

Lewis A. Friedland

Professor

School of Journalism and Mass Communication

Department of Sociology

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EDUCATION:

Ph.D., Sociology. Brandeis University, Waltham, Massachusetts, 1985. Areas of Specializations: Sociology of Mass Communication, Telecommunications policy, Economic sociology, Social theory, Critical theory.

Dissertation: "Cable-Broadband Communications: The Control of Information in Post-Industrial Society." Analyzed the regulatory and economic history of cable-broadband communications system, in the context of a transition to an information economy.

A.B., Sociology, history. Washington University, St. Louis, Missouri, 1974.

POSITIONS HELD

Teaching

Professor, School of Journalism and Mass Communication, University of Wisconsin-Madison. Affiliated with Department of Sociology. Spring 2002-present.

Associate Professor, School of Journalism and Mass Communication, University of Wisconsin-Madison. Spring 1997-Spring 2002.

Assistant Professor, School of Journalism and Mass Communication, University of Wisconsin-Madison. Fall 1991-1997.

Visiting Lecturer, Department of Sociology, University of California, Berkeley.
"Contemporary French Political and Social Thought," graduate seminar, Spring 1980.

Teaching Associate/Teaching Assistant, Department of Sociology, Brandeis University.
Assisted and taught sections of introductory sociology, 1976-78.

Research

Director, Center for Communication and Democracy, University of Wisconsin-Madison, Spring 2001-present.

Associate, Kettering Foundation, Dayton, Ohio, 1996-present.

Principal Investigator, "Civic Ecology of Young People," Center for Information and Research on Civic Learning and Engagement, University of Maryland, 2002-2003.

Co-Director, "Mapping Youth Civic Engagement," with Carmen Sirianni, Brandeis University, Pew Charitable Trusts, 2001-2002.

Co-Principal, "Mapping Youth and Civic Renewal," with Carmen Sirianni, Brandeis University, Pew Charitable Trusts, 2000.

Principal Investigator, "Building a Community Information Corps," St. Paul, Minnesota field study, 2000-2002.

Principal Investigator, Ford Foundation, "Building Civic Capacity in Communication," 2000-2001.

Principal Investigator, Ford Foundation, "Linking Policy and Academic Research in Communication," 1999-2000.

Principal Investigator, Ford Foundation, "Mapping the Field of Communication, 1998-1999.

Pew Charitable Trusts, national evaluation of Civic Journalism programs. Led qualitative team conducting case studies in four cities. 1996.

Project Director, ONline@UW Electronic Publishing Group, UW-Madison, School of Journalism and Mass Communication. Founded and direct national project specializing in electronic publishing on the World Wide Web for civic organizations. Clients include: Civic Practices Network, Kettering Foundation, National Issues Forum, Pew Center for Civic Journalism, American Health Decisions, Pew Partnership for Civic Change, Alliance for National Renewal, 1995-present.

Research Director, Civic Practices Network, Madison, Wisconsin. Founded, edit and coordinate production of national civic learning collaborative on the World Wide Web, 1994-present.

Research Associate, Mass Communication Research Center, School of Journalism and Mass Communication, University of Wisconsin-Madison, 1991-present.

Professional

Senior Consultant, WHA-TV, PBS affiliate, Madison, Wisconsin. Supervise and develop major television programs, projects and documentaries. Consult on the Wisconsin Collaborative Project and Citizen's '96, 1991-present.

Executive Producer, "Environment: A Weekly Journal" with Center for Investigative Reporting, in development for PBS, August 1990-July 1991.

Executive Producer, WITI-TV, CBS affiliate, Milwaukee, Wisconsin, August 1988-August 1990.

News and Documentary Producer, KUTV-TV, NBC affiliate, Salt Lake City, Utah, August 1985-August 1988.

PUBLICATIONS:

Books and Monographs:

Lewis A. Friedland, *Public Journalism: Past and Future*, (Kettering Foundation Press: 2003).

Carmen Sirianni and Lewis A. Friedland. *Civic Innovation in America: Community Empowerment, Public Policy, and the Movement for Civic Renewal*, (University of California Press: 2001).

Lewis A. Friedland, *Covering the World: International Television News Services*, (Twentieth Century Fund, Priority Press: 1992). Portions translated into Korean by the Korean Broadcasting Institute.

Journal Articles and Book Chapters (* indicates refereed publication)

Lewis A. Friedland and Carmen Sirianni. "Civic Life." *Encyclopedia of Community*. 2003.

Lewis A. Friedland and Carmen Sirianni. "Civic Innovation." *Encyclopedia of Community*. 2003.

Lewis A. Friedland and Katherine B. Campbell. "Connected Research: The Chicago School Precedent" In S. Iorio (Ed.), *Taking it to the Streets: Using Qualitative Research in Journalism*. Hillsdale, NJ: Lawrence Erlbaum (2003).

Carmen Sirianni and Lewis A. Friedland, "Civic Innovation, Conflict, and Politics." *Political Economy of the Good Society*. Spring 2003

Lewis A. Friedland and Dhavan V. Shah. "Communication and Community." In S. Dunwoody, L. Becker, G. Kosicki, D. McLeod (Eds.), *The Evolution of Key Mass*

Communication Concepts: Honoring Jack M. McLeod. Cresskill, N.J.: Hampton Press, (2004 forthcoming)).

*Lewis A. Friedland. "Communication, Community, and Democracy: Toward a Theory of the Communicatively Integrated Community." *Communication Research*, 28(4), 358-391 (2001).

Lewis A. Friedland. "Public Journalism and Community Change." In *Public Journalism and Public Knowledge*, ed. Anthony Esterowicz and Robert Roberts. Rowan and Littlefield, (2000).

Lewis A. Friedland. "Reform Judaism and American Community," in *Contemporary Debates in Reform Judaism*, ed. Dana Kaplan. Routledge Press. (2000).

Lewis A. Friedland and Jack McLeod. "Community Integration: A Reconsideration," in *Mass Media, Social Control and Social Change: A Macrosocial Perspective*, ed. Demers, D.P. and Viswanath, K. Iowa State University Press (1998).

Lewis A. Friedland, Mirjana Sotirovic and Katie Daily. "Public Journalism and Social Capital: The Case of Madison, Wisconsin." in Lambeth, Edward, Meyer, Phillip, and Thorson, Esther, eds. *Assessing Public Journalism*, University of Missouri Press (1998).

*Lewis A. Friedland and Sheila Webb. "Incorporating Online Publishing into the Journalism and Mass Communication Curriculum," *Journalism Educator*, Vol. 51, No. 3: 54-65 (Autumn 1996).

*Lewis A. Friedland. "Electronic Democracy and the New Citizenship." *Media, Culture, and Society*, Vol. 19, No. 2 :185-212 (April 1996).

*Lewis A. Friedland and Zhong Mengbai, "International Television Coverage of Beijing Spring 1989: A Comparative Approach." *Journalism Monographs*, No. 156: 1-60 (April 1996).

*Lewis A. Friedland. "World Television News: An Analytical Map," *Gazette*, Vol. 57, No. 1:53-71 (April 1996).

Lewis A. Friedland. "Multimedia Journalism: A Contradiction in Terms?" in *Multimedia: A Revolutionary Challenge*. "Multimedien-Journalismus: Ein Widerspruch in sich?" in *Multimedia: Eine Revolutionäre Herausforderung*. Alfred Herrhausen Society for International Dialogue (Schäffer-Poeschel Verlag, Stuttgart, Germany, 1995).

*Lewis A. Friedland. "Public Television as Public Sphere: The Case of the Wisconsin Collaborative Project," *Journal of Broadcasting and Electronic Media*, Vol. 39: 147-176 (1995)

*Lewis A. Friedland. "Public Television and the Crisis of Democracy: A Review Essay." *Communication Review*. Vol. 1, No. 1: 111-128 (May, 1995).

Lewis A. Friedland. "CNN International and the Voice of America: A Comparative Analysis." United States Information Agency White Paper (November 1994).

Minor Publications and Book Reviews

. "Former des étudiants citoyens pour un monde de plus en plus commercial." [Internet@Médias.Journalisme](#), Vol.1no.6,Avril 2000,p.5, Ste-Foy, Centre d'études sur les medias.

Lewis A. Friedland. "Exploring the Territory: Evaluation Together." *Connections*, June 1998, pp. 8-10.

Carmen J. Sirianni and Lewis A. Friedland. "Civic Innovation and American Democracy." *Change* Vol. 29 No.1:14-23 (1997).

Lewis A. Friedland, "Review of David Croteau and William Hoynes, *By Invitation Only: How the Media Limit Political Debate.*" *Sociological Imagination* (1997).

Esther Thorson, Lewis A. Friedland, and Steven Chaffee, "Civic Lessons" Pew Charitable Trusts, Philadelphia, PA (1996).

Lewis A. Friedland. "Civic Journalism: The Media Goes Home," *National Civic Review*, Vol. 85, No. 2 (Fall 1996).

Carmen Sirianni, Lewis A. Friedland, and Melissa Bass, "The Civic Practices Network: Social Learning for A New Citizenship," *The Good Society*, Vol. 6, No. 1 (Winter 1996).

Carmen Sirianni, Lewis A. Friedland and Melissa Bass. "The Civic Practices Network: Social Learning for a New Citizenship," *Computer Professionals for Social Responsibility Newsletter*, Vol. 14, No. 2 (Summer 1996)

Lewis A. Friedland and Carmen Sirianni. "Critical Concepts in the New Citizenship," Pew Charitable Trusts (December 1995).

Lewis A. Friedland. "CNN," *Dictionary of American History, Supplement*, Ferrell, Robert H. and Hoff, Joan, eds. Scribners (1995).

Lewis A. Friedland. "Vorstoß in die Medienlücke," *Rheinischer Merkur* (31) August 4: (1995)

Lewis A. Friedland. Review of Bruce Cumings, *War and Television*, *American Journal of Sociology*, (May 1994).

Lewis A. Friedland, Jay Rosen, and Lisa Austin. "Civic Journalism: A New Approach to Citizenship," American Civic Forum, *Civic Practices Network*, Civic Journalism. (1994).

Carmen Sirianni and Lewis A. Friedland. "Civic Environmentalism," *Civic Practices Network*, Civic Environmentalism. (1994).

Carmen Sirianni, Lewis A. Friedland and Douglas Schuler. "Citizenship Schools in the Information Age," *Civic Practices Network*, Community Networking. (1994).

Lewis A. Friedland. "Reach Out and Stiff Someone," *Los Angeles Times*, Sunday, October 17 (1993). Nationally syndicated column on the Bell Atlantic-TCI merger; picked up by *Long Island Newsday*, *Philadelphia Inquirer*, and others. Total circulation more than 1.5 million.

Major Television Series and Documentaries with Awards

"My Promised Land: The Bernice Cooper Story." Executive Producer, WHA-TV, June / August 1993. Story of a year in the life of a woman and her family who have immigrated to Madison from Chicago's South Side. Included two area-wide electronic town meetings.

Alfred I. duPont-Columbia University Silver Baton, Small Market Television, 1995.
Corporation for Public Broadcasting, Gold Award, Best Local Documentary, 1994.
Casey Medal for Meritorious Journalism, Television Documentary, 1994.
National Association of Black Journalists, First Place, Television Broadcasting Documentary, Markets 16 and Below, 1994.

"The Flood of '93." Managing Editor, PBS/Wisconsin Collaborative Project, July, 1993. National special report for PBS on the impact of flooding in the Midwest.

"Move Over: Women and the 1992 Election," Consultant, PBS/Wisconsin Public Television, October 1992.

Alfred I. duPont-Columbia University Silver Baton, Small Market Television, 1994.

"The Shadow Game," Executive Producer, WHA-TV, November 1991. Story of Ari Ben-Menashe, key figure in "October Surprise" and Iran-Contra Affair.

"48 Hours: The Streets of Milwaukee," Executive Producer, Producer, WITI-TV, CBS affiliate, Milwaukee, 1989. Hour documentary and five-part series exploring causes of year of record murders and drug related violence.

Associated Press, Best Series.

Milwaukee Press Club, Best Documentary Photography.

Northwest Broadcast News Association, Honorable Mention, Documentary.

"Teen Sex: Expecting Trouble," Executive Producer, WITI-TV, 1989. Hour documentary for teenagers, exploring risks of sexual activity and childbirth, prevention of pregnancy and sexually transmitted diseases, and abortion.

Society of Professional Journalists, National Award for Public Service, 1991.
Parents Choice Award, 1991 (previous winner ABC News).
Associated Press, Best Documentary
United Press International, Best Documentary
Milwaukee Press Club, Best Documentary

"Utah: What's It Worth," Executive Producer, Producer, KUTV-TV, NBC affiliate, Salt Lake City, UT., 1988. Four half hours exploring direction of Utah's economy toward the year 2000. Emphasized role of defense spending, education, government, and religious and cultural history. Ended in hour-long, live state-wide gubernatorial debate on Utah's economy.

"The Bait: Beyond Saying No," Producer, KUTV-TV, 1987. Half hour on reasons why children and teens get involved with drugs, positive alternatives.

National Academy of Television Arts and Sciences, Rocky Mountain Emmy Award, 1988.

PAPERS, PRESENTATIONS, and CONFERENCES

(* indicates invited for presentation)

Jennifer Girotti and Lewis A. Friedland. "Mapping Youth Civic Engagement," Society for the Study of Social Problems(SSSP) meeting, Chicago, August 2002. SSSP is the leading association for qualitative sociologists, and meets in conjunction with the ASA.

* "What Does It Take to Move Broadcasters to Civic Journalism?" Civic Journalism Interest Group and Radio-Television Journalism Division, AEJMC, Miami, August 2002.

*Civic Journalism Interest Group and Mass Communication and Society Division PF&R Panel Session: Civic Journalism: 10 Years of Work, AEJMC, Miami, August 2002.

*State of Democratic Practice, Democracy Collaborative, University of Maryland, January 25-26, 2002.

*Symposium on Deliberation, Democracy, and Internet, Annenberg Public Policy Center, Washington, D.C., November 10, 2001.

*"Public Journalism and the New Information Commons." Korean Press Foundation, June 5, 2001, Seoul, Korea.

*"Public Journalism and New Communication Technologies." Seoul National University, June 5, Seoul, Korea.

*"Public Journalism." *Pusan Ilbo*, June 8, Pusan, South Korea.

*"Public Journalism and Democratic Renewal," Congress of Catalonian Journalists, November 25, 2000, Barcelona, Spain.

*"Future of Journalism/Sesquicentennial Panel." Co-sponsored by University of Wisconsin-School of Journalism and the Daily Cardinal. Feb. 11, 1999, Madison.

*"Caught in the Web: A Research and Policy Workshop on the Evolving Character of the Internet." Annenberg Public Policy Center, University of Pennsylvania, April 9, 1999.

*"Civic Mapping." Workshop, "Journalists: Custodians or Catalysts for the Community," Investigative Reporters and Editors/Pew Center for Civic Journalism, April 10, 1999, Baltimore.

*"Civic Mapping." Association for Education in Journalism and Mass Communication, New Orleans, August 5, 1999

*"The Evolution of News Values: Civic Journalism in Daily News Coverage," Association for Education in Journalism and Mass Communication, Baltimore, August, 1998.

Presentations at "Public Journalism: A Critical Forum," University of South Carolina, October 1998.

American Society of Newspaper Editors, "Evaluating Civic Journalism: Putting Citizens First," Philadelphia, PA, November 1997.

Poynter Institute, "Evaluating Civic Journalism," St. Petersburg, FL, November 1997.

National Civic League/Alliance for National Renewal, "From Citizens to the Newsroom: Handing Off Public Journalism," Washington, D.C., October 1997.

"Graduate Student Research on Public/Civic Journalism," Panel Organizer/Presider, Association for Education in Journalism and Mass Communication, Chicago, Illinois, July 1997.

"In Honor of Deutschmann Award Recipient Jack McLeod," Presenter, Association for Education in Journalism and Mass Communication, Chicago, Illinois, July 1997.

"Affective and Behavioral Impact of Civic Journalism," Esther Thorson, Andrew Mendelson, Ekaterina Ognianova, Association for Education in Journalism and Mass Communication, Chicago, Illinois, July 1997.

"Public Journalism and the Election Process: Lessons from 1996," Association for Education in Journalism and Mass Communication, Chicago, Illinois, July 1997.

"Framing Local News," Association for Education in Journalism and Mass Communication, Chicago, Illinois, July 1997.

"The International Voice: A Comparative Content Analysis of CNN International and Voice of America," Mengbai Zhong, Zhongshi Guo, and Lewis A. Friedland, International Communication Association, Montreal, May 1997.

"The Demise of Interpersonal Trust and Civic Capital: Why Is It Happening?" Panelist, International Communication Association, Montreal, May 1997.

*"Media Convergence and the Future of News," American Institute of Physics/American Chemical Society, Science on Television Advisory Board, Orlando, FL, Sept. 1996.

International Communication Association, Chicago, May 1996.

"Discursive Designs and Participatory Democracy" with Carmen Sirianni, American Sociological Association, Washington, D.C. August 1995.

"Public Journalism and Social Capital: The Case of Madison, Wisconsin" with Mirjana Sotirovic and Catharine Daily, Association for Education in Journalism and Mass Communication, Washington, D.C. August 1995.

"A Comparative Approach to Television Coverage Of Beijing Spring, 1989" with Zhong Mengbai, Association for Education in Journalism and Mass Communication, Washington, D.C. August 1995.

*Harvard University, Nieman Foundation, "Public-Interest Journalism and New Technology: New Competitors and Hybrid Forms", May 1995.

"The Organizational Field of Public Television: A Case Study of the Wisconsin Collaborative Project." Mass Media Section, American Sociological Association, Los Angeles, California, August 1994.

*Poynter Institute, "Strategic Planning Exploratory Conversation" on future of Poynter Institute, Atlanta, August 1994.

*Harvard University, Nieman Foundation, "Toward a New Journalist's Agenda: Responding to Emerging Technological and Economic Realities," Panel on Economics and Regulation, May 1994.

"The Wisconsin Collaborative Project: Network within the PBS Network." Sunbelt 14, International Network of Social Network Analysts, New Orleans, February 1994.

*"Regulation, Economics, and the Future of Television News." Poynter Institute, St. Petersburg, Florida, December 1993.

*"Teaching as if the Environment Matters." Panelist at the Association for Education in Journalism and Mass Communication, Kansas City, August 1993.

*"News and Politics." Respondent, Association for Education in Journalism and Mass Communication, Kansas City, August 1993.

"The Public Sphere and Modernity." Panel Organizer, International Communication Association, Washington D.C., May 1993.

"World News and the Public Sphere." Paper presented at the International Communication Association, Washington D.C., May 1993.

*"Cultural Contestations: Identity, Ethnicity, Nation." Panel discussant at the American Sociological Association, Culture Section, Pittsburgh, August 1992.

"Democracy, Diversity and Cable: The Case of CNN" Paper presented at the International Communication Association, Miami, May 1992.

"CNN and the Globalization of Communication," Panel discussant, International Communication Association, Miami, May 1992.

*"Democracy, Diversity and Cable" Conference on Critical Sociology into the 21st Century, Brandeis University, May 1991.

*"Press Censorship, Diversity, and the First Amendment," Media Alliance, San Francisco, CA., October 1983.

"The Media and the Religious Right," Society for the Study of Social Problems, Annual Meeting, September 1982.

"Minorities and Cable Access," Twenty First Century Fund, Conference on Minorities and Telecommunications, June 1982.

"Religion, Violence and American Myth," Pacific Sociological Association, Annual Meeting, April 1982.

ACADEMIC HONORS AND GRANTS:

Center for Information and Research on Civic Learning and Engagement, 2002-2003.

University Industry Relations, 2003.

Morgridge Center for Service Learning, 2003.

Pew Charitable Trusts, 2001-02.

Ford Foundation, 1998-2001.

Kettering Foundation, 1997-99.

Pew Charitable Trusts, 1995-96.

Wisconsin Alumni Research Foundation, 1995.

Wisconsin Alumni Research Foundation, 1993.

Twentieth Century Fund, 1991.

Wisconsin Alumni Research Foundation, 1991.

Brandeis University Nominee, Deutsche Akademische Austausch Dienst, 1980.

Brandeis University Fellowship, 1976-1979.

COURSES: University of Wisconsin School of Journalism and Mass Communication

Journalism 205	Newswriting and Reporting
Journalism 352	Television Reporting
Journalism 401	In Depth Reporting: Community Journalism
Journalism 561	Mass Communication and Society
Journalism 575	Special Topics: Global Media and the Public Sphere
Journalism 575	Special Topics: On-line Multimedia Editing
Journalism 805	Communication Research Methods
Journalism 870	Mass Communication and Society
Journalism 903	Seminar: Communication Research Methods
Journalism 912	Seminar: Ethnography of Public and Civic Life
Journalism 951	Seminar-Broadcast News Research
Journalism 980	Seminar-Civil Society and the Public Sphere

PUBLIC SERVICE

Academic Advisor, Digital Media Forum. Alliance of public interest communications organizations in Washington, D.C. 1999-2001.

Co-Chair, Task Force on Civic Journalism, American Civic Forum, 1994-1996.

COMMUNICATIONS CONSULTING AND ADVISING:

Youth Noise, youth civic engagement website, Fall 2001.

Charlotte Observer, community-wide dialogue on race, Fall 1997.

Norfolk Virginian-Pilot, online community discussion on growth, Fall 1997.

Canadian Broadcasting Corporation, documentary on public journalism for international distribution, Fall 1996.

Point of View (POV), national PBS series, online services, 1996.

Korean Broadcasting Institute, 1995-1996.

Various Consultations, 1993-1995: Wisconsin Legislative Council; WNET, New York; KQED, San Francisco; WTVJ-Miami,

Board of Directors, California Community Television Network, Oakland, CA. Bilingual public television network in Northern California, 1982-1986.

Member, Telecommunications Advisory Board, California Assembly Subcommittee on Telecommunications Policy, Sacramento, CA. 1983-85.

Member, Advisory Board, "Information Monitor," radio series on new developments in information and communications technology, Western Public Radio, San Francisco, CA. 1983-1984.

Consultant, San Francisco Foundation, San Francisco, CA. Wrote "Community Information Needs and New Technologies," in cooperation with Stanford Center for Chicano Research. 1983.

Staff Consultant, California Public Broadcasting Commission, Sacramento, CA. Developed policy statement of consumer interests in equitable cable development; designed five city case study for "Cable and the Consumer in California." 1982-1983.