9:00-9:10

**How Misinformed Is the Public About the 2012 Presidential Campaign? The results of a national survey**

*Kathleen Hall Jamieson, Ph.D., Annenberg Public Policy Center*

Kathleen Hall Jamieson is a professor at the Annenberg School for Communication and director of the Annenberg Public Policy Center at the University of Pennsylvania. She is the author or co-author of 16 books, including “unSpun: Finding Facts in a World of Disinformation,” co-authored with Brooks Jackson (Random House, 2007) and, with Kate Kenski and Bruce Hardy, “The Obama Victory” (Oxford, 2010), winner of an American Publishers Award for Professional and Scholarly Excellence (PROSE Award) in government and politics and the ICA and NCA outstanding book awards. She is co-founder of FactCheck.org and founder of FlackCheck.org, which uses parody and humor to debunk false political advertising.

9:10-10:30  PANEL ONE

**Deception Alert: Fact Checkers Forecast Deceptions in 2012 Presidential Debates**

**Moderator: Brooks Jackson, FactCheck.org**

Brooks Jackson is a journalist who has covered Washington and national politics since 1970, reporting in turn for the Associated Press, the Wall Street Journal and CNN. He joined the Annenberg Public Policy Center in 2003 and launched FactCheck.org in December of that year. At CNN, he pioneered the “adwatch” and “factcheck” form of stories debunking false and misleading political statements, starting with the presidential election of 1992. His investigative reporting for the AP and the Journal won several national awards. He is the author of three books: “Honest Graft: Big Money and the American Political Process” (Knopf, 1988); “Broken Promise: Why the Federal Election Commission Failed” (Twentieth Century Fund, 1990); and “unSpun: Finding Facts in a World of Disinformation” with Kathleen Hall Jamieson (Random House, 2007).

**Panelists:**

**Bill Adair, PolitiFact**

Bill Adair is the editor of PolitiFact and the Washington bureau chief for the Tampa Bay Times, formerly the St. Petersburg Times. He has worked in Washington since 1997 and has covered Congress, the White House, the Supreme Court, national politics and aviation safety. Adair is the author of “The Mystery of Flight 427: Inside a Crash Investigation,” a behind-the-scenes account of how the National Transportation Safety Board solved one of the biggest mysteries in aviation. He is the winner of the Everett Dirksen Award for Distinguished Coverage of Congress and the Society of Professional Journalists Sigma Delta Chi Award.

**Glenn Kessler, The Washington Post**

In an award-winning journalism career spanning nearly three decades, Glenn Kessler, who writes “The Fact Checker” column for The Washington Post, has covered foreign policy, economic policy, the White House, Congress, politics, airline safety and Wall Street. He was The Post’s chief State Department reporter for nine years, traveling around the world with three different Secretaries of State. Before that, he covered tax and budget policy for The Washington Post and also served as the newspaper’s national business editor. In 2007, St. Martins Press published his widely acclaimed book on Condoleezza Rice, “The Confidante.” Kessler appears frequently on television and has lectured widely on U.S. foreign policy.

**Jim Drinkard, Associated Press**

Jim Drinkard has covered Washington politics and policy since 1981, when he came to the capital as a Midwestern regional reporter for The Associated Press. He pioneered AP’s coverage of lobbyists, interest groups, money and politics – coverage that twice won reporting awards. He joined USA Today in 1998 to cover similar issues, chronicling the record-breaking fundraising of the 2000 and 2004 elections, the push to revamp the campaign finance system and how it has impacted the political parties and interest groups. He returned to AP in 2006 to take an editing position in Washington, the organization’s largest bureau. In 2008, he was named editor for a new accountability journalism initiative at the news service.
Can Misinformation Affect Attitudes Even When Corrections Work?
Emily Thorson, Annenberg School for Communication
Emily Thorson is a Ph.D. candidate in the political science and communication programs at the University of Pennsylvania. Her research examines how the information strategically disseminated by parties and candidates shapes citizens’ political beliefs, opinions, and ultimately their votes. In her dissertation, she finds that exposure to political misinformation can continue to influence attitudes even after citizens recognize that it is false.

How Can Journalists Increase the Likelihood That the Facts Will Win Out?
Brendan Nyhan, Ph.D., Dartmouth College
Brendan Nyhan, an assistant professor in the Department of Government at Dartmouth College, conducts research on political scandal and misperceptions about politics and health care. He also blogs about politics and the media at brendan-nyhan.com and is the New Hampshire campaign correspondent for Columbia Journalism Review. Previously, he was co-editor of Spinsanity, a nonpartisan watchdog of political spin that was syndicated in Salon.com and the Philadelphia Inquirer, and co-author of “All the President’s Spin,” a New York Times bestseller that Amazon.com named one of the 10 best political books of 2004.

Does Stand-Alone FactChecking and FlackChecking Work or BackFire?
The results of a controlled experiment
Bruce W. Hardy, Ph.D., Annenberg Public Policy Center
Bruce W. Hardy is a senior researcher at the Annenberg Public Policy Center of the University of Pennsylvania. His research interests include political campaigns, political advertising, persuasion, and research methods. He is co-author of the award-winning book “The Obama Victory, How Media, Money, and Message Shaped the 2008 Election” (Oxford, 2010).

Exemplary Broadcast and Print Journalism:
Justin Peters, Columbia Journalism Review
Justin Peters is editor at large for the Columbia Journalism Review and a three-time Mirror Award finalist for media reporting and criticism. He supervises CJR’s Guide to Online News Startups, the magazine’s comprehensive directory of digital news outlets. He has written for numerous publications, including Slate, the Washington Monthly, and The New York Times, and is the founding editor of Polite.

11:30-11:40 Break (Buffet lunch)
11:40-12:40 PANEL THREE (Co-sponsored by The Center for Responsive Politics)

The Challenges Posed to Journalism by Dark Money and its Donors

Dark Money Ads: Undisclosed But In Your Face
Erika Franklin Fowler, Ph.D., Wesleyan Media Project
Erika Franklin Fowler is assistant professor of government at Wesleyan University where she directs the Wesleyan Media Project, which tracks and analyzes all political ads aired on broadcast television in real-time during elections. Fowler specializes in political communication - local media and campaign advertising in particular - and her work on local coverage of politics and policy has been published in political science, communication, law/policy, and medical journals. In addition to her media commentary on election advertising, Fowler has extensive professional experience in conducting survey and focus group research. She also serves on the ABC News Election Night Decision Desk and frequently gives talks to health journalists about how to improve their reporting.

Dark Money’s Hidden Trail, and How Congress Could Unveil It
Viveca Novak, Center for Responsive Politics
Award-winning journalist Viveca Novak is the editorial and communications director of the Center for Responsive Politics. Previously, Novak was deputy director of FactCheck.org and a Washington correspondent for Time magazine and the Wall Street Journal. She has a degree in foreign affairs from the University of Virginia and an M.S. in journalism from Columbia University; in addition, she completed a fellowship for journalists at Yale Law School.

How Much of the Third-Party Presidential Money Is Spent on Deceptive Ads?
Kathleen Hall Jamieson, Ph.D., Annenberg Public Policy Center