

PATRICK LEE PLAISANCE

Colorado State University
Department of Journalism
& Technical Communication

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Education

- 2002 Ph.D. (mass communications), Syracuse University, S.I. Newhouse School of Public Communications.
Dissertation: *Questions of judgment in the newsroom: A journalistic instrumental-value theory for media ethics.*
- 2002 Certificate in University Teaching, Syracuse University.
- 1996 Master of Arts (literature), the College of William and Mary.
- 1985 Bachelor of Journalism, the University of Missouri at Columbia.

Teaching Areas

Mass media & society, media ethics, journalism, mass communication theory, advanced reporting, newswriting.

Research Interests

Media ethics theory, philosophy of communication, journalistic values and decision-making, newspaper and media sociology, propaganda theory, journalism history.

Academic Experience

- Since 2008 Associate Professor, Colorado State University. Instructor of record:
- HONR 193 (Ethical Dilemmas in Media).
 - JTC 320 (Reporting).
 - JTC 411 (Media Ethics & Issues).
 - JTC 501 (Processes & Effects of Communication).
 - JTC 690 (Communication Ethics Theory).
 - JTC 701 (Colloquium in Communication)
- 2008-2002 Assistant Professor, Colorado State University.
- 2000-2002 Teaching Associate, Syracuse University. Instructor of record:
- NEW 405 (Advanced Reporting).
 - NEW 345 (Critical Perspectives on News).
 - NEW 205 (Newswriting).
 - COM 107 (Communications and Society).
- 1999- 2000 Research Assistant, Syracuse University

- Professor Joan Deppa, summer session 2000 and fall semester 1999.
- 1997 Adjunct faculty member, Norfolk State University. Instructor of record:
 - JRN 221 (Journalism).
- 1995-1997 Adjunct faculty member, Thomas Nelson Community College, Hampton, Virginia. Instructor of record:
 - ENG 111 (Composition I: Writing).
 - ENG 112 (Composition II: Literature).
 - ENG 01 (Developmental Writing).

Professional Experience

- 1991-1999 Staff writer and senior reporter, **Daily Press** (Tribune Co.-owned, 100,000-circulation newspaper in southeast Virginia)
 - Covered local government, statewide political issues and Virginia General Assembly.
 - Substitute editorial writer.
- 1989-1991 Staff writer, **Trentonian** (75,000-circulation daily serving region of New Jersey capital)
- 1987-1989 Staff writer, **Boca Raton News** (30,000-circulation South Florida daily formerly owned by Knight-Ridder)
 - Responsible for coverage of Palm Beach County issues and politics.
- 1985-1986 Copy editor and feature writer, **Los Angeles Daily News**
- 1985 Midwest stringer, **Chicago Tribune**

Books

- 2009 Plaisance, P.L. **Media Ethics: Key Principles for Responsible Practice**. Los Angeles, CA: SAGE Publications.
- 2008 Plaisance, P.L. **Questions of Judgment in the Newsroom: A Values Model for News Media Ethics Theory**. Saarbrücken, Germany: VDM Verlag Dr. Müller.

Refereed Publications

- 2009 Plaisance, P.L., & Deppa, J.A. *Perceptions and manifestations of autonomy, transparency and harm among U.S. newspaper journalists*. **Journalism & Communication Monographs** 10 (4), 327-386.
- 2007 Plaisance, P.L. *Transparency: An assessment of the Kantian roots of a key element in media ethics practice*. **Journal of Mass Media Ethics** 22 (2-3), 187-207.
- 2007 Plaisance, P.L. *An assessment of media ethics education: Course content and the values and ethical ideologies of media ethics students*. **Journalism & Mass Communication Educator** 61 (4), 378-396.

- 2005 Plaisance, P.L. *The mass media as discursive network: Building on the implications of libertarian and communitarian claims for news media ethics theory.* **Communication Theory** 15 (3), 292-313.
- 2005 Plaisance, P.L. *The propaganda war on terrorism: An analysis of the United States' 'Shared Values' public-diplomacy campaign after Sept. 11, 2001.* **Journal of Mass Media Ethics** 20 (4), 250-268.
- 2005 Plaisance, P.L. *A gang of pecksniffs grows up: The evolution of journalism ethics discourse in The Journalist and Editor and Publisher.* **Journalism Studies** 6 (4), 479-491.
- 2003 Plaisance, P.L., & E.A. Skewes. *Personal and professional dimensions of news work: Exploring the link between journalists' values and roles.* **Journalism and Mass Communication Quarterly** 80 (4), 833-848.
- 2003 Plaisance, P.L. *Justifications for our free speech: Examining the role of autonomous agency in Scanlon's moral theory.* **International Journal of Applied Philosophy** 17 (2), 213-226.
- 2002 Plaisance, P.L. *The journalist as moral witness: Michael Ignatieff's pluralistic philosophy for a global media culture.* **Journalism: Theory, Practice & Criticism** 3 (2), 205-222.
- 2000 Plaisance, P.L. *The concept of media accountability reconsidered.* **Journal of Mass Media Ethics** 15 (4), 257-268.

General Publications

- 2009 Plaisance, P.L. *John Locke.* In **Ethical Communication: Moral Stances in Human Dialogue** (C.G. Christians & J.C. Merrill, Eds.). Columbia, MO: University of Missouri Press, 102-108.
- 2009 [In press.] Plaisance, P.L. *The ethos of 'getting the story.'* In **A Philosophical Approach to Journalism Ethics** (C. Meyers, Ed.). New York: Oxford.
- 2009 [In press.] Plaisance, P.L. *Media Ethics Theories.* Entry for the **Encyclopedia of Communication Theory** (S.W. Littlejohn & K.A. Foss, Eds.). Los Angeles, CA: SAGE Publications.
- 2009 Plaisance, P.L. Book review of **Journalism and Truth: Strange Bedfellows**, T. Goldstein (Evanston, IL: Northwestern University Press). **Journalism: Theory, Practice & Criticism** 10 (3), 401-403.
- 2008 Plaisance, Patrick L. *'Ethics' without the philosophy of ethics.* In **Ethical News** (newsletter of the AEJMC Media Ethics Division) 11 (3), 1.
- 2008 Plaisance, P.L. Book review of **Critical Conversations: A Theory of Press Criticism**, W.N. Wyatt (Cresskill, NJ: Hampton Press). **Journal of Mass Media Ethics** (23) 3, 254-257.

- 2008 Plaisance, P.L. *Violence*. In **Handbook of Mass Media Ethics** (L. Wilkins & C.G. Christians, Eds.). New York: Routledge, 162-176.
- 2008 Plaisance, P.L. *Ethics of Media Content*. Entry for the **International Encyclopedia of Communication** (W. Donsbach, Ed.) (Vol. IV). Malden, MA: Blackwell, 1573-1577.
- 2008 Plaisance, P.L. *Research Ethics*. Entry for the **International Encyclopedia of Communication** (W. Donsbach, Ed.) (Vol. IX). Malden, MA: Blackwell, 4191-4195.
- 2007 Plaisance, P.L. *Case study: Blind justice? On naming Kobe Bryant's accuser after the rape charge is dropped*. In **Media Ethics: Issues & Cases**, 6th Ed., P. Patterson and L. Wilkins. Boston: McGraw-Hill, 172-174.
- 2007 Plaisance, P.L. *Case study: Selling brand America*. In **Media Ethics: Issues & Cases**, 6th Ed., P. Patterson and L. Wilkins. Boston: McGraw-Hill, 134-137.
- 2006 Plaisance, P.L. *Gatekeepers: Their choices*. In **Emerging Issues in Contemporary Journalism: Infotainment, Internet, Libel, Censorship**, B. Musa & C. Price, Eds. Lewiston, NY: Edwin Mellen Press.
- 2006 Plaisance, P.L. Book review of **News Incorporated: Corporate Media Ownership and Its Threat to Democracy**, E.D. Cohen, Ed. (Amherst, NY: Prometheus). **Journal of Mass Media Ethics** 21 (1), 87-89.
- 2005 Skewes, E.A., & Plaisance, P.L. *Who's news? A new model for media coverage of campaigns*. **Journal of Mass Media Ethics** 20 (2&3), 139-158.
- 2005 Plaisance, P.L. Book review of **Moral Engagement in Public Life: Theorists for Contemporary Ethics**, S.L. Bracci and C.G. Christians, Eds. (New York: Peter Lang). **Journalism: Theory, Practice & Criticism** 6 (1), 122-124.
- 2005 Plaisance, Patrick L. *Encourage graduate students to submit research papers to MED*. In **Ethical News** (newsletter of the AEJMC Media Ethics Division) 8 (2), 3.
- 2004 Plaisance, Patrick L. *Intersection: Media ethics and politics*. In **Ethical News** (newsletter of the AEJMC Media Ethics Division) 7 (4), 1.
- 1998 Plaisance, Patrick L. *Cutting taxes: Good public policy or political expediency?* In **Government and Politics in Virginia: The Old Dominion at the 21st Century**, Quentin Kidd, Ed. Boston: Simon and Schuster, 139-148.

Works in progress

Hanitzsch, T., Berganza, R., Cangoz, I., Coman, M., Hamada, B., Hanusch, F., Karadjov, C.D., Ruiz, C.M., Moriera, S.V., Mwesige, P.G., Plaisance, P.L., Reich, Z., Seethaler, J., Noor, D.V., Vartanova, E., & Yuen, K.W. *Modeling Perceived Influences on Journalism: Evidence from a Cross-National Survey of Journalists*. Submitted for journal publication.

Taylor, T.G., & Plaisance, P.L. *On the Ground in Afghanistan and Iraq: The Embedded Media Program and Its Effects on Journalists' Autonomy*. Submitted for journal publication.

Plaisance, P.L. *Moral Action and the Journalist*. Research manuscript in progress.

Plaisance, P.L., Skewes, E.A., & Byrne, Z.S. *Media ethics in action: Influences of journalism culture and ideology on news decision-making*. Planned national cohort longitudinal study on decision-making among U.S. print, online & broadcast journalists.

Invited Research Presentations

- 2004 Skewes, E.A., & Plaisance, P.L. *Who's news? A reconceptualization of candidate legitimacy*. "Ethics, Politics and the Media," symposium sponsored by the University of Missouri and the **Journal of Mass Media Ethics**, Columbia, Missouri, April 7-9.
- 2003 Plaisance, P.L. *Values in news work: Exploring their roles in journalists' ethical deliberation*. "Ethics Across the Professions," symposium sponsored by the Program for Ethics in Education & Community, University of South Florida at St. Petersburg, March 19-21.
- 2002 Plaisance, P.L. *A journalistic instrumental-value theory for media ethics*. "New Directions for Journalism Research: A Doctoral Symposium," sponsored by the School of Journalism, University of Texas at Austin, January 10-12.

Refereed Research Presentations

- 2008 Plaisance, P.L. *Privacy reconsidered: A conceptual redefinition in the context of journalistic practice*. Journalism Studies Division of the International Communication Association, Montreal, Canada.
- 2007 Plaisance, P.L. *Autonomous agency as an ethical dimension of media consolidation*. 'Convergence and Society: Media Ownership, Control and Consolidation' conference sponsored by Newsplex & the University of South Carolina, Columbia.
- 2006 Plaisance, P.L. *Transparency: An assessment of the Kantian roots of a key element in media ethics practice*. Media Ethics Division of the Association for Education in Journalism and Mass Communication conference, San Francisco.
- 2006 Plaisance, P.L. *Defiance and contrition: The critical response of the media to Nixon administration animus*. Journalism Studies Interest Group, International Communication Association conference, Dresden, Germany.
- 2006 Plaisance, P.L., & Deppa, J.A. *Causes of Columbine: How news framing marginalized school size as a factor in the tragedy*. Journalism Studies Interest Group, International Communication Association conference, Dresden, Germany.

- 2005 Plaisance, P.L. *An assessment of media ethics education: Course content and the values and ethical ideologies of media ethics students*. Journalism Studies Interest Group, International Communication Association, New York.
- 2004 Plaisance, P.L. *The propaganda war on terrorism: An analysis of the United States' 'Shared Values' public-diplomacy campaign after Sept. 11, 2001*. Association for Practical and Professional Ethics, Cincinnati, Ohio.
- 2003 Plaisance, P.L. *Questions of judgment in the newsroom: A journalistic instrumental-value theory for media ethics*. Media Ethics Division, Association for Education in Journalism and Mass Communication, Kansas City, Missouri.
- 2003 Plaisance, P.L. *A gang of pecksniffs grows up: The evolution of journalism ethics discourse in 'The Journalist' and 'Editor & Publisher.'* Media Ethics Division, Association for Education in Journalism and Mass Communication, Kansas City, Missouri.
- 2003 Plaisance, P.L., & Skewes, E.A. *Personal and professional dimensions of news work: Exploring the link between journalists' values and roles*. Mass Communication Division, International Communication Association, San Diego, California.
- 2001 Plaisance, P.L. *A journalistic instrumental-value theory for media ethics*. Media ethics symposium sponsored by the **Journal of Mass Media Ethics** and Washington and Lee University, Lexington, Virginia.
- 2001 Plaisance, P.L. *Freedom, justice or neither? Clarifying the implications of libertarianism and communitarianism for media ethics theory*. Philosophy of Communication Division, International Communication Association, Washington, D.C.
- 2000 Plaisance, P.L. *The journalist as moral witness: Michael Ignatieff's pluralistic philosophy for a global media culture*. Media ethics symposium sponsored by the **Journal of Mass Media Ethics** and Brigham Young University, Park City, Utah.
- 2000 Plaisance, P.L. *The concept of media accountability reconsidered*. Media Ethics Division, Association for Education in Journalism and Mass Communication, Phoenix, Arizona.
- 2000 Plaisance, P.L. *Philosophy in the trenches: How newspaper editors approach ethical questions*. Media Ethics Division, Association for Education in Journalism and Mass Communication, Phoenix, Arizona.

Invited Panel Discussions

- 2009 Plaisance, P.L. *A Journalist's Creed in the 21st Century*. John L. Hulteng Conversations in Ethics, School of Journalism & Communication, University of Oregon, Portland, Oregon, May 15.
- 2009 Plaisance P.L. *Ethics in Technological Innovation*. Professional Learning Institute, School of Engineering, Colorado State University, April 23.

- 2009 *'Author meets the critics': Media Ethics: Key Principles for Responsible Practice*, P.L. Plaisance (Los Angeles: SAGE). Annual meeting of the Association for Practical and Professional Ethics, Cincinnati, Ohio, March 5.
- 2008 *Anonymity and identity in the news*. Annual meeting of the Association for Education in Journalism & Mass Communication, Chicago, August 6-9.
- 2008 *'Author meets the critics': Critical Conversations: A Theory of Press Criticism*, W.N. Wyatt (Cresskill, NJ: Hampton Press). Annual meeting of the Association for Practical and Professional Ethics, San Antonio, Texas, February 21-23.
- 2007 *Ethics teaching in newsrooms and classrooms: Toward shared goals and new initiatives*. Annual meeting of the Association for Education in Journalism & Mass Communication, Washington, D.C., August 9-12.
- 2006 *The legal and ethical implications of privacy in the physical and virtual worlds*. Annual meeting of the Association for Education in Journalism & Mass Communication, San Francisco, August 2-5.
- 2005 *Delights and dilemmas of digital life*. Annual Colorado State University Information Science and Technology Research Colloquium, Fort Collins, Colorado, April 13-14.
- 2005 *Teaching values and moral development to media ethics students*. Annual meeting of the Association for Practical and Professional Ethics, San Antonio, Texas, February 24-27.

Honors and Awards

- 2008 \$9,150 grant from University of Zurich for U.S. data collection for Worlds of Journalisms Project.
- 2008 Nominee, Colorado State Alumni Association Best Teacher Award.
- 2008 \$5,000 minority recruitment mini-grant from the Colorado State University Graduate Center for Diversity and Access for Ph.D. program in Public Communication & Technology.
- 2006 Fellow, Institute for Educational Inquiry conference, "Journalism, Education and the Public Good," Bend, Oregon, October 26-29.
- 2006 Top Paper, special-topics call ('Secrets and the Media'), Media Ethics Division of AEJMC.
- 2005 Recipient, Carl A. Bimson Humanities Seminar grant (\$3,600) for seminar, "Media Literacy: Strategies to Help Colorado's K-12 Curriculum Produce Savvy Media Consumers," June 20-24.
- 2004 Fellow, Salzburg Seminar, Session #416: Ethics in Reporting and Editing. Salzburg, Austria, February 18-25.

- 2004 Fellow, "Ethics, Politics and the Media," symposium sponsored by the University of Missouri and the **Journal of Mass Media Ethics**, Columbia, Missouri, April 7-9.
- 2003 Top Faculty Paper, Media Ethics Division of AEJMC.
- 2003 Syracuse University Doctoral Prize.
- 2003 Clifford G. Christians Award for Media Ethics Research.
- 2003 One of four finalists, AEJMC Nafziger-White Dissertation Competition.
- 2003 Graduate School Student Marshal, Syracuse University Commencement.
- 2001-2002 Syracuse University Outstanding TA Award
- 2000-2001 Syracuse University Teaching Fellow
 ▫ One of 24 teaching assistants selected to train university's incoming TAs.
- 2000 Second place, Carol Burnett/AEJMC competition for Journalism Ethics Research.
- 1997 Reporter of the Year, **Daily Press**.
- 1996-1998 Various in-house reporting and writing awards, **Daily Press**.
- 1996 Excel Award for continuing news coverage, Hampton Roads Black Media Professionals.
- 1995 Virginia Press Association, features category, third place.
- 1985 Sam Bronstein Award for excellence in newspaper reporting, University of Missouri.
- 1985 W.B. Bickley Award for excellence in newspaper editing, University of Missouri.

Administrative Experience & Service

- 2009 Guest Editor, **Journal of Mass Media Ethics**, 24 (2-3) (Special Topic: Media Economics and Ethics).
- 2008-2009 Chair, Media Ethics Division, Association for Education in Journalism and Mass Communication.
- 2008 Co-organizer & co-host, Colloquium on Media Ethics & Media Economics, Estes Park, Colorado, September 15-17.
- 2008 Appointed member, Creative Skills Expert Panel for Poudre District Schools (Fort Collins, Colorado).
- 2007-2008 Vice chair, Media Ethics Division, Association for Education in Journalism and Mass Communication.

- 2007-present Coordinator, Ph.D. program in Public Communication & Technology, Department of Journalism & Technical Communication, Colorado State University.
- 2006-present Member, Steering Committee, 2000-2010 Media Ethics Colloquium Series, **Journal of Mass Media Ethics**.
- 2004-present Editorial board member, **Journal of Mass Media Ethics**.
- 2004-present Member, Graduate Committee, Academic Standards & Appeals Committee (chair), Department of Journalism & Technical Communication, Colorado State University.
- 2007 Manuscript reviewer, **Journalism Studies**.
- 2007 Manuscript reviewer, **Journalism & Mass Communication Quarterly**.
- 2007 Manuscript reviewer, **Journalism & Mass Communication Educator**.
- 2006-2007 Secretary & Newsletter Editor, Media Ethics Division, Association for Education in Journalism and Mass Communication.
- 2006 Panelist, Media Ethics Division, Association for Education in Journalism and Mass Communication conference, San Francisco.
- 2004-2006 Faculty adviser, Colorado State University student chapter of Society of Professional Journalists (SPJ).
- 2004-2005 Research Chair, Media Ethics Division, Association for Education in Journalism and Mass Communication.
- 2005 Search Committee member, Department of Journalism & Technical Communication, Colorado State University.
- 2005 Manuscript reviewer, **Communication Yearbook (31)**, Christina Beck, editor.
- 2005 Manuscript reviewer, **Political Communication**.
- 2005 Reviewer for research paper submissions to Mass Communication & Society Division, Association for Education in Journalism & Mass Communication conference, San Antonio.
- 2005 Moderator & mini-plenary session coordinator, Media Ethics Division, Association for Education in Journalism and Mass Communication conference, San Antonio.
- 2005 Discussant, Journalism Studies Interest Group, International Communication Association conference, New York.
- 2004 Reviewer for research paper submissions to Mass Communication and Journalism Studies divisions for 2005 conference of the International Communication Association.

- 2004 Search committee member, **Rocky Mountain Collegian** adviser.
- 2004 Discussant, Media Ethics Division scholar-to-scholar session, Association for Education in Journalism and Mass Communication convention, Toronto.
- 2004 Discussant, Mass Communication & Society Division research panel, Association for Education in Journalism and Mass Communication convention, Toronto.
- 2004 Reviewer for research paper submissions to AEJMC Media Ethics Division.
- 2003 Reviewer for research paper submissions to Mass Communication Division for 2004 conference of the International Communication Association.
- 2003-2004 Teaching Standards Chair, Media Ethics Division, Association for Education in Journalism and Mass Communication.
- 2003-2004 Member, Graduate Committee, Curriculum Committee, Merit Evaluation Committee, Department of Journalism & Technical Communication, Colorado State University.
- 2002-2003 Member, Graduate Studies Committee, Diversity Committee, Library & Information Resources Committee, Department of Journalism & Technical Communication, Colorado State University.
- 2000-2001 President, Newhouse Doctoral Student Organization (NDSO).