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Rosenstiel

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be "practicing conscious journalism." The media critic and author de-bated two "fundamentally flawed ideas" of journalism.

For many, he said, journalism equals elitism, meaning that it cannot merely be taught within the classroom, but instead learned by on-the-job experience.

"There is a long vein of thinking of journalism as something instinctual, some kind of mystical art, a kind of news voodoo — and voodoo and instinct cannot be explained or theorized about," he said. "News is something you smell, or taste, or sense." He said these senses must be honed by becoming more informed, setting and adhering to stringent ethical standards.

While there have to be standards, he said journalism is also more than simply a "series of techniques" but rather "responsibilities and principles." Just following methods does not make people journalists.

"Confusing the principles of journalism with the technique also makes us vulnerable to imitators who want to hitchhike on the credibility of journalism by looking like it, but who are fundamentally engaged in different work, such as commercial propaganda or infomercialism," he said.

Rosenstiel also addressed the steady decline of public trust of the media in light of the recent controversy about Jayson Blair, former reporter for The New York Times.

"The reason the scandal has not blown over — indeed it has intensified — is because readers and journalists, and even more so, people inside The Times itself, expect more of The New York Times," he said.

He added journalists must be transparent and inform the public of what they know — and what they don't know.

During his visit to campus, Rosenstiel also met with a reporting class where he discussed his latest book, "The Elements of Journalism: What Newspeople Should Know and the Public Should

Expect," which he co-authored with Bill Kovach. This was selected as a primary text for the course because it defines journalists and journalism.

"He raises the important questions about the role of journalists to stand back and reflect what we are doing right and what we are not doing," associate professor Scott Maier said. "This takes us back to our original mission that we're there to serve the public."

Graduate student Ken Paulman said the book articulates many things he already believed.

"It's a step toward establishing a standard of professionalism," he said.

Rosenstiel said by arming the public with more information, people will be more able to make educated decisions for the future.

"Without journalism, democracy is not possible," he said. "Without democracy, journalism has no purpose other than profit. Journalism and democracy will rise and fall together."

Robin Weber is a freelance writer for the Emerald.

List

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"People who join see a dramatic stop in telemarketing calls," he said. "It's a way to protect people's privacy and time."

Meyer said both residential phone users and cell phone users are eligible for the list, adding that the program will really take off once cell phone users learn more about it.

"More and more people are using cell phones as their primary telephone number," he said in a press release. "As a result, telemarketers are increasingly making unwanted calls to these numbers."

Oregon was the first state to pass such a law, but 27 other states have

created similar legislation since Oregon enacted the list in 1999. At the federal level, President George W. Bush has also signed legislation creating a national No Call List that will start this summer. Oregon's list is operated by a private No Call List administrator in coordination with Oregon Attorney General Hardy Myers.

Since the Oregon bill was passed, Myers has fined 120 companies more than \$450,000 for violating the No Call Law. However, Richard Meyer said companies that market products via telephone have been working harder to stop any telemarketers from calling people on the No Call List. If a resident on the list gets a call from a telemarketer, Meyer said the person should call

the attorney general's office.

"Get information from the telemarketers by playing dumb," Meyer said, adding that getting information like the company's name will help the attorney general in prosecuting it.

University student Andrew Williams said his parents have been a part of the No Call List for the past two years, which he said has made a big difference.

"Telemarketers used to call all the time," he said. "During breakfast, during dinner, when I needed to finish homework. After my parents signed up for (the No Call List), the telemarketers stopped bugging us."

Contact the reporter at alishaughnessy@dailyemerald.com.

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News brief

LTD to run Sunday schedule for holiday

For students sticking around town for Memorial Day weekend, getting around Eugene may not be a problem.

Lane Transit District bus services will operate on Monday using regular Sunday bus schedule hours.

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