

Ceppos: Fairness, accuracy are necessities in journalism

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It failed to convey accurate information and made conclusions that could not be completely substantiated.

In his editorial, Ceppos cited four areas where the stories did not meet the Mercury News' standards:

- the reporter offered only one interpretation of complex pieces of evidence;
- monetary estimates were presented as fact;
- the complexity of the growth of the crack epidemic was oversimplified;
- the graphics and language in the report were misleading.

Ceppos is widely considered one of the most ethical news editors in the nation. He was awarded the Society of Professional Journalists' first national Ethics in Journalism Award last fall. The Anti-Defamation League honored him with the Torch of Liberty Award for service to journalism and to the community.

He also received a Knight-Ridder Excellence Award for his efforts to promote diversity in the newsroom and in the pages of the Mercury News, which is owned by Knight-Ridder, a chain of newspapers nationwide.

"He is regarded as one of the leading editors in the country," said Tim Gleason, dean of the

School of Journalism and Communication. "His performance in response to the 'Dark Alliance' series was exemplary."

Ceppos' "secret rules" tie in with his experiences of being reported upon, he said. As the controversy surrounding the "Dark Alliance" series evolved and Ceppos' editorial was printed, discussion by Ceppos and others turned into an exploration of the ethics and morality of the situation.

Fairness is supposed to be a given for journalists, but all too often it's a topic that is barely addressed by professionals in the workplace, Ceppos said. It might seem obvious and even tiresome,

but students should be taught to value fairness, he said.

"It's like sex — you don't want to talk about it with kids because you figure they're going to learn about it anyway," he said.

Journalism schools should consider offering a course devoted to fairness and accuracy because "young journalists need to know that it is much harder to be fair and accurate," he said.

Ceppos said he would call it a "real-time ethics" course and would have students interview sources who would later come in and discuss how they felt about the way they had been represented in the story.

Students should also have the

chance to explore policies on unnamed sources in stories and how stories should be framed to avoid presenting an issue as "black or white," he said.

Ceppos also stressed the importance of involving the reader in maintaining an atmosphere of accuracy by welcoming readers' comments.

"Readers are not dumb — if they were, they wouldn't be reading your paper," he said.

Not being afraid to admit mistakes and being honest about potential conflicts of interest in reporting do not undermine a newspaper's credibility.

"It's the right thing to do," he said.

Campus: Volunteers received more than just T-shirts

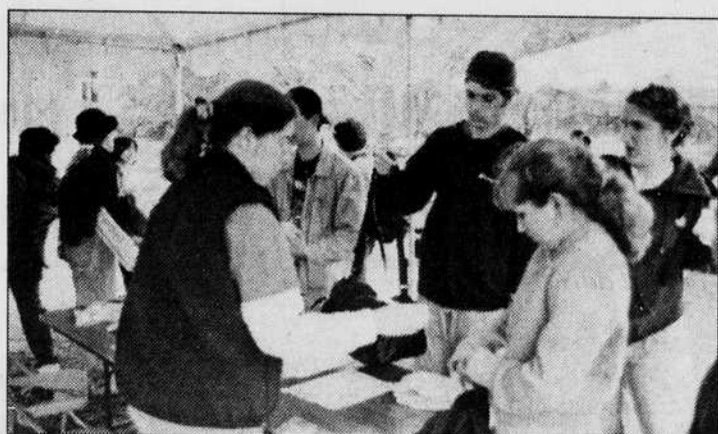
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canopy near the pioneer statue between Fenton and Friendly halls, urging passing students to join in.

"Come rake bark dust!" they called, shouting over the continuous patter of rain on the tent roof. Volunteers chose between spreading bark, weeding flower beds, power-washing buildings and picking up trash.

Joining others lured by the offer of free drinks and a bright red University Day T-shirt, I walked over to the tent. I scrawled my name in a rain-splattered binder, stored my backpack in a stack of damp bags, grabbed a pair of gloves and headed over to the EMU Amphitheater.

A rain-drenched University grounds worker pointed me toward a pile of rakes and gestured toward a group of four students shoveling bark into green wheelbarrows. Disorganized but cheerful, they ran their rakes



LAURA GOSS/EMERALD

Students sign up to participate in University Day Thursday afternoon. Volunteers worked one-hour shifts at a variety of activities.

over the soggy flower beds.

"I'm an environmental studies major," a woman in a bright orange rain parka said. Another student explained that she was volunteering instead of going to class. Two sorority members said

that they were volunteering to give their house and the greek system a good name.

The hour passed quickly. I partnered up with another senior, and we discussed our majors, midterms and upcoming

graduations.

We were both surprised when a man rolled a wheelbarrow by and told us our shift was over. We passed off our rakes to the next round of volunteers and returned to the tent.

A representative of the Office of Student Life handed me a T-shirt emblazoned with names of University Day sponsors: U-Lane-O, Track Town Pizza, the UO Alumni Association, the EMU, University Bookstore, Residence Hall Association, Eugene Silkscreen and Coca-Cola.

Walking off campus past a team of volunteers, I realized that we hadn't really been working for any of the reasons we discussed. The free T-shirt. A cleaner campus. An excuse to miss class.

Despite a childhood of forced yard work, we agreed to rake bark in the rain because it was fun.

Trevitt-Clark: Friends remember her love of geography

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very special. It was one of those things she added to our group. She would give us geography trivia, and she would show us some of the new maps or globes she would get in every once in a while, and they were just beautiful.

"We learned so much from her and learned to look at maps in a way we never thought we could, like where diseases are or religious groups and crops."

Watching Trevitt-Clark store and retrieve the aerial maps was a dance in itself, she said. She would be up high and down low and maneuvering the long, flat drawers that hold the University's collection of about 400,000 aerial

maps — the major depository in the Northwest.

"She was almost like a sprite," Fadeley said. "It was really a show to watch her because she knew where everything was and was very proud of her maps."

Her 28 years of being an aerial map librarian were also helpful to people ranging from staff and students at the University to builders in the community, Loy said.

"She developed a tremendous knowledge of maps, but of students, faculty and businesses as well," he said. "She did all of us a major service at the University. She had unique knowledge for aerial photos. We would just have to walk in and ask for any-

thing and she wouldn't have to stop and look it up. She knew exactly where it was."

Trevitt-Clark was treasurer of the P.E.O. Sisterhood, a former president of the Western Association of Map Librarians and a member of the Lane County Geographical Society.

She is survived by her husband, Dennis Clark; her mother of Point Arena, Calif.; a brother, Michael Trevitt of Santa Ana, Calif.; and a sister, Patricia Neth of Point Arena, Calif.

Memorial contributions may be made to the University Map Library; the geography department; the P. E. O. Sisterhood, a scholarship foundation for women; or the Muscular Dystrophy Association.



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