

# Journalism 101

Fundamental Journalism: Research and ask relevant questions.

For example, before conducting an interview, it is axiomatic to research the interviewee. The reporter who interviewed Gore should have known that Gore was an attorney and he had been a long time attorney in Mississippi. The interviewer should have fundamental background knowledge. For example, a reporter, even one in training, should know that attorneys are licensed state by state. Therefore, the reporter, at the very least, should have visited the Florida Bar website to see if Mississippi attorney Gore was licensed in Florida. It would have taken a minute to learn that he is not listed as a licensed attorney in Florida.

Google: Florida Bar. And you'll get the top entry: [Find a Lawyer search - The Florida Bar](http://www.floridabar.org/names.nsf/MESearchDK?OpenForm). Click on that hot link and be taken immediately to <http://www.floridabar.org/names.nsf/MESearchDK?OpenForm>

You are now at "**Find a Lawyer - Simple Search.**" Type in Lee Gore and find he's not listed as a licensed attorney in Florida.

Now, the reporter is armed to ask questions instead of the interviewee leading the reporter around by the nose.

Here's what happens when the reporter doesn't do simple research. S/he misses an opportunity to ask relevant questions about Gore not having a license to practice in Florida. What he intends to do about it? The reporter would also have been prepared to ask President Bense if she was aware that Gore didn't have a Florida license. Was there no other candidate who applied to be General Counsel and who was licensed to practice in Florida? After all, isn't it true that there is an oversupply of attorneys? A failure of the reporter to do simple research and be prepared to ask fundamental questions might just as well be paid by Gore and Bense to write public relations blather to feed unsuspecting readers.

Here is the actual report:

## **New general counsel brings new perspective to UWF**

Posted on 31 October 2011. Tags: [Lee Gore](#), [UWF staff](#)

The University of West Florida has added a new staff member. Lee Gore is now the new general counsel for UWF and has been settling into his new office over the past week.

**Gore, who is from Hattiesburg, Miss., was the university counsel for the University of Southern Mississippi for the past 30 years.** He retired a few

months ago and decided to give UWF a shot.

“I think it’s great,” he said. “The university is poised to grow quite a bit in the next few years.”

**Gore grew up in Marks, Miss., and moved to Hattiesburg to study at the University of Southern Mississippi. He then went to law school at the University of Mississippi. He said he had wanted to be a lawyer for a long time and he even had his own private practice after graduating.**

He was a professor of accounting at Southern Miss, but he wanted to practice law. When the opportunity to become the university counsel at the school opened up, he took it.

**General counsel means university attorney. Gore will take over any legal issues UWF becomes involved in.**

**He said he is not a specialist in any specific area and will practice general law at UWF, giving legal advice and looking over education legislation.**

Gore said he felt he moved as far up as he could in the ranks at USM, but felt that he wanted to continue practicing law.

He also said he is impressed with UWF. He said that with any growing school “you have to build a good teaching faculty.” UWF has done so and continues to do so, he added.

He seems to have made quite an impression on his new colleagues at UWF.

**President Judy Bense spoke highly of Gore and his experience.**

**“We are delighted to have Mr. Gore join the UWF team. He brings a wealth of experience and expertise in the legal field,” she said. “He really hit the ground running and I look forward to his many accomplishments.”**

Gore’s office is located in Building 10 and his office hours vary.

Josh Cooper Staff Writer

(Emphasis added.)