-Champaign.

Winner, 2008 Award for Top Book in Applied Ethics. Given annually by the National Communication Association’s Communication Ethics Division. The award was given for my book, *Journalism as Practice*.

Top Three Finalist, 2008 Tankard Book Award. Given annually by the Association for Education in Journalism and Mass Communication’s Standing Committee on Research to the best book written by an AEJMC member. The award, given for my book, *Journalism as Practice*, is named after James W. Tankard Jr. It honors works that are judged to be relevant to journalism and mass communication, break new ground and be exceptionally well-written. \$500 cash prize and certificate.

Invited to participate as an “elder” in the field of mass media ethics in the U.S. Media Ethics Summit II Conference co-convened by Thomas Cooper and Clifford Christians Feb. 27-March 2, 2007, at Middle Tennessee State University. \$200 travel award.

Nominated for election to the Executive Committee of the Association for Practical and Professional Ethics, 2002 and 2005.

2000 administrative merit award given by the dean of the College of Arts and Sciences, Western Michigan University, for research, teaching and service accomplishments in 1999-2000. \$500.

1999 administrative merit award given by the dean of the College of Arts and Sciences, Western Michigan University, for research, teaching and service accomplishments in 1998-99. \$500.

Top three faculty paper, Ethics Communication Commission, National Communication Association. For the paper *Beyond heroics: Praiseworthy compromises and other strategies for resisting business demands in the professions*, presented in November 1999 in Chicago.

1998 administrative merit award given by the dean of the College of Arts and Sciences, Western Michigan University, for research and teaching accomplishments in 1997-1998. \$500.

1998 Dean's Appreciation Award given by the dean of the College of Arts and Sciences, Western Michigan University. \$1,000.

Nominated for the Nafziger-White Dissertation Award given by the Association for Education in Journalism and Mass Communication for the best Ph.D. dissertation in mass communication research successfully defended between Sept. 1, 1996, and Aug. 31, 1997.

Competitively selected to participate in the 1997 National Workshop on the Teaching of Ethics in Journalism, Nashville, Tenn., May 31-June 6, 1997.

Inducted into Pi Lambda Theta (international honor society and professional association in education), 1996.

Competitive fellowship to attend the Poynter Institute for Media Studies' workshop for journalism ethics teachers, St. Petersburg, Fla., 1992.

Offices and appointments

Co-director, WMU Center for the Study of Ethics in Society, 2003-present.

Member, executive board of the Association for Practical and Professional Ethics, 2010-present.

Associate editor, *Teaching Ethics*, 2008-present.

Member, Media Ethics Planning Committee, Association for Practical and Professional Ethics, 2012-present.

Member, University Center for the Humanities advisory board, Fall 2013-present.

Member, College of Arts and Sciences Interdisciplinary Advisory Board, Spring 2012-present.

Member, Intercollegiate Ethics Bowl Subcommittee of the Association for Practical and Professional Ethics, 2009-2011.

Member, Intercollegiate Ethics Bowl executive board, 2008-2009.

Member of executive board, Center for the Study of Ethics in Society, August 1996 to present.

Member, WMU Vice President for Research Office's Research Ethics Advisory Team, 2011 to present.

Member, Advisory Council, WMU Research Ethics Resource Center, 2005-present.

Member, Ethics Task Force appointed by president of the Association for Education in Journalism and Mass Communication to draft an ethics code for the organization, February 2004-August 2008.

Associate director, WMU Center for the Study of Ethics in Society, July 1999-June 2003.

Head, Media Ethics Division, Association for Education in Journalism and Mass Communication, August 2003-August 2004.

Vice chair, Media Ethics Division, Association for Education in Journalism and Mass Communication, August 2002-August 2003.

Secretary/Newsletter editor, Media Ethics Division, Association for Education in Journalism and Mass

Communication, August 2001-August 2002.

Archivist, Communication Ethics Commission, National Communication Association, 1999-present.

Member, Intercollegiate Ethics Bowl College Rules Committee. This subcommittee made recommendations on scoring, scheduling and procedures for the 2001 competition.

Co-Chair, Professional Freedom & Responsibility, Media Ethics Interest Group, Association for Education in Journalism and Mass Communication, August 1998-August 1999.

Conference presentations

Competitive papers

Borden, S.L. (2014, February). **A virtue critique of media hospitality.** Paper accepted for presentation at the annual meeting of the Association for Practical and Professional Ethics, Jacksonville, Florida.

Borden, S.L. (2013, October). **Hospitality and diversity.** Paper presented at the 15th international conference of the Society for Ethics Across the Curriculum, Corvallis, OR.

Borden, S.L. (2012, October). *Go deep: Using cognitive mapping to teach meta-ethics.* Paper presented at the 14th international conference of the Society for Ethics Across the Curriculum, Grand Rapids, MI.

Borden, S.L. (2011, August). *Press apologias: A new paradigm for the new transparency?* Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, St. Louis.

Borden, S.L. (2008, August). *Documentary tradition and the ethics of Michael Moore's Sicko.* Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago.

Borden, S.L., & Tew, C. (2006, October). *Fake news as media criticism (seriously).* Paper presented at the 2006 Media Ethics Colloquium hosted by the University of St. Thomas, the seventh in a series of colloquia aimed at enhancing scholarship in applied media ethics. Papers are being published in 2007 in the *Journal of Mass Media Ethics* as part of a special issue around the theme "Who is a journalist?"

Borden, S.L. (2006, August). *A theory of journalism.* Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, San Francisco.

Borden, S.L. (2006, March). *Practice-sustaining virtues in journalism.* Paper presented to AEJMC Media Ethics Division in conjunction with the 15th annual meeting of the Association for Practical and Professional Ethics, Jacksonville, Florida.

Borden, S.L. (2005, August). *Can professionalism safeguard the integrity of journalism in the market?* Poster session presented at the annual convention of the Association for Education in Journalism and Mass Communication, San Antonio, Texas.

Borden, S.L., & Hearit, K.M. (2004, August). *Toward an apologetic ethic.* Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Toronto, Ontario.

Borden, S.L. (2003, August). *Cognitive mapping: Another window into the ethical reasoning in journalists.* Poster session presented at the annual convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

- Borden, S.L. (1999, November). *Beyond heroics: Praiseworthy compromises and other strategies for resisting business demands in the professions*. Paper presented at the annual convention of the National Communication Association, Chicago.
- Borden, S.L. (1999, February). *Journalism as a distinct practice worthy of trust*. Paper presented at the annual meeting of the Association for Practical and Professional Ethics, Washington, DC.
- Borden, S.L. (1998, May). *"Now it's all about money": Journalists' experience of ethical tensions in situations that stress the bottom line*. Paper presented at the National Communication Ethics conference, Gull Lake, MI.
- Borden, S.L. (1998, February). *Beyond heroics: Praiseworthy compromises and other strategies for resisting business demands in the professions*. Paper presented at the annual meeting of the Association for Practical and Professional Ethics, Dallas.
- Borden, S.L. (1997, November). *Journalism and business values in the social construction of "good journalists."* Paper presented at the annual convention of the National Communication Association, Chicago.
- Borden, S.L. (1995, August). *Journalism's business-profession divide: A case of clashing schemas?* Poster session presented at the annual convention of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Borden, S.L. (1995, May). *Implications of structuring the political aspect of ethical decision making using a battlefield metaphor*. Poster session presented at the annual convention of the International Communication Association, Albuquerque, N.M.
- Borden, S.L. (1995, March). *Character as a safeguard and resource for journalists in case-based ethical reasoning*. Paper presented at the annual meeting of the Association for Practical and Professional Ethics, Crystal City, Va.
- Borden, S.L. (1994, August). *The implications of a judiciary metaphor for ethical decision-making in news organizations*. Poster session presented at the annual convention of the Association for Education in Journalism and Mass Communication, Atlanta.
- Borden, S.L. (1994, August). *To kill a photograph: A critical analysis of the decision processes at work in a newspaper ethics case*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Atlanta.

Accepted:

- Borden, S.L. (2007, January). *On intellectual responsibility in journalism: The case of the flushed Qu'ran*. Accepted for presentation at the Hawaii International Conference on Arts & Humanities, Honolulu. Unable to present due to insufficient funding.

Competitive panel presentations

- Keith, S., Bunton, K.E., Bell, L., Borden, S.L., Vanacker, B., & Kenney, R. (2009, November). In S. Keith (Chair), *Teaching communication ethics in the 21st century: What remains stable? What changes?* Panel presented at the National Communication Association Convention, Chicago.
- Walsh-Childers, K., Rubin, H., Borden, S.L., & Craft, S. (2009, August). *Challenges to ethical reporting during a media "frenzy."* Panel presented at the annual convention of the Association for Education in Journalism and Mass Communication, Boston.

- Alwood, E., Borden, S.L., & Ramey, C. (2008, August). *Honoring the 2008 Tankard Book Award winners* (Andsager, J., Chair). Panel presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago.
- Borden, S.L. (2008, February). *Journalism as practice: Virtue ethics, MacIntyre and the press*. Book discussion presented for Lunch with an Author Program at the annual meeting of the Association for Practical and Professional Ethics, San Antonio.
- Borden, S.L., Hayes, A., & Henderson, J. (2007, August). *Who is a journalist?* (Wyatt, W., Chair). Panel presented at the annual meeting of the Association for Practical and Professional Ethics, Cincinnati.
- Borden, S.L. (2004, August). **What do we tell our students about resisting business pressures?** In Zang, B. (Chair), *Ethics and the journalism educator: What students need to know in the age of the bottom line*. Panel conducted at the annual convention of the Association for Education in Journalism and Mass Communication, Toronto, Ontario.
- Borden, S.L. (2003, August). **Media executive ethics**. In (D.S. Claussen, Chair), *After Enron, WorldCom, Xerox, etc.: Perspectives on newspaper executives who also take stock options, bonuses & "consulting" contracts*. Panel presentation at the annual convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO.
- Borden, S.L. (2002, June). **Waving the flag after the terrorist attacks: Was it ethical?** In S.L. Borden (Session organizer), *Media ethics and coverage of September 11*. Panel conducted at the National Communication Ethics Conference, Kalamazoo, MI.
- Boatright, J., Borden, S.L., Pritchard, M., Broome, T., Elliott, D., Fisher, C., Frugoli, J., Harris Jr., C.E., Hollander, R., Johnson, D., Lawry, R.P., & Weil, V. (2000, February). In S.J. Bird (Moderator). **Responsibilities of ethicists for moral modeling: Roundtable discussion**. Roundtable presented at the annual meeting of the Association for Practical and Professional Ethics, Washington, D.C.
- Borden, S.L. (1999, August). **Janet Cooke in hindsight: Reclassifying a paradigmatic case in journalism ethics**. In (B.Thornton, Session Organizer). *Doing the right thing: Changing perspectives on journalism ethics from 1800 to the present*. Panel presented at the annual convention of the Association for Journalism and Mass Communication, New Orleans.
- Borden, S.L., Elliott, D., Hoffman-Kim, D., Johnson, D., Lowry, R., Murray, T., Pritchard, M., Schrag, B., Weil, V., Werhane, P. & Whitbeck, C. (1999, February). In S.J. Bird (Chair), *The professional standards and values of ethicists: What do we tell ourselves and our students?* Roundtable conducted at the annual meeting of the Association for Practical and Professional Ethics, Washington, DC.
- Borden, S.L. (1998, August). **Journalism as an occupation set apart**. In S.L. Borden (Session organizer), *Is a paradigm shift in journalism ethics inevitable in the new media landscape?* Panel conducted at the annual convention of the Association for Education in Journalism and Mass Communication, Baltimore.

Invited keynote and panel presentations

- Borden, S.L., Wyatt, W., Quinn, A., & Plaisance, P. (2013, March). **Author meets the critics: Ethics for public communication: Defining moments in media history**. Presented at the annual meeting of the Association for Practical and Professional Ethics, San Antonio.

Borden, S.L. (Chair and participant), Wasserman, E., Bunton, K., Clark, K., Werhane, P., & Roberts, C. (2013, March). **Media at the margins2: Giving voice to the poor**. Presented at the annual meeting of the Association for Practical and Professional Ethics, San Antonio.

Borden, S.L. (2011, August). *Entertainment: The "X" factor in your media ethics course*. Keynote address for pre-conference teaching ethics workshop at the annual convention of the Association for Education in Journalism and Mass Communication, St. Louis.

Meyers, C. (Chair and participant), Borden, S.L., Wyatt, W., Wasserman, E., & Quinn, A. (2011, March). *Professionalizing journalism: Either possible or desirable?* Presented at the annual meeting of the Association for Practical and Professional Ethics, Cincinnati.

Borden, S.L., Quinn, A., Craig, D., & Craft, S. (2009). *Author meets the critics: Journalism as Practice* (Wyatt, W., Chair). Panel program presented at the annual meeting of the Association for Practical and Professional Ethics, Cincinnati.

Borden, S.L., Henderson, J., McGill, D., Musa, B., Oates, T., & Singer, J. (2006, October). In Wyatt, W. (Chair), *Who is a journalist?* Panel discussion presented at the 2006 Whalen Symposium on Media Ethics, St. Paul, MN.

Aksoy, B., Borden, S.L., Manzon, V., Olson, S., Pritchard, M., Roberts, P., & Sundar, Savitha. (2003, May). *Best practices (in academic/professional development) for the mentor/mentee relationship in higher education*. Presentation at the Research Ethics Spring Conference, Kalamazoo. Part of a fellowship funded by the National Science Foundation entitled "Teaching Research Ethics: An Institutional Change Model."

Borden, S.L. (2003, March). **Media ethics at the crossroads**. In (W. Babcock, Moderator) *The AEJMC ethics agenda*. Panel conducted at the AEJMC Media Ethics Division's spring meeting, St. Petersburg, FL.

Invited workshop

Borden, S.L., & Walden, R. (2006, August). (Co-convenors). *Shaping an ethics code for AEJMC*. Workshop held at the annual convention of the Association for Education in Journalism and Mass Communication, San Francisco.

Non-conference talks, panels and workshops

Borden, S.L. (2013, May 8). **Media ethics and culture in London 2014**. A presentation on the School of Communication's first study abroad course for the School's External Advisory Board.

Borden, S.L. (2012, November 16). *Research ethics resources*. A demonstration of online courses for integrating research ethics in the curriculum and resources available from the Center for Ethics in Society. Presented at the WMU Office of the Vice President for Research's Research and Dessert event for faculty and staff.

Borden, S.L. (2012, January 18). *The meaning of (virtual) life*. Talk given for the WMU Honors College's Lyceum Series.

Borden, S.L. (2010, July 1). *The common good as the foundation for social ethics in journalism*. Guest lecture given to a large-lecture introduction to media policy class taught by Prof. Dr. Hohlfeld at the University of Passau (Germany).

Borden, S.L. (2010, June 30). *What does Kant have to teach us about media violence?* Guest lecture given to Prof. Dr. Christian Thies' media ethics seminar at the University of Passau (Germany).

- Borden, S.L., and Pritchard, M. (2010, May). Co-coordinated and presented at Shirley and Michael K. Bach Workshop on Teaching Ethics for WMU faculty.
- Borden, S.L. (2008, February 7). *The moral justification for journalism*. Talk delivered at WMU as part of the Ethics Center's Spring 2008 lecture series.
- Borden, S.L. (2007, November 9). *Communication ethics*. Talk delivered to InterCom, a local professional communicators association.
- Lau, J.C., Borden, S.L., & Pritchard, M.S. (2007, August 28). Co-organized and co-led program on academic ethics presented during **WMU's international student orientation** session.
- Borden, S., Charlton, D., & Kaftan, N. (2007, April 10). *Ethics Bowl*. Presentation given as part of the WMU School of Communication's **Communication Week 2007**, WMU.
- Bach, S., Borden, S., Larson, J., & Pritchard, M. (2007, April 4). *Teaching ethics across the curriculum*. Panel presented as part of the ethics center's spring 3007 lecture series, WMU.
- Borden, S.L., & Pritchard, M.S. (2006, August 29). Co-organized and participated in program on academic honesty presented during the August 2006 **Fall Welcome** for freshmen participating in WMU's First Year Experience program.
- Borden, S.L. (2006, March 22). *The cloning breakthroughs that weren't—Part I and The senior co-author who wasn't—the rest of the story*. Research ethics case study presented as part of the WMU Ethics Center's Spring 2006 lecture series.
- Bach, S., Borden, S., Ellin, J., Grotzinger, L., Haenicke, D., Jaksa, J., Kent, T., & Pritchard, M. (2005, November 15). *The Ethics Center turns 20: Reflections on the past, present and future*. Panel sponsored by the WMU Center for the Study of Ethics in Society.
- Borden, S.L. (2001, November 2). Participant, **after-play panel discussion** sponsored by the WMU Center for the Study of Ethics in Society regarding the ethical issues involved in the doctor-patient communication portrayed in "Wit," Civic Theater, Kalamazoo.
- Borden, S.L. (2000, August 13-16). *Ethics across the honors curriculum workshop*, Miami University, August 13-16, 2000. Presented sessions on writing and using case studies to teach ethics. Received an honorarium.
- Borden, S.L. (1998, October 10). *Ethical words and images: Putting the tools of communication to good use*. Guest speech delivered to the local chapter of Professional Women Communicators.
- Borden, S.L. (1998, October 1). *Journalism as a distinct practice worthy of trust*. Research presentation delivered as part of 1998 lecture series, WMU Center for the Study of Ethics and Society. Covered in Bevelhimer, C. (1998, October 5). "Lecture gives new look at journalism ethics," *Western Herald*, p. 3.
- Borden, S.L. (1998, January 28). *Research ethics in sociolinguistics*. Guest lecture in SPAN 640: Topics in Spanish Linguistics: Spanish Sociolinguistics, WMU.
- Borden, S.L. (1998, February 12). *Ethical decision making*. Guest speech delivered to the WMU chapter of Professional Women Communicators.
- Borden, S.L. (1998, April 17). *Deception in journalism*. Guest lecture in basic journalism class, Lakeview High

School, Battle Creek, MI.

Borden, S.L. (1997, September 8). *Privacy and the paparazzi's pursuit of Princess Diana*. Guest lecture in basic journalism class, Lakeview High School, Battle Creek, MI.

Borden, S.L. (1996, October 1). *Teaching a session on ethics in communication courses*. Guest lecture in teaching assistants seminar, Communication Department, Western Michigan University.

Editing, refereeing, reviewing activities

Reviewer, submissions for the annual meeting of the Association for Practical and Professional Ethics, San Antonio, Texas, February 2013.

Reviewer, Media Ethics Division submissions for the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, August 2012.

Reviewer, *Emerging best practices in digital journalism* [Book proposal]. Routledge. July 2012. Nominal honorarium.

Reviewer (endorsement), Wyatt, W.N., & Bunton, K. (Eds.). *The ethics of reality TV: A philosophical examination* [Book in production]. Continuum Books, February 2012.

Editor, Shepherd, G.J. (2012). *Communication and the pragmatic condition*. Paper published by WMU Center for the Study of Ethics in Society in Vol. XIX, No. 1, of its in-house publication series.

Reviewer, *Ethics unscripted: The harms and benefits of reality TV* [Book proposal]. Continuum Books, October 2010.

Reviewer, Media Ethics Division submissions for the annual convention of the Association for Education in Journalism and Mass Communication, Denver, Colorado, August 2010.

Ad hoc reviewer, *Communication Yearbook*, manuscript CY35, May 2010

External reviewer, professional engagement record of Wendy Wyatt, for tenure and promotion to associate professor at the University of St. Thomas. Summer 2008.

External reviewer, research record of Nancy Cornwell, for promotion to full professor at Ithaca College, Summer 2008.

Editorial board member and reviewer, *Journal of Mass Media Ethics*, March 2003-present.

Ad hoc reviewer, Financial conflicts of interest in biomedical research: The state of the debate [Special report]. *Hastings Center Report*. 2008.

Reviewer, *What media classes really want to discuss* [Book proposal]. Taylor and Francis, 2008. Nominal honorarium.

Reviewer, [Proposed revisions to 6th edition], *Freedom of speech in the United States*. Strata Publishing, 2007. Nominal honorarium.

Reviewer, Media Ethics Division submissions for the annual convention of the Association for Education in

Journalism and Mass Communication, Washington, D.C., August 2007.

Reviewer, *Media markets and morals* [Book proposal]. Prentice Hall, 2005. *Nominal honorarium*.

Reviewer, Media Ethics Division submissions for the annual convention of the Association for Education in Journalism and Mass Communication, Toronto, Ontario, August 2004.

Reviewer, National Communication Ethics Conference, 2004, Duquesne University, Pittsburgh.

Reviewer, annual meeting of the Association for Practical and Professional Ethics, 2004, Cincinnati.

Reviewer, National Communication Ethics Conference, 2002, WMU.

Reviewer, Media Ethics Division submissions for the annual convention of the Association for Education in Journalism and Mass Communication, 2002, Miami.

Reviewer, National Communication Ethics Conference, 2000, Gull Lake, MI.

Reviewer, Media Ethics Division submissions for the annual convention of the Association for Education in Journalism and Mass Communication, 2000, Phoenix.

Judge, 1998 Carol Burnett/University of Hawaii/AEJMC ethics contest, undergraduate division.

Expert interviews

Interviews for news publications and programs

Interview on U.S. Department seizure of AP reporters' phone records in leak investigation. With Mark Schwerin of **Western Michigan University Newline**, May 16, 2013. Aired on Michigan NPR stations.

Interview on the death of Mike Wallace and his influence on broadcast journalism. With Richard Piet of **590/96-5 WKZO**. April 16, 2012.

Interview on the death of Mike Wallace and his influence on broadcast journalism. With Mark Schwerin of **Western Michigan University Newline**, April 12, 2012. Aired on Michigan NPR stations

Interview on using concept mapping to teach media ethics. With Jan Leach, Teaching Chair of AEJMC's Media Ethics Division. October 12, 2011. Published in Leach, J. (2011, Fall), "Utilizing concept mapping as a teaching tool," *Ethical News* [newsletter of the AEJMC Media Ethics Division], 15 (1), 1-2.

Interview on morals and young people, responding to study summarized in David Brooks column in *The New York Times*. With Mark Schwerin of **Western Michigan University Newline**, September 15, 2011. Aired on Michigan NPR stations.

Interview on strategies for motivating students to read in ethics courses. With Jan Leach, Teaching Chair of AEJMC's Media Ethics Division. March 21, 2011. Published in Leach, J. (2011, Spring), "Using 'learning logs' to teach ethics," *Ethical News* [newsletter of the AEJMC Media Ethics Division], 14 (3), 3.

Interview on Internet defamation. With **Western Herald** reporter Kate Panick, October 5, 2009.

Interview on ABC reporter Terry Moran's unauthorized tweet of President Obama's remarks about singer Kanye

West. With Ji Hyun Lee, investigative reporter for media watchdog website **StinkyJournalism.org**, September 28, 2009.

Interview on consolidation of Booth properties and other Michigan newspapers in response to recession. With **WKZO 590 AM** in Kalamazoo, March 23, 2009. Aired March 24, 2009.

Interview on newspaper closings and cutbacks around the country. With Richard Piet of **WKZO 590 AM** in Kalamazoo. Aired live March 16, 2009.

Interview on media coverage of the 2008 presidential election. With Mark Schwerin of **Western Michigan University Newline**, May 5, 2008. Aired on Michigan NPR stations

Interview on ethical implications of failing to follow current events in a democracy. With Mark Schwerin of **Western Michigan University Newline**, July 10, 2007. Aired on Michigan NPR stations.

Interview on media coverage of “secret” development in Grand Rapids. With Karen Gentry of **MIBiz west weekly** newspaper, March 10, 2006. Remarks appeared in front-page story March 20, 2006.

Interview on Bush Administration’s threat to prosecute journalists for receiving classified information under the Espionage Act. With Mark Schwerin of **Western Michigan University Newline**, March 10, 2006. Aired on Michigan NPR stations.

Interview on Valerie Plame case involving confidential sources in journalism. With Scott MacFarlane of **Michigan Talk Radio Network**. Aired as part of Michigan Weekend program July 16 and July 17, 2005.

Interview on use of anonymous sources in journalism. With Scott MacFarlane of **Michigan Talk Radio Network**. Aired as part of Michigan Weekend program June 25 and June 26, 2005.

Interview on “Memogate” scandal and proposed changes in the format of *CBS Evening News* after Dan Rather’s retirement. With Mark Schwerin of **Western Michigan University Newline**, January 24, 2005. Aired on Michigan NPR stations.

Interview on prosecutions of journalists with Mark Schwerin of **Western Michigan University Newline**, November 19, 2004. Aired on Michigan NPR stations.

Interview about influence of blogs with Mark Albert of **Channel 3** in Kalamazoo. Aired November 5, 2004, on 11 o’clock newscast.

Interview on the release of photographs taken of military coffins arriving at Dover AFB with Mark Schwerin of **Western Michigan University Newline**, April 28, 2004.

Interview on teaching journalism ethics with Travis Loop of *Presstime* magazine, the flagship publication of the Newspaper Association of America, August 25, 2003.

Interview on naming of Kobe Bryant’s accuser in rape case with host for **WKZO 590 AM** in Kalamazoo, August 15, 2003.

Interview on the Jayson Blair scandal at *The New York Times* with Mark Schwerin of **Western Michigan University Newline**, May 22, 2003. Aired on Michigan NPR stations.

Interview on teaching journalism ethics with Jeff South for the annual education issue of *The Quill, the monthly magazine for the Society of Professional Journalists*, May 20, 2004. Remarks published in September 21, 2004,

issue. Also available through *Quill Online* at: http://www.spj.org/quill_issue.asp?ref=596.

Interview on Iraq war coverage with Holly Doyle of **Channel 3** in Kalamazoo. Aired on 5 o'clock news April 9, 2003.

Interview on media coverage of the war in Iraq with Mark Schwerin of **Western Michigan University Newslines**, March 27, 2003. Aired on Michigan NPR stations.

Interview on reality TV trend with Matthew Jakubowski of the *Kalamazoo Gazette*. Remarks published Feb. 24, 2003, p. A4.

Interview on First Amendment survey results with Matt Robertson of **WKZO 590 AM** in Kalamazoo, Oct. 10, 2002. Aired Oct. 11, 2002.

Interview on media coverage of the Sept. 11 anniversary with **Channel 41** news in Battle Creek. Aired on the 6 o'clock news Sept. 12, 2002.

Interview on dangers facing journalists covering military action in Afghanistan with mid-morning host on **WKZO 590 AM** in Kalamazoo, Dec. 5, 2001. Aired live.

Interview on pro-anorexia web sites with anchor Diane Daniels of **Channel 3** in Kalamazoo, Nov. 12, 2001. Aired in two-part series Nov. 17-18, 2001.

Interview on media coverage of war on terrorism with mid-morning host on **WKZO 590 AM** in Kalamazoo, Nov. 7, 2001. Aired live.

Interview on misinformation broadcast by the media reporting on the September 11 terrorist attacks on New York and Washington, D.C., with Mark Schwerin of **Western Michigan University Newslines**, Sept. 19, 2001. Aired on Michigan NPR stations.

Interview on media's reporting of September 11 terrorist attacks on New York and Washington, D.C., with Lynn Turner of the *Kalamazoo Gazette*, Sept. 11, 2001. Remarks appeared in the newspaper's two editions the next day.

Interview on the media's reporting of the disappearance of Washington intern Chandra Levy with Mark Schwerin of **Western Michigan University Newslines**, Aug. 8, 2001. Aired on Michigan NPR stations.

Interview on ethical issues involved in "Temptation Island" and other reality TV shows with Mark Schwerin of **Western Michigan University Newslines**, Jan. 17, 2001. Aired on Michigan NPR stations.

Interview on reality television's moral implications with Kim Campbell of *The Christian Science Monitor*, Jan. 5, 2001.

Interview on role of the media in the 2000 presidential election with Mike Lacy of the *Sun Herald* in Biloxi, MS, Nov. 22, 2000.

Interview on ethical issues related to reality TV shows with Bill Anthony of **WKZO 590 AM** in Kalamazoo. Aired live Aug. 25, 2000.

Interview on ethical issues stemming from Leonardo DiCaprio's interview of President Clinton with Mark Schwerin of **Western Michigan University Newslines**, April 20, 2000. Aired on Michigan NPR stations.

Interview on journalistic coverage of the Y2K bug and millenium celebrations on **WKZO 590 AM** in Kalamazoo.

Aired Dec. 31, 1999.

Interview about students' reactions to Monica Lewinsky scandal with Alissa J. Rubin of the *Los Angeles Times*.

Remarks were published in Cooper, R.T., & Rubin, A.J. (1999, February 13). "Lying about sex: A wrong or a right? Absolutist stances on subject don't square with beliefs, or actions, of most Americans." In Legacy of a scandal presidency & the people [special report], *Los Angeles Times*, page S-2.

Interview about Monica Lewinsky scandal coverage in the media for "**Focus**," a radio program produced by WMU's Office of Marketing, Public Relations and Communications. Aired October 30, 1998, on WMUK 102.1 FM.

Interview on current state of journalism ethics on **WKZO 590 AM** in Kalamazoo. Aired live Oct. 5, 1998.

Interview on the state of journalism ethics for "**Focus**," a radio program produced by WMU's Office of Marketing, Public Relations and Communications, Oct. 5, 1998.

Interview about media coverage of the Clinton-Lewinsky scandal. Remarks appeared in Cliatt, C. (1998, September 18). "Video worries some parents," *The Battle Creek Enquirer*, pp. 1A-2A.

Interview about the ethical implications of media influence on teen-agers with freelance journalist Tom McFerrin, May 1, 1998. Story was to appear in **Sturgeon's daily newspaper**.

Interview about WMU ethics bowl team on **WKZO 590 AM** in Kalamazoo. Aired live March 17, 1998.

Interview about media ethics with Julie Paavola for "**Focus**," a radio program produced by WMU's Office of Marketing, Public Relations and Communications. Aired Feb. 15, 1997, on WKPR-AM (1420).

Interview about traditional media outlets citing a story that first appeared on *Playboy* magazine's Internet edition. Aired on 5:30 p.m. newscast March 12, 1997, on **Channel 3** in Kalamazoo.

Interviews with students (for class projects)

"Expert" interview with Columbia University graduate student Magdalene Castro for an op-ed piece on the ethics of journalists becoming part of the story to assist a subject in dire need (2013, April 17).

"Expert" interview with Emory University student Nisha Giridharan for a research paper on the role of a journalist in reporting information to the police in the context of the Bernie Fine sexual abuse case (2012, October 30).

"Expert" interview with Augusta State University student Ronald Hickerson for a journalism ethics paper (2012, April 27).

"Expert" interview with University of Wisconsin-Madison student HyungJin Gill for an independent study project with media ethicist Stephen Ward (2011, Nov. 18).

"Expert" interview with **WMU** student Colleen Drozan for journalism class paper on student plagiarism (2010, April 12).

"Expert" interview with **WMU** student Jon Mireau for group problem-solving project on stereotypes of college students in Hollywood pictures (2010, April 6).

"Expert" interview with **WMU** student Christopher Campbell for journalism class paper on professional use of social media (2010, February 4).

“Expert” interview with **College of New Jersey** student Matthew Hammond for class paper on ethics of media’s coverage of Virginia Tech shooting (2009, April 24).

“Expert” interview with **Wilkes University** student Angela Croop for class paper on Judith Miller controversy in connection with revealing sources in the Valerie Plame investigation (2009, March 29).

“Expert” interview with **College of New Jersey** student Matthew Hammond for class paper on misinformation reported by news media regarding the fate of 13 trapped West Virginia miners in 2006 (2009, February 18).

PROFESSIONAL COMPETENCE

Courses taught

Western Michigan University (1996-present)

Graduate level

Organizational Communication Ethics; Seminar in Communication Ethics, Independent Research, Master’s Thesis

Undergraduate level

Communication Ethics; Media (Television) Criticism; Roles and Responsibilities of Media Workers; Freedom of Expression, Ethics of Interactive Media, Independent Research.

Indiana University (1993-1995)

Undergraduate level

Mass Media as Social Institutions (taught as ethics course); Media Writing

Middle Tennessee State University (1991-1992)

Undergraduate level

Media Writing; Feature Writing

Instructional materials

Borden, S.L. (2009, 2010, 2011, 2012, 2013). **Is citizen engagement a moral responsibility?** In C. Edwards & A.E. Lyons (Eds.), *Communication and community engagement* (pp. 11-16). Kendall Hunt Publishing. Workbook for use in COM 1000, the School of Communication’s basic course of the same title.

Borden, S.L. (2007). **Values of an academic community.** Academic ethics module developed for the First Year Experience seminar at WMU.

Borden, S.L. (2007). **Working to learn.** Academic ethics module developed for the First Year Experience seminar at WMU.

- Borden, S.L. (2006, March 22). *The cloning breakthroughs that weren't—Part I and The senior co-author who wasn't – the rest of the story*. Research ethics case studies developed for WMU's Research Ethics Resource Center.
- Borden, S.L. (2004). *The ethics of mentoring*. Philosophical essay on ethical issues arising within mentoring relationships, available on the web site for WMU's Research Ethics Resource Center (<http://www.wmich.edu/research/compliance/ethics/mentor-trainee.html>) as part of a research ethics module on mentoring. Follow-up activity for grant funded by the National Science Foundation entitled "Teaching Research Ethics: An Institutional Change Model."
- Borden, S.L., & DeVries, Rebecca. (2003). *Linda's dilemma, Part I and Part II; How much credit is enough?* Case studies for graduate and faculty training in research ethics. Developed as part of a fellowship funded by the National Science Foundation entitled "Teaching Research Ethics: An Institutional Change Model." Available at the WMU's Research Ethics Resource Center's web site: <http://www.wmich.edu/research/compliance/ethics/mentor-trainee.html>
- Borden, S.L. (2003). *Yes or no vignette—commentary*. Commentary on ethical issues raised by *Yes or no vignette*, a case study on mentoring issues written by Sherrie Maher. Developed as part of a fellowship funded by the National Science Foundation entitled "Teaching Research Ethics: An Institutional Change Model." Available at the WMU's Research Ethics Resource Center's web site: <http://www.wmich.edu/research/compliance/ethics/mentor-trainee.html>
- Bebeau, M.J., with Pimple, K.D., Muskavitch, K.M.T., Borden, S.L., Smith, D.H. and Agnew, E. (1995). *Moral reasoning in scientific research: Cases for teaching and assessment*. Bloomington, IN: Poynter Center for the Study of Ethics and American Institutions. (One case was featured in *Science* magazine's "Conduct On-Line" project in summer 1995).

Curriculum development and teaching innovations

Developed the School of Communication's first faculty-led short term study abroad course, Media Ethics and Culture in London. Initial proposal for Summer 2014 offering approved by the Haenicke Institute for Global Education in March 2013. Final proposal approved in September 2013.

Introduced one-word journal writing assignments and reconfigured paper assignments to meet baccalaureate writing requirements for COM 4450. Fall 2012 semester.

Helping to develop learning objectives and assessment measures for professionalism competency in Profession of Medicine course for WMU Medical School.

Held first School of Communication Ethics Bowl between two sections of COM 4770. Spring 2012 semester. Ethics Bowl project was featured as an exemplary assignment in the use of library resources in December 2012 WMU Libraries newsletter written by the School of Communication's liaison, Patricia VanderMeer.

Initiated use of iClickers to spur discussion of "think" questions in large lecture course. Using in COM 3070 during the Fall 2011 semester.

Initiated concept mapping to brainstorm abstract concepts in ethics. Used in COM 3050: Interactive Media Ethics in Spring 2011. To be featured in Ethical News [newsletter of AEJMC's Media Ethics Division].

Initiated learning logs to motivate students to read. Featured in Leach, J. (2011, Spring), "Using 'learning logs' to teach ethics," *Ethical News* [newsletter of the AEJMC Media Ethics Division], 14 (3), 3.

Developed a news special topics course, COM 3050: Interactive Media Ethics, to examine ethical issues raised by interactive technologies, with an emphasis on virtual reality.

Revamped the Ethics Bowl group project in COM 4770: Communication Ethics in Fall 2010 to incorporate the use of technology in deliberating about the cases using the guided deliberation process and online coaching tool provided by the University of Northern Colorado at its Center for Ethical Deliberation website.

Redesigned COM 6040: Seminar in Communication Ethics to include weekly “book clubs” using the best-selling novel *Intuition* to help students relate theoretical readings to communication practices and to relate ethical issues in communication to ethical issues in other fields. Also incorporated weekly “writing workshops” on brainstorming topics, writing abstracts, researching existing literature, and developing outlines to help students develop high-quality research papers applying ethical theory to selected problems in communication ethics. Five papers written for the class were presented at state, regional and national conferences. In 2010, I organized course content around the theme for the annual convention of the National Communication Association; three students submitted a proposal to NCA. Two other students are submitting their papers for presentation at the 2011 meeting of the Association for Practical and Professional Ethics.

Developed a proposal (with Dr. Jennifer Machiorlatti) for a **graduate certificate in media literacy**. Submitted to the School’s Graduate Committee for consideration.

Member, **committee to develop Ph.D. proposal**, 2001-2002. Proposal recommended Ph.D. program focused on organizational communication and engagement.

Member, committee to **recommend changes to master’s degree program**, 2001. Changes were made to admission requirements, curriculum, and capstone requirements.

Redesigned COM 3070: Freedom of Expression to inject ethical analysis alongside legal analysis when considering controversial issues involving free speech.

Redesigned COM 6800: Organizational Communication Ethics to deal more directly with the roots and nature of ethical problems in the organizational context. Designed a group project to design an ethics credo for an organization based on process used by the National Communication Association to develop its Credo for Ethical Communication.

Redesigned COM 4450: Media Criticism (formerly Television Criticism) to address all media, including new technologies. This curricular change resulted from a proposal developed by a committee to study the Media Studies major; I co-chaired the committee (see below).

Received approval of the Communication Department faculty to **change the course description for COM 4770: Communication Ethics** to include media ethics, as well as interpersonal communication and organizational communication ethics. The department also approved a proposal to have COM 477 count as an elective for all majors in the department except Public Relations. Previously, COM 477 did not count as an elective for any of the media majors. Among major teaching innovations has been a culminating assignment based on the National Intercollegiate Ethics Bowl competition.

Received approval of the Mass Media Area to **introduce COM 3050: Roles and Responsibilities of Media Workers** as a topical course. The course has been offered several times since Fall 1998. I have since introduced relevant films to introduce students to major topics and to provide the basis for in-class activities and developed an individual research portfolio project, bringing together a series of reflective activities aimed at enhancing critical thinking about the responsibilities of media workers.

Received approval of the Communication Department to **introduce COM 6040: Seminar in Communication Ethics** as an elective for all the master's degree students in the department. This course was taught for the first time

in Fall 1999.

Served as co-coordinator of a Mass Media Area committee to study the **redesign of the Media Studies major**, 1997-1998. Proposed major revision received approval of the Mass Media Area in September 1998.

Student advising

Graduate capstone committees:

Member, master's thesis committee, Caitlin Rickert, January 2011-March 2013. Thesis proposal entitled *The liminal loser: Breakdowns and breakthroughs in reality weight loss programs* successfully defended December 9, 2012. Completed thesis of same title successfully defended March 18, 2013.

Chair, master's thesis committee, Keith Thompson, September 2010-November 2012. Thesis proposal entitled *Ethical ambivalence in local television weathercasting: A Rossian analysis* successfully defended March 30, 2012. Completed thesis of same title successfully defended November 7, 2012.

Member, master's thesis committee, Carla Urbaez, August 2010-June 2011. Thesis proposal entitled *Ethical leadership as an antecedent of multiple ethical climates within an organization: An exploratory study* successfully defended December 1, 2010. Completed thesis of same title successfully defended May 12, 2011.

Chair, master's thesis committee, Ling Wei (Sarah) Lee, June 2007-May 2008. Thesis proposal entitled *Organizational culture and change: Understanding a college newspaper's newsroom culture* successfully defended December 12, 2007. Completed thesis of same title successfully defended May 16, 2008. Paper reporting partial findings from thesis research named Top Student Paper by AEJMC's Scholastic Journalism Division. The paper, titled *Understanding a Four-Year College Newspaper's Newsroom Culture and Change*, was presented at AEJMC's annual convention in August 2008 in Chicago and received a \$350 cash prize.

Chair, master's comprehensive exams committee, Sarah Johnson. Exams passed March 2007.

Member, master's comprehensive exams committee, Natalie Anagnostou. Exams passed November 2006.

Member, master's thesis committee, Michael A. Glassco. Thesis title: *Democracy, hegemony and consent: A critical ideological analysis of mass mediated language*. Successfully defended July 21, 2006.

Student awards:

Supervising faculty member, College of Arts and Sciences Undergraduate Research and Creative Activities Award, Jason Elkins, Summer I 2010. For developing and leading workshop on ethical issues in writing center consulting, accepted for presentation at the European Writing Centers Association conference May 24-28, 2010, in Paris.

Research mentor, COM 6040 student David Charlton, *The Common Morality of Interviewers: Evaluating Moral Guidelines of Non-Journalists*. Recipient of the Top Graduate Paper Award at the 2009 annual meeting of the Association for Practical and Professional Ethics, Cincinnati.

Faculty partner with communication master's student Rebecca S. DeVries for fellowship funded by the National Science Foundation through a grant entitled "Teaching Research Ethics: An Institutional Change Model." Co-authored two case studies for graduate and faculty training in research ethics, conducted ethics training for Communication faculty and graduate students in 2002-2003, and co-authored drafts of best practices in mentoring and co-authorship (adopted by Communication faculty in fall 2003).

Research mentor, communication master's student Rebecca S. DeVries, *Depression in the workplace: The ethical dilemma of disclosure*; Angelika Kausche, *How should multinational corporations communicate about global ethical dilemmas?*; and Alycia M. Iwan, *Conflicting codes of ethics between employees and organizations*. Papers presented at the National Communication Ethics Conference, June 2002, Kalamazoo, MI. Papers originally were written for COM 680: Organizational Communication Ethics. These three students were recognized for submitting the top three student papers with the Duquesne Graduate Student Fellowship.

Research mentor, communication master's student Marie E. Lee, *The ethics of crisis response strategies: An analysis*, first-place winner in the 1998 Carol Burnett/University of Hawaii/AEJMC ethics contest, graduate division.

Honor's theses:

Chair, Honors thesis committee, Shawn Myers, September 2008-April 2009. Completed thesis entitled *Valuing the values of the good state: An exploration of ethical common ground among nations* was successfully defended April 23, 2009.

Member, Honors thesis committee, Krystal Bresnahan. Thesis title: *The influence of humorous positive computer-mediated word-of-mouth communication on student motivation and affective learning*. Successfully defended in December 2007.

Chair, Honors thesis committee. Melanie Bigler. Thesis title: *Critiquing the corporate culture: Using virtue ethics in business*. Successfully defended April 18, 2000.

Member, Honors thesis committee, Matthew Halloran. Thesis title: *Business executive ethics template (for making those tough decisions)*. Completed, but not defended.

Member, Honors thesis committee, Michonne R. Proulx. Thesis title: *The implementation of a customer service initiative and its effects on employees and customers*. Discontinued.

Independent studies:

Supervising faculty member, independent study with Kevin Barton, fall 2011. Completed.

Supervising faculty member, independent study with Keith Thompson, fall 2010. Completed.

Supervising faculty member, independent study with Caitlin Nunes, fall 2007. Completed.

Supervising faculty member, independent study with Ling Wei (Sarah) Lee, summer II 2007. Completed.

Supervising faculty member, independent study and thesis credits, with Sarah Johnson, summer I, 2006, and fall 2007. Project title: *A hegemonic instrument of control: Exploring the signification of Middle Easterners in "24" through semiotics*. Completed.

Supervising faculty member, independent study with master's student Keith Thompson, summer I, 2006. Paper title: *The ethical obligations of the local television weathercaster: A normative essay*. Completed.

Supervising faculty member, independent study with undergraduate student Brian McDowell, spring 2006. Completed.

Supervising faculty member, independent study with master's student Sashikala Ghule, spring 2004. Paper title:

Analysis of ethical issues in implementation of performance appraisal. Completed.

Non-credit research and mentoring:

Teaching mentor, communication master's student Katie Reno. Consulted on research ethics lecture she gave as the teaching assistant for COM 2010: Communication Inquiry in fall 2010. She discussed her experience as part of an Ethics Center program, "Teaching Ethics: Reports from the Classroom," on March 16, 2011.

Research mentor, COM 6040 student Keith Thompson. Helped him revise paper for submission to the Association for Practical and Professional Ethics. He presented "Ethical Justification for Subjective Journalism: a Casuistical Approach" at APPE's 2011 annual meeting in Cincinnati.

Research mentor, COM 6040 student Mike Love. Helped him revise paper for submission to the 2011 annual meeting of the Association for Practical and Professional Ethics (not accepted) and the 2011 annual conference of the Central States Communication Association (under review).

Research mentor, COM 6040 students Sheila Fernandez, Jennifer Ptacek and Carla Urbaez. Edited panel proposal submitted to the National Communication Association for presentation at the 2010 conference in San Francisco. Not accepted.

Research mentor, COM 6040 students David Charlton, Felix Irmer and Lyuda Pustelnyk. Edited and encouraged submission of book reviews written for course for publication in the journal *Teaching Ethics*. The reviews were published in volume 10, number 1, pp. 111-122.

Research mentor, COM 6040 students Al-Momani, H.A., Charlton, D., Irmer, F., & Pustelnyk, L. Panel titled *Media independence and truth telling: Can we have one without the other?* (C. Edwards, Chair), based on their papers for the course, was presented at the Central States Communication Association's 2009 conference in St. Louis.

Research mentor, COM 6040 student Noor Farisha Binti Zainol Abidin. Farisha presented her class paper, *Ethical implications of misleading shark stereotypes in the movies*, at the 2009 meeting of the Michigan Academy of Science, Arts, and Letters in Detroit.

Teaching and research mentor, philosophy master's student Joshua Upson. Worked closely with Josh as Ethics Bowl coach in 2006-2007 and 2007-2008, which included opportunity to teach ethics to undergraduates and to travel to the 2007 and 2008 Association for Practical and Professional Ethics meetings. Encouraged submission of chapter proposal to *Ethics of Entertainment* volume, which was published in 2010.

Teaching mentor and research mentor, comparative religion master's student David Charlton. Worked closely with Dave as Ethics Bowl coach from 2006-2009, which included opportunity to teach ethics to undergraduates and to travel to the 2007, 2008 and 2009 Association for Practical and Professional Ethics meetings. Encouraged submission of chapter to *Ethics of Entertainment* volume, which was published in 2010.

Teaching mentor, philosophy master's student David Monroe. Worked closely with Dave as Ethics Bowl coach in 2005-2006, which included opportunity to teach ethics to undergraduates and to travel to the 2006 Association for Practical and Professional Ethics meeting.

Teaching mentor, communication master's student Alycia Iwan. Worked closely with Alycia as Ethics Bowl coach in 2001-2002 and 2002-2003, which included opportunity to teach public speaking and ethics to undergraduates and to travel to the 2002 Association for Practical and Professional Ethics meeting.

Research mentor, communication master's student Carleen Crawford, *Euthanasia or aggressive pain management? The use of strategic ambiguity with end-of-life decisions*. Paper presented at the National Communication Ethics Conference, May 2000, Gull Lake, MI. Paper originally was written for COM 680: Organizational Communication Ethics.

Academic advisees:

Temporary advisor, Noor Attar, communication master's student, Fall 2013.

Temporary advisor, Andrew Gambino, communication master's student, Fall 2012.

Temporary advisor, Yolanda Campusino, communication master's student, Fall 2011.

Temporary advisor, Massiell Tavarez de la Cruz, communication master's student, 2010-2011.

Temporary advisor, Scott Richmond, communication master's student, 2009-2010.

Permanent advisor, Keith Thompson, communication master's student, 2008-2012.

Permanent adviser, Ling Wei (Sarah) Lee, communication master's student, 2007-2008.

Permanent adviser, Sarah Johnson, communication master's student, 2005-2007.

Student organizations:

Co-sponsor (with Julie Apker), Lambda Pi Eta, undergraduate honors society in communication, 2006-2007.

Faculty sponsor, 1998, 1999, 2000, 2002, 2003, 2004, 2006, 2007, 2008, 2009, 2010, 2011 and 2012 ethics bowl teams representing WMU in the national ethics bowl held at the annual meeting of the Association for Practical and Professional Ethics. The contest was held in Dallas in 1998, Washington, D.C., in 1999 and 2000; Cincinnati in 2001, 2004, 2007, 2008 and 2009; Charlotte, N.C., in 2003; Jacksonville, Fla., in 2006, and San Antonio in 2008. Ethics Bowl became a tiered competition beginning in 2007; WMU's team won the 2006 regional qualifier at Harper College and the 2007 qualifier at the University of Wisconsin-Madison. The team placed in the top 10 nationally in 1998, 2000, 2008 and 2009. Campus demonstrations were held in November 1998, 1999, 2000 and 2001 as part of the ethics center's lecture series.

Teaching-related grants and awards

Haenicke Institute for Global Education, Western Michigan University, development funding for discovery trip to England in July 2013 to set up new Faculty-Led Short Term Study Abroad course "Media Ethics and Culture in London," to be offered in Summer 2014. *Awarded \$2,500.*

Faculty Development Fund, Western Michigan University, for travel to the National Communication Association's summer conference to develop a credo for ethical communication July 25-26, 1999, in Washington, D.C. *Awarded \$400.*

Faculty Development Fund, Western Michigan University, for travel to the 4th Intercollegiate Ethics Bowl Feb. 25, 1999, in Washington, D.C. *Awarded \$400.*

Faculty Development Fund, Western Michigan University, for travel to 1997 National Workshop on the Teaching of Ethics in Journalism, Nashville, Tenn., May 31-June 6, 1997. *Awarded \$275.*

Faculty Development Fund, Western Michigan University, for travel to annual meeting of the Association for Practical and Professional Ethics. The report appeared in April 1997 in the *Faculty Development Services Newsletter*, 6 (4): 3-4. Awarded \$400.

Pedagogical demonstrations

Boeyink, D.E., & Borden, S.L. *Making hard choices in journalism ethics: Cases and practice*. Pedagogical demonstration presented at the 2010 annual meeting of the Association for Practical and Professional Ethics, Cincinnati.

Borden, S.L. (2003, March). *Star Trek meets the Belmont Report: Using science fiction to make first contact with basic principles in research ethics*. Pedagogical demonstration presented at the annual meeting of the Association for Practical and Professional Ethics, Charlotte, N.C.

Borden, S.L. (1996, March). *Not your usual case discussion: An alternative for "doing" ethics on the first day*. Pedagogical demonstration presented at the annual meeting of the Association for Practical and Professional Ethics, St. Louis.

Accepted:

Borden, S.L. (2001, March). *Preparing students for discussion and higher-level thinking in ethics classes*. Pedagogical demonstration accepted for presentation at the annual meeting of the Association for Practical and Professional Ethics, Cincinnati. Unable to present for medical reasons.

Professional development

Completed **Cool Tools: What are iClickers?** workshop held at WMU by the Office of Faculty Development on Sept. 1, 2011.

Completed **Cool Tools: Pedagogy of Clickers** workshop held at WMU by the Office of Faculty Development on Aug. 30, 2011.

Completed **Creating the Need to Read in Courses** workshop held at WMU by the Office of Faculty Development on Jan. 4, 2011.

Completed **Human Subjects Protections Program (Continuing Education)** entitled "Responsible Conduct in Research in the Social and Behavioral Sciences" and awarded Investigator Education Certification in Chicago, February 17, 2006.

Invited participant, **Whalen Symposium in Media Ethics**, held at the University of St. Thomas Sept. 17-18, 1999, in St. Paul, MN.

Participant, **Program in Research Ethics** sponsored by WMU's Center of the Study of Ethics in Society, winter 1998.

Participant, **"Using writing to learn across the curriculum" workshop** sponsored by Michigan Writing Projects and WMU's Office of Faculty Development, Center for Academic Support Programs and English Department, Jan. 30, 1998.

Participant, **workshop on teaching journalism ethics** at the Association for Education in Journalism and Mass

Communication national conference, Kansas City, Mo., August 1993.

PROFESSIONAL SERVICE

Professional/disciplinary service

Member, planning committee, media ethics special interest group, Association for Practical and Professional Ethics.

Borden, S.L. (Convener), Biddle, J.R., Hansen, E.K., VanDyke, A., & Wasserman, E. *Media at the margins: Doing (in)justice to the poor*. Roundtable accepted for presentation at the Annual Meeting of the Association for Practical and Professional Ethics, March 2012, Cincinnati.

Member, search committee to select new executive director of the Association for Practical and Professional Ethics, 2009-2010. Search completed successfully with hiring of Stuart Yoak, who assumed post in July 2011.

Co-coordinator and Presenter, Shirley and Michael Bach Workshop on Teaching Ethics, May 19-21, 2010, WMU.

Respondent, S. Jovanovic (Chair). (2009, November). *Considering ethics in newspapers and public discourse*. Panel accepted for presentation at the National Communication Association Convention, Chicago.

Coordinator, Third Upper Midwest Regional Ethics Bowl. November 15, 2008, hosted by WMU.

Member, Ethics Task Force appointed by president of the Association for Education in Journalism and Mass Communication to draft an ethics code for the organization, February 2004-August 2008. Drafted language on members' responsibilities to students and helped develop preamble. Code adopted by membership at AEJMC national convention August 8, 2008, in Chicago.

Session chair, Elliott, D. (2007, February). *Getting Mill right*. Program presented at the 2007 annual meeting of the Association for Practical and Professional Ethics, Cincinnati.

Co-director (with James Gilchrist and Michael Pritchard), National Communication Ethics Conference, May 30-June 2, 2002, at WMU.

Co-director (with James Gilchrist and Michael Pritchard), National Communication Ethics Conference, May 11-14, 2000, in Gull Lake, Mich.

Session organizer, *Terrorism's attack on freedom*. Panel accepted by the Media Ethics Division as a mini-plenary, with co-sponsorship by the Law, Mass Communication & Society, and Communication Technology & Policy divisions, Association for Education in Journalism and Mass Communication, 2002 convention, Miami.

Session chair, Meyers, C., Bunton, K., Lester, P.M., & Elliott, D. (2000, February). *Ethics in journalism*. Panel presented at the annual meeting of the Association for Practical and Professional Ethics, Washington, D.C.

Session chair and organizer, Altschull, H.J., Winch, S., & Parisi, P. (1999, August). *Rhetorically speaking: Humanistic methods for studying normative questions in the media*. Panel presented at the annual convention of the Association for Journalism and Mass Communication, New Orleans.

Participant, National Communication Association's 1999 Communication Ethics Credo Conference, July 24-26, 1999, Arlington, VA. This group developed a draft credo for ethical communication that was subsequently adopted by NCA's Legislative Council in November 1999.

Session chair, Andsager, J., Campbell, K., Schwartz, T.A. & Dyer, C.S. (1997, August). *Emerging theories and methodologies in the study of freedom of expression*. Panel presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago.

Small group discussion leader, plenary case studies, annual meeting of the Association for Practical and Professional Ethics, Arlington, VA, March 8, 1997.

University service

Western Michigan University

Reviewer, 2011 College of Arts and Sciences Faculty Achievement Award for Research and Creative Activity, January 2012.

Member, Professionalism Workgroup, tasked with developing curricular outcomes for the WMU School of Medicine, 2011-present.

Member, selection committee for WMU recipient of 2011 faculty exchange with the University of Passau (Germany), February 2011 and November 2013.

Sponsored lecture for the ethics center's fall 2009 lecture series and brown bag for Center for Communication Research: Stephen Ward of the University of Wisconsin-Madison.

Member, advisory search committee to select associate dean of the College of Arts and Sciences, 2006.

Organized ethics center's film series in spring 2007 and spring 2008 featuring films followed by ethics discussions led by WMU faculty.

Sponsored lecture for the ethics center's fall 2005 lecture series: Kristie Bunton of St. Thomas University, St. Paul, Minnesota.

Sponsored lecture for the ethics center's fall 2004 lecture series: John Stone of Tuskegee University National Center for Bioethics in Research and Health Care.

Sponsored lecture for the ethics center's winter 2002 lecture series: a talk by JoNina Abron of Western Michigan University.

Sponsored lecture for the ethics center's winter 2000 lecture series: Nancy Cornwell of Western Michigan University. Cornwell was interviewed by WMUK about a feminist approach to the First Amendment, the topic of her lecture. Her talk also was covered by the *Western Herald*.

Moderator and organizer, Isaacson, D., Lawson, E.T., Lipkin, S., & Solomon, P. (1999, April 8). *Do we need to be protected from offensive images?* Panel presented as part of lecture series sponsored by Western Michigan University's Center for the Study of Ethics in Society, Kalamazoo, MI.

Sponsored two lectures for the ethics center's fall 1997 lecture series: David E. Boeyink and Richard Miller, both of Indiana University. Boeyink was interviewed by WMUK about advocacy journalism, the topic of his lecture.

Departmental service

Western Michigan University

Chair, Sabbatical Leave Committee, Fall 2008, Fall 2013

Pre-tenure classroom observation of Professor Stacey Wieland, November 22, 2013.

Chair, Promotion Committee, Spring 2012

Member, Promotion Committee, 2010-present

Member, Graduate Committee, 2006-2008, 2010-present

Member, search committee, journalism position, 2010-2011. Search cancelled.

Member, Faculty Workload Committee, 2009-present

Chair, Personnel Committee, 2009-2010

Chair, Mass Communication Area, 2003-2006

Member, Chair's Executive Committee, 2003-2006

Member, Personnel Committee, 2005-2007, 2008-2010, 2013-present

Member, Sabbatical Leave Committee, 2005-2009, 2013-2014.

Pre-tenure classroom observation of Professor Sue Ellen Christian, February 15, 2006.

Pre-tenure classroom observation of Professor Regina Spellers, March 22, 2004.

Pre-tenure classroom observation of Dr. Paul Nwulu, April 5, 2004.

Member, search committee, two media production positions, 2003-2004.

Member, search committee, telecommunications management and audience research position, 1999-00.

Co-coordinator of a Mass Media Area committee to study the redesign of the Media Studies major, 1997-1998.

Chair, committee appointed to respond to departmental assessment report prepared by outside consultant Sue DeWine, Spring 1998. The committee's proposals were the basis for the faculty retreat agenda in September 1998.

Member, Mass Communication Area.

Member, Human Communication Area, 1996-2003.

Middle Tennessee State University

Coordinator, Seigenthaler Chair's first regional journalism conference, with nationally recognized speakers and nearly 100 participants from universities and media organizations in the Southeast, March 1992.

Member, Committee on Student Records and Advisement for AEJMC reaccreditation, 1991-1992.

Member, Faculty Welfare/Morale Committee, 1991-92.

Professional memberships

Association for Education in Journalism and Mass Communication, Association for Practical and Professional Ethics, Society for Ethics Across the Curriculum