

CONNECTIONS

VOLUME XV

ISSUE 1

August 2004

- Exploring the Public-Academy Relationshippage 2
- The Civic Mission of Higher Educationpage 7
- Revitalizing the University of Minnesota's Civic Missionpage 8
- The Role of Historically Black Colleges and Universities in Building Civic Responsibilitypage 11
- The New Engagement: From Community Relations to Community Partnershipspage 13
- The Public Practice of Scholarship and the Production of Knowledgepage 17
- Apple IPM in Massachusetts: Public Scholarship in Actionpage 18
- College Students as Citizenspage 22
- Fraternal Futures: Empowering Students to Shape the Future of Greek Organizations.page 23
- Increasing Student Civic Engagement through Balanced Democratic Dialogue.page 25
- June Board Summarypage 28
- An Update on Public Journalismpage 29
- The Footbridge Forumpage 31
- New Stories for Television: Promoting Public Judgment in Colombia.page 32
- Books Worth Readingpage 34



University

Institutions,
Professions, and the Public:
Focus on the
Public-Academy
Relationship

selection was not going to be a scientific process.

Despite these difficulties, a rich group of participants filled the seats for the first show. Students, business owners, minorities, single parents, men, and women were all represented. The panel had more men than women, more students than nonstudents, and too many people. Three scheduled panel members did not show up, leading to the first two of these problems, but ameliorating the third. It was one of the many learning experiences that led to the steady improvement of subsequent forums.

In the months that followed, we produced three more forums: "Whose Missoula Is This?" a discussion of town/

gown relationships; "Shelter Shock," in which participants explored the high cost of housing in the Missoula area; and "Wage Rage," a search for ways to keep young people in the state in the face of prevailing low wages.

On the whole, the Footbridge Forum was a success. Although we had still not worked out all the problems after four forums, we did nevertheless learn so much along the way that we can safely say we got appreciably closer with each broadcast to genuine deliberation on the air.

Denise Dowling is an assistant professor in the Radio-Television Department in the School of Journalism at the University of Montana. She can be reached by E-mail at denise.dowling@mso.umt.edu.

New Stories for Television: Promoting Public Judgment in Colombia

By Catalina Arango

Although Colombian journalists are die-hard traditionalists and remain attached to old journalistic routines, the time has come for them to face their fear of change and begin the job of creating new visions for their audiences.

For many years, public life in my country has been seen as the exclusive province of political parties, traditional organizations, and government officials. And, on the whole, Colombian citizens have long been disinclined to involve themselves in politics and public life. But some Colombian citizens

are tired of being treated as ignorant or as victims of the events that sweep over them; they want to be seen as participants and intelligent members of the public life. They are ready to make connections; they are learning the importance of deliberation; and, step-by-step, they are losing their fear of participating in public affairs.

Moreover, citizen audiences no longer see TV news reports as isolated dots in an empty space. Rather, they perceive them as threads in a complex net — connected, intersected, and superimposed. Events in Colombia have a past and a future, causes and consequences. They have visible and invisible faces.

Television journalists in Colombia should take an active role in this process. They must begin thinking of their audiences as citizens in order to help convince



PUBLIC
JOURNALISM

them that they *are* citizens. Narratives and news reports should begin making the important connections, help create a better environment for public discussion, and reflect the agendas of the citizens they serve.

If journalism sees citizens as participants in public affairs, it can see them as participants in a bilateral communication process as well. In fact, citizens *are* participants from the beginning: they turn off their television sets, switch channels, and make choices about the programs they watch.

As a consequence, journalists should begin incorporating and promoting public deliberation in their own practices and in the affairs of the community. Although skeptics may ask whether Colombians are ready to deliberate, in fact, Colombian culture is full of discussions, conversations, and meetings. Colombians love to get together to converse with friends, co-workers, or neighbors. They have a great sense of local community. Colombians love to debate. They are, however, quick to impose their views on others and have difficulty with tolerance and respect for other people's points of view.

These exchanges, however, take place in private. Colombian citizens are extremely wary of participating publicly because they believe that politics is reserved for government officials; street protests are for revolutionaries; and they, as common people, are too ignorant to take any public action.

It is here that journalism has a role — to help citizens acquire the skills of public deliberation and to provide spaces to make visible and audible their local



conversations, concerns, and initiatives.

Television journalism should be full of images and voices that are connected with citizens' lives and narratives that give citizens the sense of having something to say.

In short, to think of their audiences as citizens, TV journalism in Colombia must pay more attention to what the public is thinking. Colombian television should use its images and sound bites to promote public judgment among Colombians. It must give Colombians ways to prioritize their problems, suggest alternatives for solving them, and create new visions for the country. The solution to the country's crisis can come from this effort.

Catalina Arango, a Colombian journalist, spent six months at the Kettering Foundation last year as a Fanning International Fellow in Journalism and Democracy. She can be reached by E-mail at CAPI3Co@yahoo.com.

Television journalism should be full of images and voices that are connected with citizens' lives and narratives that give citizens the sense of having something to say.

The Kettering Foundation, chartered in 1927, is an operating foundation — not a grant-giving foundation — rooted in the American tradition of inventive research. Its founder, Charles F. Kettering, holder of more than 200 patents, is best known for his invention of the automobile self-starter. He was interested, above all, in seeking practical answers to “the problems behind the problems.” The foundation today continues in that tradition. The objective of the research now — the study of what helps democracy work as it should. Six major Kettering programs are designed to shed light on what is required for strengthening public life. Kettering is a nonprofit 501(c)(3) research corporation supported by a \$250 million endowment.

How to Order Kettering Foundation Publications

To request a *KF Publications Catalog*, call 1-800-600-4060, send a FAX to 1-937-435-7367, or write:

Kettering Foundation
 Order Department
 P. O. Box 41626
 Dayton, OH 45441

Name _____

Title _____

Organization _____

Street _____

City _____

State _____ ZIP _____

Phone (_____) _____

For more information about KF research and publications, see the Kettering Foundation’s Web site at www.kettering.org.

Connections is published by the Kettering Foundation, 200 Commons Road, Dayton, Ohio 45459-2799.

Unless expressly stated to the contrary, the articles in Connections reflect the views of the authors and not necessarily those of the foundation, its trustees, or officers.

Those who contributed to producing this issue include:

Editor...

Ilse Tebbetts

Program staff...

Maxine Thomas

John Dedrick

Deborah Witte

Graphic Design

& Desktop Publishing...

Long’s Graphic Design, Inc.

Copy Editor...

Betty Frecker

Assistant to the Publisher...

Valerie Breidenbach

Publisher...

Kenneth A. Brown

LGD-0881-KF-15500-MP-07-04

*Kettering
 Foundation*

© Copyright 2004 by the Kettering Foundation

200 Commons Road, Dayton, Ohio 45459-2799 (937) 434-7300

444 North Capitol Street N.W., Washington, D.C. 20001 (202) 393-4478

6 East 39th Street, New York, New York 10016 (212) 686-7016

Kettering Foundation
 200 Commons Road
 Dayton, OH 45459-2799

Nonprofit
 Organization
 U.S. Postage
 PAID
 Dayton, OH
 Permit No. 638