JOURNALISM—WHY IT STILL MATTERS

Steve Busalacchi

Madison South Rotary

Rotary Club of Madison South | UNITE FOR GOOD

November 9, 2026


Bramhall
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PESTILENCE
DEATH
AND YOU ARE...?
MISINFORMATION

Today's Edition

Apr 30, 2026

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PEOPLE'S CHOICE

WISCONSIN STATE JOURNAL

April showers
Madison and several other cities in the state recorded their highest-ever rainfall totals for the month
LOCAL&STATE. A3

'NEXT PHASE'
Wisconsin's spring football practices offer insight on Luke Fickell's new way of doing things
SPORTS. B1



Military spending
Pentagon official says war in Iran has cost $25 billion so far
NATION&WORLD. A10

Royal visit
King Charles visits New York to commemorate victims of 9/11 attacks
NATION&WORLD. A10

Thursday, April 30, 2026 WHERE YOUR STORY LIVES MADISON.COM

DOWNTOWN REDEVELOPMENT | STATE OFFICE BUILDING

Amtrak hub part of $10M bid

NICOLE POLLACK
npollack@madison.com

The developer of The Edgewater and the Kohl Center is poised to reinvent the historic State Office Building at 1 W. Wilson St. as a Downtown Madison transit hub housing the city's planned Amtrak station.

The Wisconsin Department of Administration put the building up for sale late last year. It's now proposing to accept a $10 million offer from Madison-based Landmark Development, the agency said in a filing with the State Building Commission.

Landmark wants to reinvent the building as a centerpiece of the Isthmus, president Bob Dunn said.

"It's a very, very unique opportunity in Madison, and it should be done in a way that it really creates the next great destination that defines our Downtown," Dunn said. "And that's the nature of the work that we do."

The 11-story, Art Deco-style State Office Building was constructed in three phases between 1930 and 1959 and is listed in the state and national registers of historic places. It's currently vacant but was most recently home to the state Department of Health Services.

The state plans to sell the building and the less distinctive GEF 2 and GEF 3 on South Webster Street to shrink its physical footprint in Madison and reduce deferred maintenance costs. The price tag for needed upgrades to the State Office Building was estimated three years ago at over $200 million.

Landmark would repurpose the building for housing and some combination of retail, dining, entertainment and office or coworking space, Dunn said, along with "transformative" transit offerings, including an Amtrak station.

"I think his vision is completely in sync with the

Please see BUILDING, Page A2



AMBER ARNOLD, STATE JOURNAL ARCHIVES

The Art Deco-style State Office Building at 1 W. Wilson St. was put up for sale last year as the state government looks to reduce its physical footprint in Downtown Madison. The building may be sold to a Madison developer for $10 million.

WISCONSIN | GASOLINE MARKETS

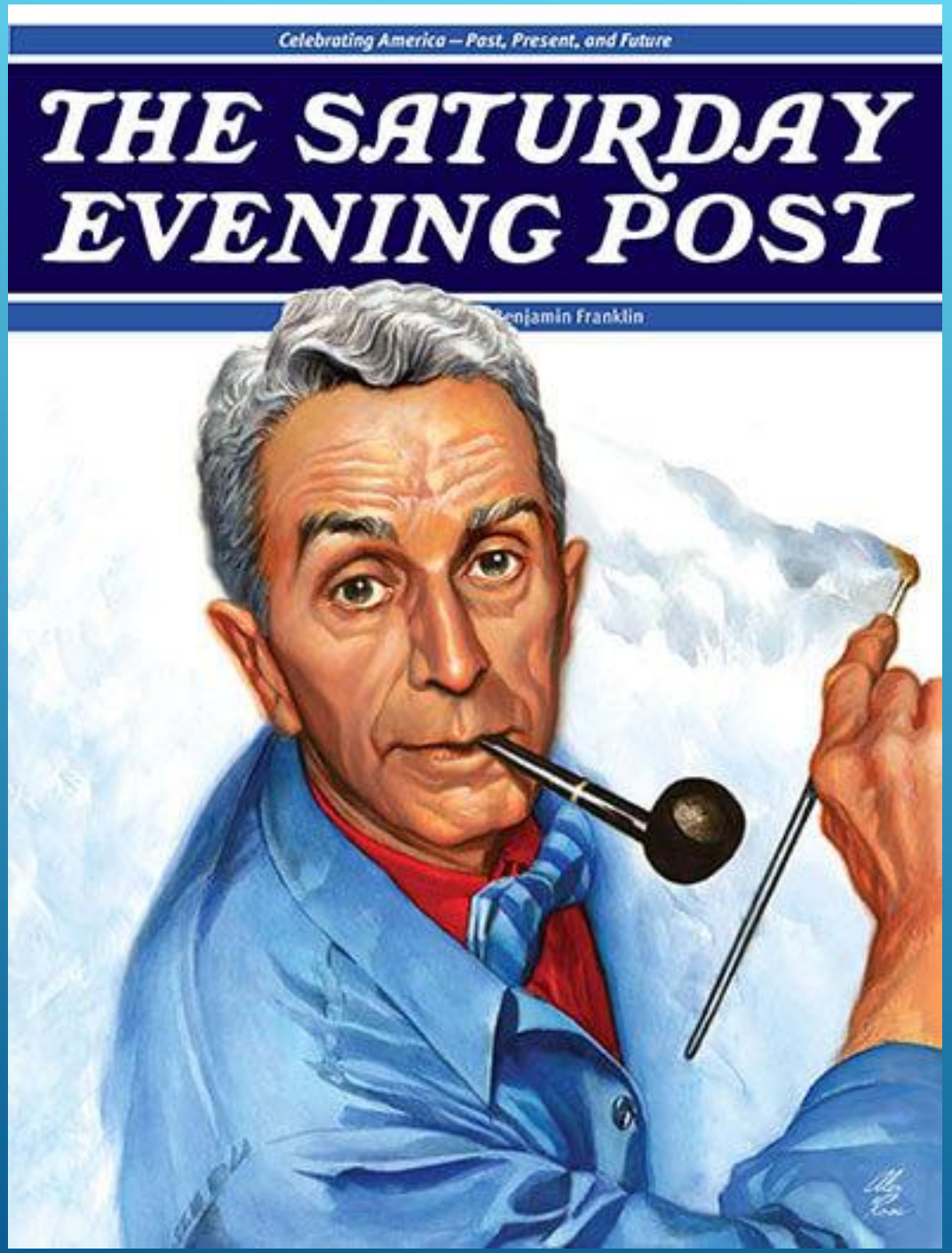


RIDGLAN FARMS

Sale of beagles lined up

Rescue groups make deal to buy nearly 1K dogs from the facility

SABINE MARTIN
smartin@madison.com



Final Print Edition—January 2027



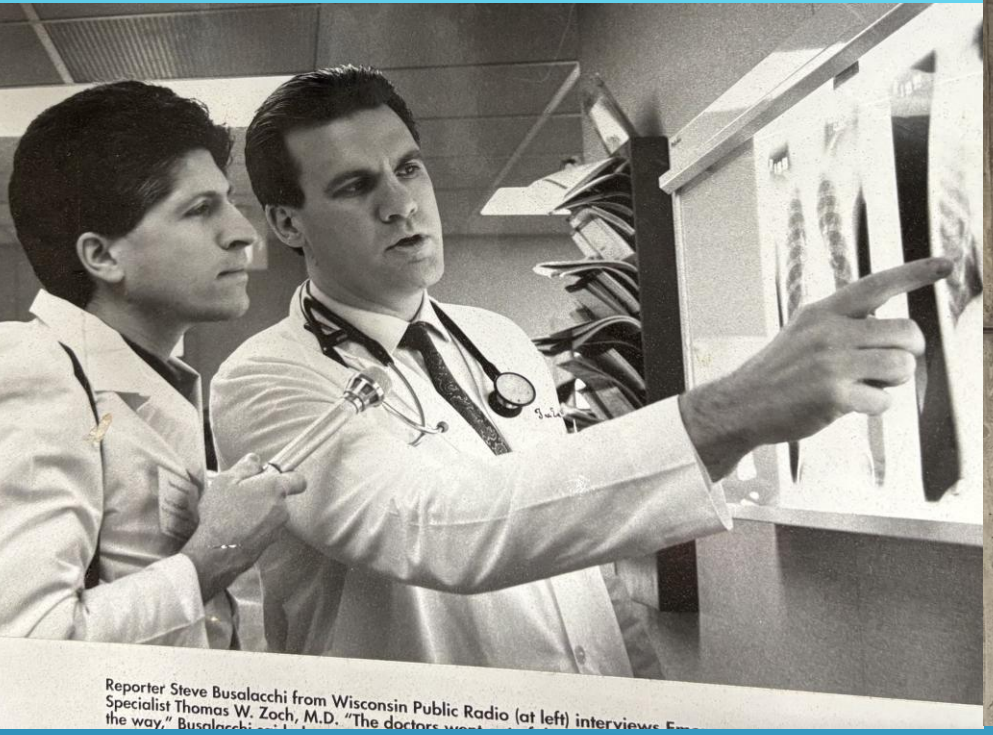
Ben Franklin's Pennsylvania Gazette from May 9, 1754. (Library of Congress)

1821 Sat E. Post founded

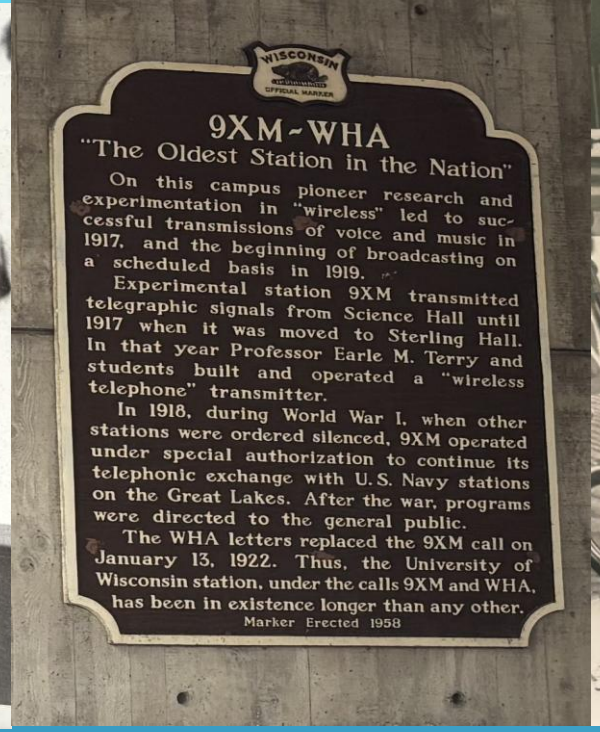
1728- Ben Franklin

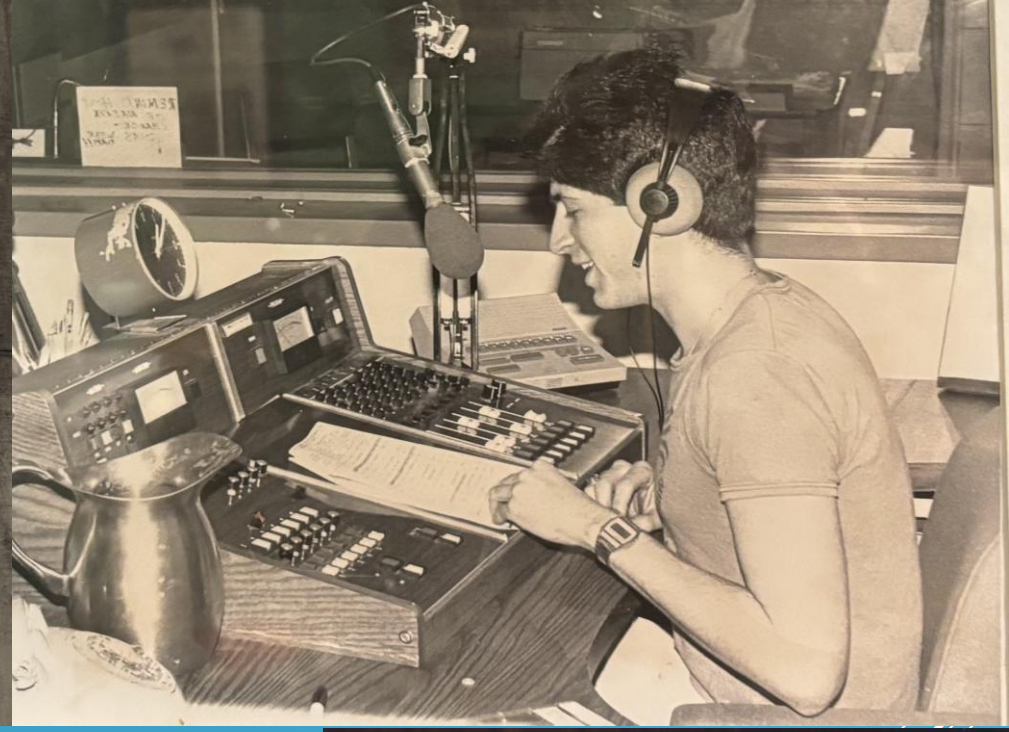
TODAY'S TALK

- My journalism background—why listen to me?
- State of broadcast/print journalism
- What is journalism, anyway?
- Who can we trust for information?
- What's at stake?

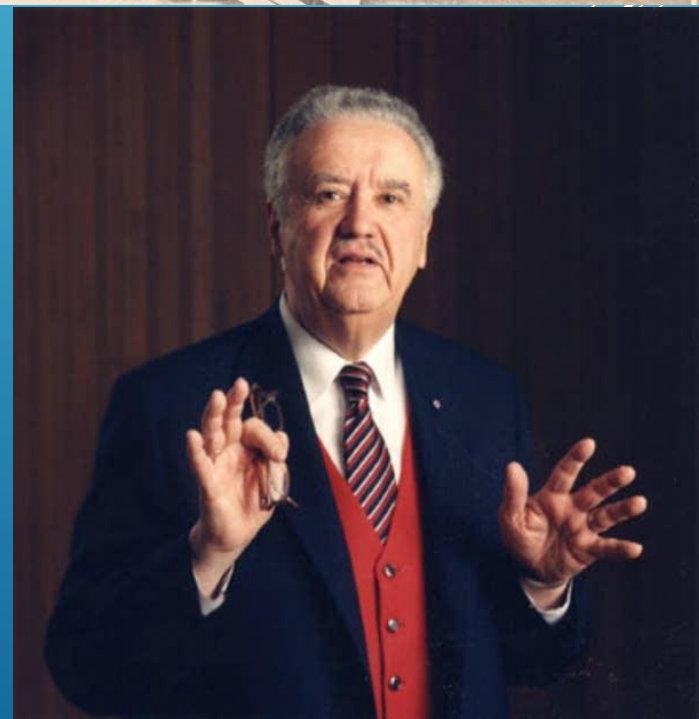


Reporter Steve Busalacchi from Wisconsin Public Radio (at left) interviews Specialist Thomas W. Zoch, M.D. "The doctors





15 YEARS OF REPORTING





WISCONSIN
PUBLIC RADIO

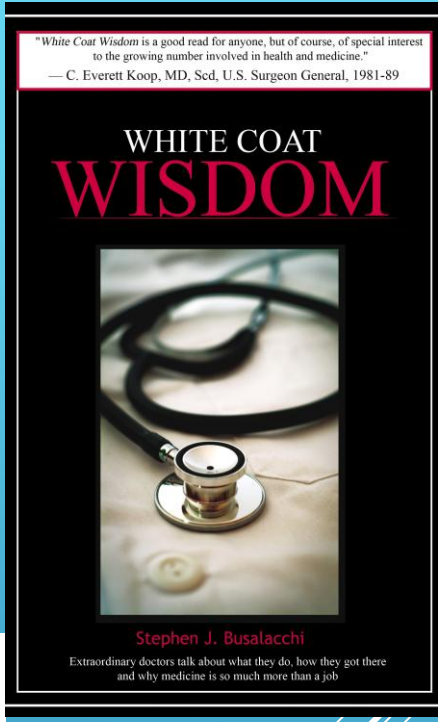
npr



PBS Wisconsin

Wisconsin Medical Society

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UNIVERSITY OF WISCONSIN SYSTEM

THEN WHAT?

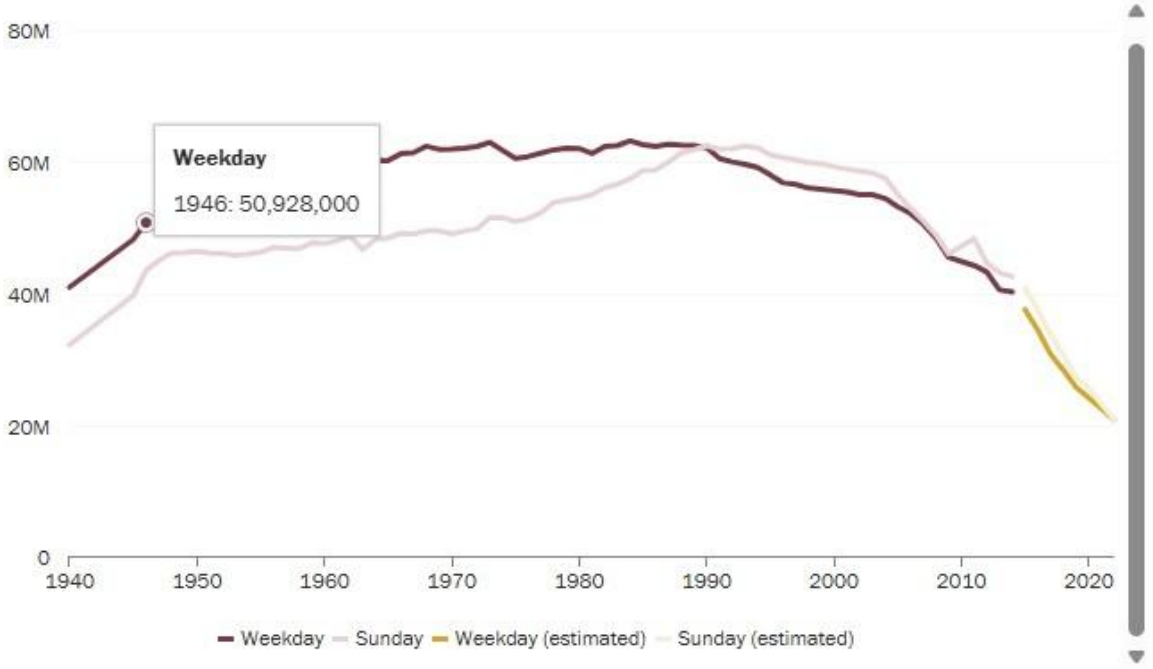
Dean HEALTH PLAN

Audience

In 2022, estimated total U.S. daily newspaper circulation (print and digital combined) was 20.9 million for both weekday and Sunday, down 8% and 10% respectively from 2021.

Total estimated circulation of U.S. daily newspapers

Total circulation of U.S. daily newspapers



Pew Research Center

JOURNALISM STATE OF AFFAIRS?

U.S.

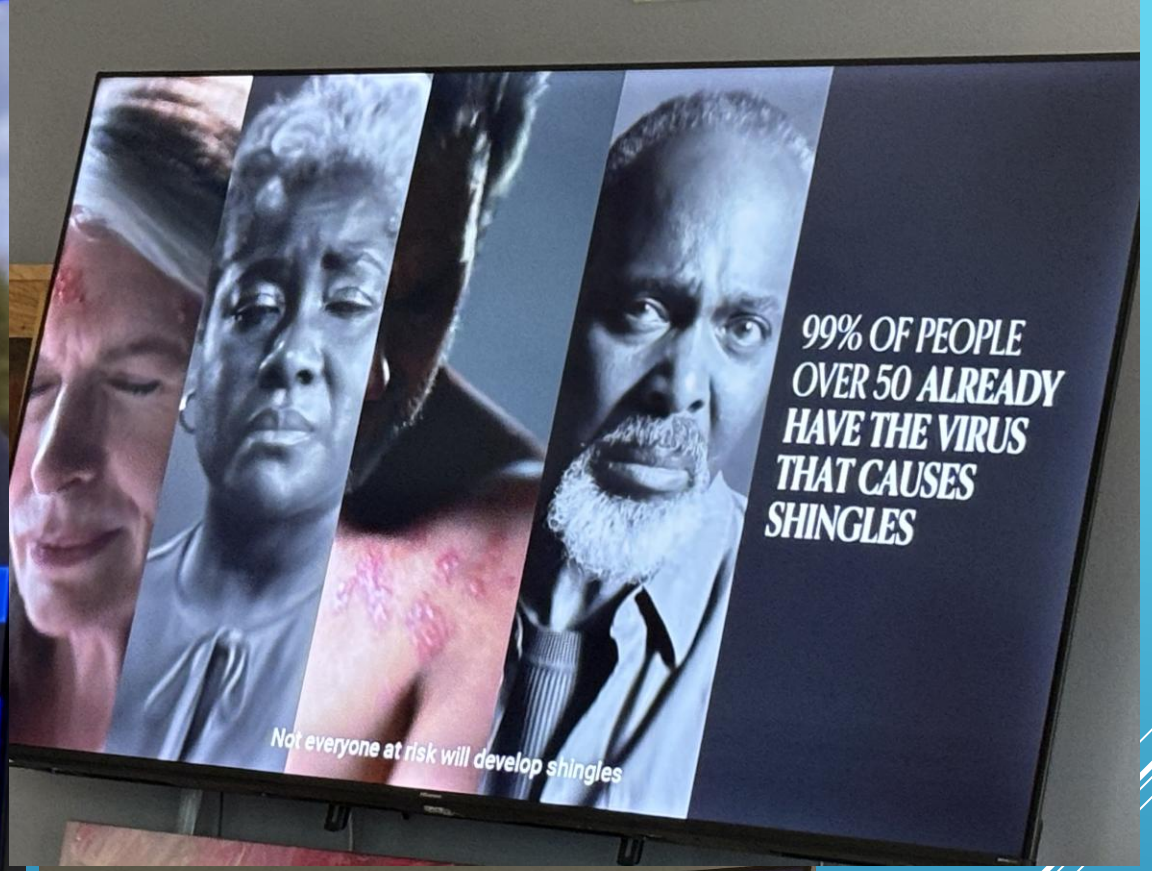
CBS News Radio to shut down after nearly a century of broadcasting

March 20, 2026 / 4:00 PM EDT / CBS News

Add CBS News on Google

CBS News announced Friday that CBS News Radio will be shutting down this spring after nearly 100 years of broadcasting. The company cited "challenging economic realities" and a shift in radio programming strategies as reasons behind the decision.


CBS
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NEWS
WITH TONY DOKOUPIL
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For Your Brain*
Testimonialists compensated for their time.
HEADLINES
GHIRARDELLI RECALLS POWDERED DRINK MIXES OVER POSSIBLE HEALTH RISK


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OVER 50 ALREADY
HAVE THE VIRUS
THAT CAUSES
SHINGLES
Not everyone at risk will develop shingles


RINVOQ
upadacitinib
Results measured at 1 year in RINVOQ patients who met clinical response at 8 weeks (UC) or at 12 weeks (Crohn's).

WISCONSIN STATE JOURNAL

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C345 Misc Wanted

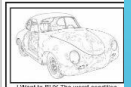
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C650 Misc Vehicles



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HOMETOWN HAPPENINGS

C145 Misc Announcements

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SHORT READS | FEBRUARY 11, 2026

Majority of Americans express low confidence in journalists to act in public's best interests

Add Us On Google

BY KIRSTEN EDDY



A reporter takes notes during an interview in Pasadena, California. (Kirby Lee/Getty Images)

PEW-KNIGHT INITIATIVE

A majority of Americans (57%) express low confidence in journalists to act in the best interests of the public, according to a new Pew Research Center analysis from the Pew-Knight Initiative. This includes 40% who say they have not too much confidence and 17%

Trust in Media at New Low of 28% in U.S.

Republicans' confidence in mass media to report news "fully, accurately and fairly" now at 8%



BY **MEGAN BRENAN**

WASHINGTON, D.C. — Americans' confidence in the mass media has edged down to a new low, with just 28% expressing a "great deal" or "fair amount" of trust in newspapers, television and radio to report the news fully, accurately and fairly. This is down from 31% last year and 40% five years ago.

Meanwhile, seven in 10 U.S. adults now say they have "not very much" confidence (36%) or "none at all" (34%).

Gallup, 2025

WHAT'S GOING ON?

- Bias?—NPR and Midwest (cows, Harley, Dahmer)
- Liberal vs. Conservative
- What is objectivity?
- Strive for fairness
- So many "information" channels

TRUMP EFFECT?

- "I would never kill them but I do hate them," [Trump] said of reporters. "And some of them are such lying, disgusting people."
  - President Donald Trump
    - Other common retorts:
      - "Fake news"
      - "Be quiet, Piggy." (to a female reporter)
      - "Liberal media"
      - "Enemies of the people"



















WHAT MEDIA CAN WE TRUST?

FOUNDING YEARS

- Wisconsin State Journal--1839
- AP—1846
- New York Times--1851
- Washington Post--1877
- Los Angeles times--1881
- Wall Street Journal--1889
- NBC--1940
- CBS--1927
- ABC--1945
- NPR--1970
- USA Today—1982
- WPR---1914

How are these different than Facebook, YouTube and Tik Tok?

- Standards!
- You can get fired or sued
- Reporters are actual journalists

The Pulitzer Prizes

The New York Times dominates recent Pulitzer Prizes, with its share increasing to 16% over the last decade. Major outlets like The Washington Post and The Wall Street Journal also frequently win, though the board often recognizes smaller, local papers. Official winners and finalists by year are available at The Pulitzer Prizes.

Top Pulitzer Prize Winning Newspapers (Recent Trends)

- **The New York Times:** Holds a record number of total wins and consistently leads in annual, multiple-category victories.
- **The Washington Post:** Consistently wins in national reporting, investigative, and public service categories.
- **The Wall Street Journal:** Frequently wins for in-depth investigative, explanatory, and international reporting.
- **Los Angeles Times:** Regularly recognized, particularly in photography, criticism, and local reporting. The New York Times Company +4

- “Comfort the afflicted and afflict the comfortable.”
- *New York Times*

Fact Check

Has Fox News Never Won a Pulitzer, Emmy, Peabody, or Edward R. Murrow Award?

The conservative news outlet has only been nominated once for any of the awards.

By Nur Ibrahim

Published Aug. 23, 2022



Find your freedom
Get started

Claim:

> Fox News Channel, the conservative cable news organization, has never won a Pulitzer, Emmy, Peabody, or Edward R. Murrow Award for journalism on the merits of its work.

Rating:



True

About this rating

Context

Though Fox News Channel has not won any of these awards, it is owned by Rupert Murdoch's News Corp., which also owns the Wall Street Journal. The Journal has won a number of those awards. It is also possible that the channel has not submitted itself for consideration of the awards. Experts tell us that Fox News has always prioritized ratings and popularity over industry recognition.

Fox News primarily draws an older, conservative, and Republican-leaning audience, with 76% of Republican viewers aged 65 and older trusting the network. As of early 2026, it is the most-watched cable news network, averaging over 2 million primetime viewers and dominating with viewers aged 25–54. Pew Research Center +2

Key Viewership Demographics (2025-2026):

- "Fair & Balanced" (1996–2016)
- "Most Watched. Most Trusted."

WHO'S WATCHING FOX NEWS?

BY DAVID BAUDER, RANDALL CHASE AND GEOFF MULVIHILL

Published 7:32 PM CDT, April 18, 2023

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WILMINGTON, Del. (AP) — Fox News agreed Tuesday to pay Dominion Voting Systems nearly $800 million to avert a trial in the voting machine company's lawsuit that would have exposed how the network promoted lies about the 2020 presidential election.

LYING REPEATEDLY

FOX PAID DOMINION

$787.50 MILLION

Settlement agreement



Daniel Patrick Moynihan
U.S. Senator, 1977-2001

"EVERYONE IS ENTITLED TO HIS OWN OPINION, BUT NOT HIS OWN FACTS."

WHAT IS JOURNALISM?

- Based on fact and evidence
- Credible sources
- Accountability if you get it wrong
- Fairness and balance

JOURNALISTS ARE LIABLE IF THEY ARE PROVEN TO HAVE ACTED WITH "MALICE" OR WITH "RECKLESS DISREGARD FOR THE TRUTH."

HOW TO FIND CREDIBLE INFORMATION

- Read mainstream journalism
- Read/View/Listen to multiple sources
- Avoid partisan (left or right) talk show hosts who tell you what to think
- Never read unsourced "information"
- Think critically about what sources are telling you
- Is there an agenda?
- Is it political advocacy or journalism?
- Ultimately-
  - What is our motivation? To be informed or to have our biases confirmed?



Gulf states that bankrolled Trump's son-in-law are now furious they got burned: report

Raw Story · 8h · Daniel Hampton

Gulf states that poured hundreds of millions into Jared Kushner's private equity firm are openly griping that they got little for their...

Raw Story
flipped this story



Trump-Appointed Judge Calls Administration's Behavior 'Appalling' In 24-Page Ruling

HuffPost · 1d · Levi Kalish

This is the latest blow to the Trump administration’s efforts to obtain private medical information about transgender youth. A federal judge blasted the Trump administration for its “reckless” efforts to mislead and manipulate the courts, and...

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April 1, 2025, 3:23 PM CDT / Updated May 8, 2026, 12:47 PM CDT

By Melinda Yao and Joe Murphy

Measles, one of the most contagious viruses in the world, is regularly infecting people in the U.S. again.

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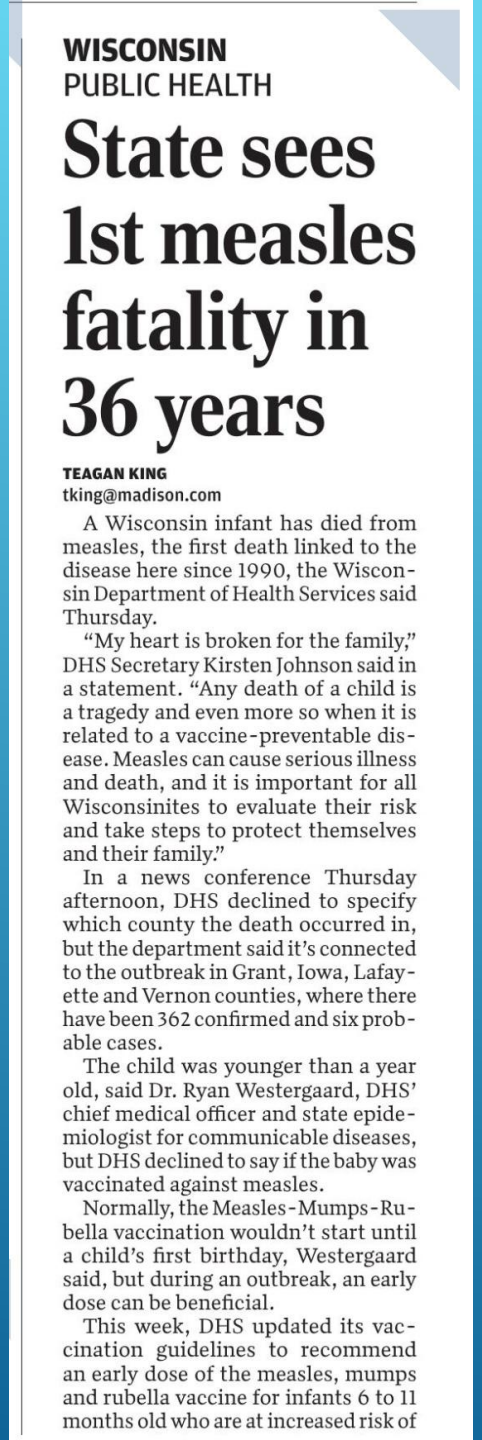
Already in 2026 more than 1,800 cases have been counted, making 2026 one of the two worst years for measles infections in the U.S. since 2000.



IMPLICATIONS FOR NOT SEEKING CREDIBLE INFORMATION

- Politicizing science
- How do we debate without a common set of facts?
- How do we unite as a country if we're all in ideological camps?
- How does Democracy survive?
- What is true?

Implications



WISCONSIN
PUBLIC HEALTH

State sees 1st measles fatality in 36 years

TEAGAN KING
tking@madison.com

A Wisconsin infant has died from measles, the first death linked to the disease here since 1990, the Wisconsin Department of Health Services said Thursday.

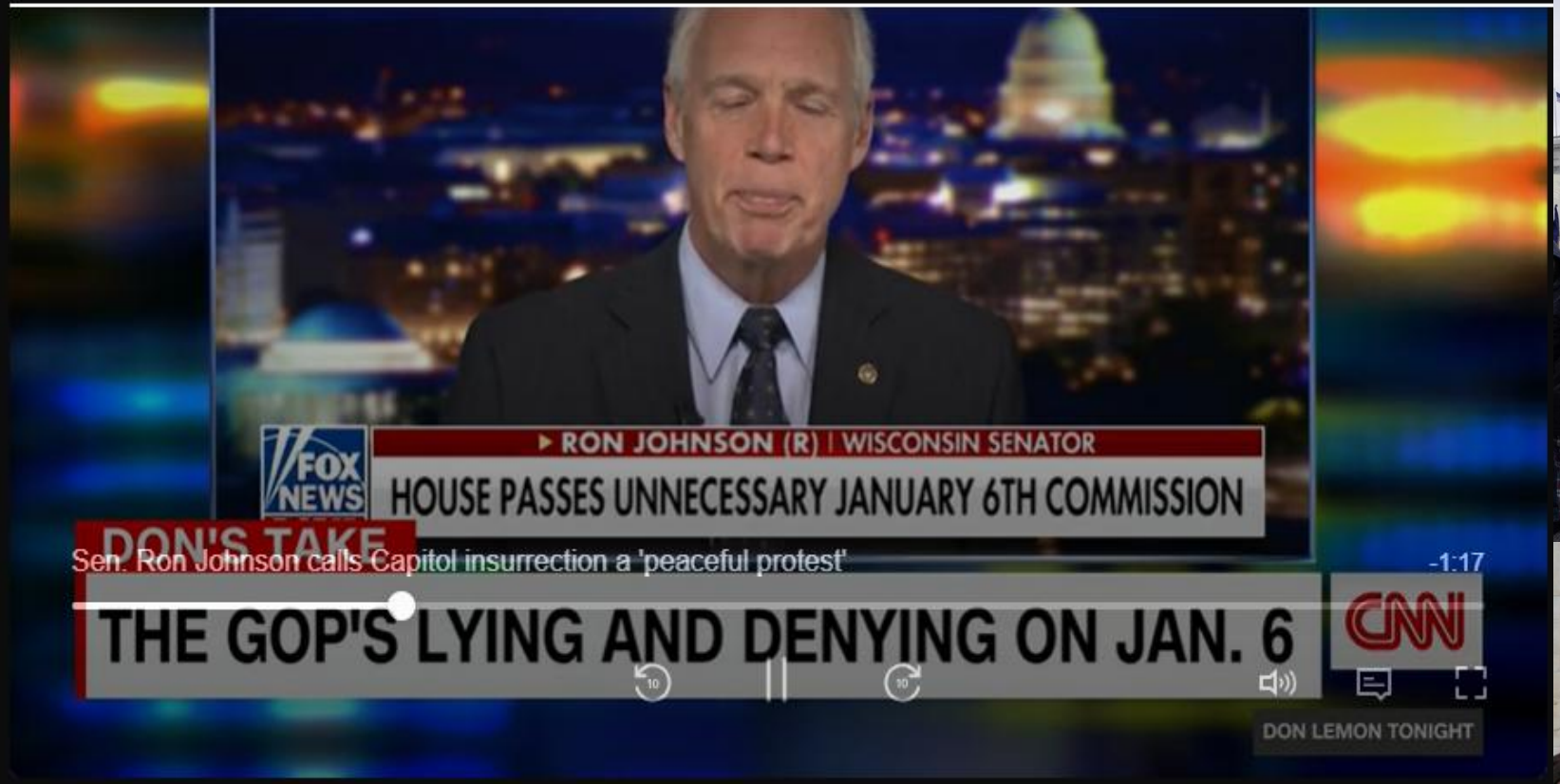
"My heart is broken for the family," DHS Secretary Kirsten Johnson said in a statement. "Any death of a child is a tragedy and even more so when it is related to a vaccine-preventable disease. Measles can cause serious illness and death, and it is important for all Wisconsinites to evaluate their risk and take steps to protect themselves and their family."

In a news conference Thursday afternoon, DHS declined to specify which county the death occurred in, but the department said it's connected to the outbreak in Grant, Iowa, Lafayette and Vernon counties, where there have been 362 confirmed and six probable cases.

The child was younger than a year old, said Dr. Ryan Westergaard, DHS' chief medical officer and state epidemiologist for communicable diseases, but DHS declined to say if the baby was vaccinated against measles.

Normally, the Measles-Mumps-Rubella vaccination wouldn't start until a child's first birthday, Westergaard said, but during an outbreak, an early dose can be beneficial.

This week, DHS updated its vaccination guidelines to recommend an early dose of the measles, mumps and rubella vaccine for infants 6 to 11 months old who are at increased risk of

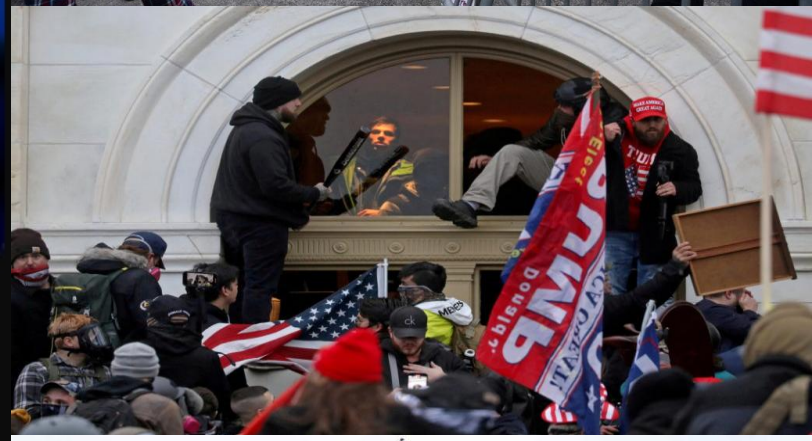


Sen. Ron Johnson calls Capitol insurrection a 'peaceful protest'

Don Lemon Tonight

CNN's Don Lemon reacts to Sen. Ron Johnson's (R-WI) comment that the insurrection on January 6 was a largely "peaceful protest."







WHAT DO YOU THINK?

- How do you get your “news?
- What do you share on social media?
- Who do **you** trust?
- Questions for me?

- **Will we be informed or manipulated?**

IT'S UP TO US!

