CONTENTS

vii

| | | FORWARD PREFACE INTRODUCTION | xii xiii xix |
|------|---|--|----------------------|
| PART | 1 | ETHICS IN THE PURSUIT OF NEWS | 1 |
| | 1 | The Philosophical Framework | 3 |
| | | THE 2,500-YEAR-OLD MAINSTREAM ENTER UTILITARIANISM AND ETHICAL DUTY LIBERTARIANISM, OBJECTIVITY, AND SOCIAL RESPONSIBILITY THE "CREDIBILITY" GAP APPEARS | 5 7 8 13 |
| | 2 | Your Personal Code: Troubling Concepts | 17 |
| | | OBJECTIVITY: THE WORTHWHILE GOAL CONFLICT OF INTEREST: REAL OR PERCEIVED PRIVACY: A SPECIAL AGONY GOOD TASTE: BLOODY BODIES AND MORE | 18 22 26 31 |
| | 3 | The Ethics of Technique: Reporter, Adversary, or Sleuth? | 39 |
| | | ADVERSARIAL RELATIONSHIP: A FACT NEWS: MAKING IT OR REPORTING IT? | 41 43 |
| | | | |

| | | SOURCES AND YOUR ETHICAL TECHNIQUE | 47 |
|------|---|---|---|
| | | THE ETHICS OF "NEWS SLEUTH" TECHNIQUES | 49 |
| | | GOOD NEWS VERSUS BAD NEWS | 54 |
| | 4 | Your Partners in Ethics: Your Public and Your Editor | 57 |
| | | YOU AND YOUR PUBLIC | 58 |
| | | YOU AND YOUR EDITOR | 69 |
| PART | 2 | ETHICS IN THE PURSUIT OF PROFIT | 79 |
| | 5 | Corporate Social Responsibility | 81 |
| | | THE TERMS OF THE DEBATE | 82 |
| | | CORPORATE ETHICS | 88 |
| | 6 | Corporate Profit and Newsroom Ethics | 102 |
| | | GOOD JOURNALISM ISN'T CHEAP | 104 |
| | | MEASURING COMMITMENT TO EXCELLENCE | 106 |
| | | QUALITY AND PROFIT: BASIC DILEMMA | 108 114 |
| | | CORPORATE PROFITS AND JOURNALISTIC ELITISM | 114 |
| | 7 | Ethics in the Countinghouse | 122 |
| | | ETHICS IN ADVERTISING | 123 |
| | | ETHICS AND CORPORATE SELF-INTEREST | 125 |
| | | WHAT IS ACCEPTABLE AND WHAT ISN'T | |
| | | | 130 |
| | | ETHICS IN OTHER CORNERS OF THE COUNTINGHOUSE | 130 |
| | 8 | | |
| | 8 | The Changing Face of the Media WHY THEY EXPAND AND DIVERSIFY | 138 156 158 |
| | 8 | The Changing Face of the Media WHY THEY EXPAND AND DIVERSIFY THE FIFTEEN LARGEST GROUPS | 138 156 158 162 |
| | 8 | The Changing Face of the Media WHY THEY EXPAND AND DIVERSIFY THE FIFTEEN LARGEST GROUPS THE GREAT MEDIA FORTUNES | 138 156 158 162 169 |
| | 8 | The Changing Face of the Media WHY THEY EXPAND AND DIVERSIFY THE FIFTEEN LARGEST GROUPS THE GREAT MEDIA FORTUNES THE POLICY-SETTING APPARATUS | 138 156 158 162 169 170 |
| | 8 | The Changing Face of the Media WHY THEY EXPAND AND DIVERSIFY THE FIFTEEN LARGEST GROUPS THE GREAT MEDIA FORTUNES | 138 156 158 162 169 170 |
| PART | | The Changing Face of the Media WHY THEY EXPAND AND DIVERSIFY THE FIFTEEN LARGEST GROUPS THE GREAT MEDIA FORTUNES THE POLICY-SETTING APPARATUS THE TRUE "POWER CLIQUE" | 138 156 158 162 169 170 173 |
| PART | | The Changing Face of the Media WHY THEY EXPAND AND DIVERSIFY THE FIFTEEN LARGEST GROUPS THE GREAT MEDIA FORTUNES THE POLICY-SETTING APPARATUS THE TRUE "POWER CLIQUE" | 138 156 158 162 169 170 173 |
| PART | 3 | The Changing Face of the Media WHY THEY EXPAND AND DIVERSIFY THE FIFTEEN LARGEST GROUPS THE GREAT MEDIA FORTUNES THE POLICY-SETTING APPARATUS THE TRUE "POWER CLIQUE" THE MEDIA AND SOCIETY | 138 156 158 162 169 170 173 |
| PART | 3 | The Changing Face of the Media WHY THEY EXPAND AND DIVERSIFY THE FIFTEEN LARGEST GROUPS THE GREAT MEDIA FORTUNES THE POLICY-SETTING APPARATUS THE TRUE "POWER CLIQUE" THE MEDIA AND SOCIETY New Corporate Character, New Social Status? | 138 156 158 162 169 170 173 |

| 10 | Special Problem Areas | 206 |
|----|--|-----|
| | TERRORISM AND THE MEDIA SPIES, NATIONAL SECURITY, AND THE MEDIA | 207 |
| | MEDIA GO-OR DON'T GO-TO WAR | 216 |
| | THE MEDIA AND THE PRESIDENCY | 221 |
| | THE MEDIA AND BUSINESS | 225 |
| | NEWSPAPERS VERSUS TELEVISION | 229 |
| 11 | Public Relations, the Media, and Society | 240 |
| | THE PRACTITIONER AND PERSONAL ETHICS | 241 |
| | INSTITUTIONAL PUBLIC RELATIONS ETHICS | 246 |
| | THE INDUSTRY AND ETHICAL STANDARDS | 250 |
| 12 | The Media, Freedom of Information, and the Law | 257 |
| | THE FREEDOM OF INFORMATION BATTLE | 259 |
| | SPECIAL ISSUE PRESSURE GROUPS | 265 |
| | FOREIGN REGIMES PURSUE U.S. MEDIA | 269 |
| | THE MEDIA AND THE LAW | 271 |
| | Appendix One: American Society of Newspapers: Editors Statement of Principles | 287 |
| | Appendix Two: Society of Professional Journalists, Sigma Delta Chi, Code of Ethics | 289 |
| | Appendix Three: Radio/Television News Directors Association Code | 203 |
| | of Broadcast News Ethics | 293 |
| | Appendix Four: Associated Press Managing Editors Code of Ethics | 297 |
| | Appendix Five: Dow Jones & Company Conflict of Interest Policy | 299 |
| | Appendix Six: The Advertising Code of American Business | 303 |
| | Appendix Seven: Public Relations Society of America Code of | |
| | Professional Standards for the Practice of Public Relations | 305 |
| | Appendix Eight: Freedom of Information Service Center Sample Letter | 307 |
| | not the media have substantial power; that they have a great of | |
| | NAME INDEX | 309 |
| | SUBJECT INDEX | 319 |