

## INDEX

12 ethical tenets of *Living Ethics*, 274

1765 Stamp Act, 43

*48 Laws of Power, The* (Green & Elffers), 254

*60 Minutes Wednesday*, 70-72, 79, 247

*60 Minutes*, 191

9/11, 55, 89

95 theses, 42

Abbott Laboratories, 58, 81

Abbott, Eric, xvi, 36

ABC News, 175

ABC-TV, 167

Abel, Alan, 174

Accountability, 49, 68-74, 92, 111, 181, 249. See also Responsibility

Accrediting Council for Education in Journalism and Mass Communications,  
150

*Advertising Age*, 78, 103

*Advertising Business: Operations, Creativity, Media Planning, Integrated  
Communications* (Jones), 3

*Advertising Ethics* (Spence & Van Heekeren), 28

Advertising Principles of American Business, The, 84

*ADWEEK*, 22

Affirmative Action, 225

African-American, 7, 40, 46, 85, 143, 166, 216, 219, 230-32, 268-69

African-American, 7, 40, 46, 85, 143, 166, 216, 219, 230-32, 268-69

*After Sorrow: An American Among the Vietnamese* (Borton), 187

Agence France-Presse, xvi, 94

*Agora*, 42-43, 49

AIDS, 211, 257, 289-91

Air National Guard, 70-71

*Akrasia*, 184

Albany Plan, 44

Albom, Mitch, 191

Alexander, Andy, xvi, 203-5

Alia, Valerie, 26

*All the President's Men*, 155

Allen, Anita L. 184, 240

Allen, Judy, 202, 252

Allyn & Bacon, 1

America Online, 66

*America's Most Wanted*, 84

American Advertising Federation, xvi, 6, 80, 84, 269, 301

American Association of Retired People, 215

American Friends Service Committee, 187, 218

American Greeting Cards, 124

American Society of Business Publication Editors, 86

American Society of Newspaper Editors, 257, 302

American Water Works Association, 104

Anderson, C. Michael, 100

Anderson, Terry, xvi, 45, 95, 181-82

Angola, 37

*Anniston (Ala.) Star*, 80

Apologies, xii, 2, 68, 70, 178, 180, 228, 230. See also Fairness

Arends Integrated Communication, 298

Arends, Don, 299

Arends, John, 298-99

Arends, Martha, 299

Aristotle, xv, 19, 89, 101, 240

Aristotle's mean, 26-27, 89-90

"Army of One, An" (editorial cartoon), 125

Arnold, Matthew, 160

Asian American Journalism Association, 44

Asian-American Advertising and Public Relations Alliance, 219

Asian-American, 214, 219

Aslan, Reza, 227-28, 320 n

Associated Press, The, xvi, 45, 54-55, 76, 95-96, 116, 127, 155, 166, 180, 182, 284

Association for Education in Journalism, 94

Association of Information Technology Professionals, 301

AT&T, 111

*Atlantic Monthly, The*, 77, 86

Bagdikian, Ben H., 49, 257

Baggini, Julian, 89

Balance, 26, 57-62, 66

Balsamico, Victor “Kojack,” 282-284

*Band of Brothers*, 79

Barkley, Charles, 78

Battle of the Bulge, 79

Baum, L. Frank, 131

Becker, Lee B., 5

Benetton, 289-91

Bennett, Saul, 105-198-99

Bentham, Jeremy, xv, 90

Berg, Nicholas, 180

Bergen, Candice, 21-23

Berkman, Robert I., 203

Bernstein, Carl, 155-56, 255

Bernstein, R.B. 45

Berry, Stephen, xv, 8-9, 96

Bertrand, Claude-Jean, 82, 91, 293

“Best Joke of the Day, The” (news release), 176

*Better Homes and Gardens*, xvi, 86, 296-97

*Bewitched!*, 21

Bias

basic concepts, 214-229

and cultural inclusion, 217

and cultural exclusion, 217-18

dealing with, 230-235

hidden, 162

and racial inappropriateness, 217-18, 231-33

and sensitivity, 217-18, 233-34

and stereotypes, 8, 125-26, 166, 216-17, 222-30, 269, 271

Bi Sheng, 42

Bill for the More General Diffusion of Knowledge, 46

Bill of Rights, 46-48, 294

Bin Laden, Osama, 55, 89

*Birmingham (Ala.) Post-Herald*, 80

Bishop, Bojinka, 104-6

Black Community Information Center, 166

Blackstock, Ben, 31, 97

*Blade, The* (Toledo), 4, 239, 251

Blair, Jayson, 189

*Blink: The Power of Thinking Without Thinking* (Gladwell), 11, 51, 159, 215

Bok, Sissela, 67-68. 138-39, 140-41, 156-58

Bonhoeffer, Dietrich, 10-11

Booker, Hester, 166

Borgman, Jim, xv, 124-26

Borton, Lady 187, 218-19, 225

Boston Globe, 191-92

Boston Latin School, 20

Boston University, 40

Bovet, Susan Fry, 279

Bovsun, Mara, 110-11

Bowen, Jerry, xvi, 79-80

Box, Kathy, xvi

Boyd, Gerald, 189

*Breaking the News: How the Media Undermine American Democracy*

(Fallows), 77

“Brian” (photograph), 210

Bribes, 198-99

British Broadcasting Corporation, 227, 259

Brogan & Partners, xvi, 241

Brogan, Marcie, 240-242

Brokaw, Tom, xvi, 176, 292-93, 300

Brookings Institution, 214

Brown, John, 90

Brown, Kent L. Jr., 86

BTK Strangler. See Rader, Dennis

Buchman, Joseph, 11

Buddhism, 27

Budweiser, 52

Buford, Howard, xvi, 112, 185

Bugeja, Diane, xvi, 153-54, 288

Bugeja, Michael, 98, 270, 312 n, 313 n, 314 n, 317 n, 319 n, 321 n, 322 n

Bulla, David, 191

“Bunny Bio<sup>®</sup> — Behind the Fur” (animation), 127

Burr, Aaron, 48

Burton, Nancy, 277-78

Bush, George W., 23, 70-72, 127, 247

*Business Week*, 297

Campbell, Joseph, 130

Canny Bowen Inc., 300

Capriati, Jennifer, 223

Carrington, Edward, 44

Carruth, Hayden, 139-40

Carter, Betsy, xvi, 85

Carter, Hodding, 10, 261

Carter, Jimmy, 77

Carter, Shirley Staples, 218, 225

Castells, Manuel, 90, 92

Castle Underwood agency, 144

Castle, Grant, 144

Categorical imperative, 26. See also Immanuel Kant

Catholic Church, 42, 53

Caucasian, 6-7, 269

CBS “This Morning,” 176

CBS Evening News, xvi, 79

CBS News, 70-73, 78

CBS Radio, 5

CBS Sports, 231

CBS-TV, 21-22

Center for Integration and Improvement of Journalism, 223, 233, 320 n

Cerra, Carmen, 126

Chamberlin, Dennis, xv-xvi, 117-22

*Champaign-Urbana (Ill.) Courier*, 169

Chan, Mei-Mei, xvi, 216, 225, 229-30, 234

Chang, Michael, 223

*Chicago Sun-Times*, 96, 202, 229

*Chicago Tribune*, 169

“Child’s Subliminal Ad” (drawing), 270

Chodron, Pema, 282

Christ, Jesus, 227

*Christian Science Monitor*, 167

Christianity, 26-27, 227-28, 287-88

Christians, Clifford G., xvi, 9-10, 24, 26, 37, 49, 53, 91-92, 226, 256-57, 299

*Chronicles* magazine, 232

Church of Jesus Christ of Latter-day Saints, 206

Ciccone, Louise, 74-75

Cicero, Marcus Tullius, 43, 46

*Cincinnati Business Courier*, 95

*Cincinnati Enquirer, The*, 124, 245

Citibank, 69

Citigroup, xvi, 69

Civic virtues, 92

Civil Rights Act of 1964

Civil Rights Act of 1991

Clabes, Judy, 273

Clark, Christine, 87-88

Cleaves, Mateen, 191

*Cleveland Plain Dealer*, 245

Clinton, Bill, 23, 56, 317 n

CNN International Desk, 37, 180

CNN International Newssource, 37

CNN, xvi, 37, 175, 180

Coca-Cola, 50-51

Cochran Group, 32

Cochran, Jean, 114, 261

## Codes

and accountability, 111

advertising, 4

and blogging, 268

and consequences, 24

contents of, 83, 249, 279, 293-99

corporate, 2, 102

creating, xii, 1, 299-305

ignoring, 66-67

writing of, 28

violations of, 69

Cohen, Richard, 156

Coke Classic, 51

Coleman, Renita, 222

Collaborative Obesity Research Evaluation Team, 228

Columbia Broadcasting Company, 164

*Columbia Journalism Review*, 97

Columbia University, 97

*Columbus (Ohio) Dispatch*, 93

Comedy Central, 115-16, 127

*Commercial Appeal* (Memphis, Tenn.), 80

Common good, 24, 26, 102

Commonwealth Club, 21

Compassion, 8, 23, 61, 187, 204-5, 211, 240, 243, 282-291

Cone, Stephen A., 69

Confidentiality, 251-53

Conflict of interest, 185-86, 197-213

Confucius, 26-27

Conscience

    as *alethea*, 99

    collective, 139

    and compassion, 282

    deepening of, 74, 213

    definition of, 10

    Dietrich Bonhoeffer on, 10-11

    demands of, 27

    development of, 2-3, 12, 27-27, 31

    and emotional intelligence, 11, 17, 159-60, 186

    going against, 139, 195

    harmony with consciousness, 12, 25, 27, 65, 160, 237, 255

    and instinct, 60, 90

    and inner knowing, 29, 64

    and metaphysical aspects, 277, 102, 131

    pangs of, 31, 62, 159, 195

    and right and wrong, 1, 10-12, 15, 27-28

simple acts of, 26  
undermining of, 226  
universal aspects, 90  
violations of, 159-61, 279

## Consciousness

and actions, 1, 64  
and awareness, 10, 17-18, 213  
and choices, 139, 159, 195  
definition of, 10  
demands of, 27  
development of, 218, 251  
as *emeth*, 99  
harmony with conscience, 12, 25, 27, 65, 237, 255  
metaphysical aspects, 27  
and reason, 11, 90  
simple acts of, 26  
and teleology, 24  
undermining of, 226, 279  
and utilitarianism, 22

Constitution. See U.S. Constitution

## Convergence

age of, xi, xiii, xv, 49  
and audience, 7, 36, 207-8

complexities of, 85, 109, 215

and consolidation, 257

and content, 138, 241, 262, 268-69

and curriculum, 163, 218

moral, xiii-xv, 2-3, 5, 9-10, 28, 41, 48-49, 97

and shortcuts, 188-89, 191

technical, 4-6, 41, 49-50

Cooney, Jim, 179

Cooney, Kevin, 178-80

Cooney, Pat, 179

Copyright infringement, 190, 192

Corrections, xii, 2, 37, 70-73, 178, 181. See also Fairness

Cosby, William, 48

Cosgrove, Liz, xvii

“Couple Kissing” (photograph), 120

Couric, Katie, 78

*Courier-Journal* (Louisville, Ky.), 80

Courtright, Patty, 88

Covey, Stephen, 160

Cox Newspapers, xvi, 203-4, 260

Credibility

commitment to, 81, 149, 273

enhancing, 177-78, 249

as journalism value, 8, 95

loss of, 73, 139, 143-44, 155, 168, 172, 204, 250

and social responsibility, 83-84

and transparency, 112-13, 115

Crook, James, 96

Culbertson, Hugh, 113, 141

Cunningham, Brent, 97

Cunningham, Peggy H. 29, 68

Curtis, Michael Kent, 30

Cusanus, Nicolaus, 42

*Cyberliteracy* (Gurak), xi

*Daily Show, The*, 115-16, 127

*Dallas Morning News*, 5

Dan Pinger Public Relations, 169

“Dandelion Boy” (photograph), 153

Danson, Ted, 266, 321 n

“Daughters of Murphy Brown” (article), 22

Davis, Wayne, 95

Day, Louis Alvin, 83, 89

D-Day, 157

“Definitions of Journalism” (essay), 41

De Uriarte, Mercedes Lynn, xvi, 219-20, 224-25, 278-79

*Deciding What We Watch: Taste, Decency and Media Ethics in the UK and USA* (Shaw), 263

Declaration of Independence, 25, 42, 44-46, 294

Deep Throat, 155-56

*Denver Post*, 117, 182

*Denver Post*, xvi

Deontology, 24-27, 29

*Des Moines Register*, xvi, 3, 93, 96-97, 179

Disinformation, 54-55, 157. See also Propaganda

*Detroit Free Press*, 184-85, 191, 199

Dickson, Sandra H., 89

*Digital Dilemmas* (Berkman & Shumway), 203

*Digital Literacy* (Gilster), 8

Dines, Gail, 214

Discretion. See Fairness

Diversity, 208-9, 211, 214-237, 269. See also Tolerance, Bias

Doak, Dick, 93

Donne, John, 102

Douglass, Frederick, 41

*Dover (Del.) Post*, 267-68

Dunne, Anne, 6

Dunne, Finley Peter, 310 n

E-mail

and audience, 86

and discretion, 252-53

inappropriate use of, 202-3

interviews, xii-xiii

and productivity, 18

and relationships, 8, 184

scams, 11

E.W. Scripps School of Journalism, 76

Edelman Agency, xiv

*Editor & Publisher*, 192-94

“Editors at the Mailbag” (photograph), 88

Edmondson, Dave, 146-46

Eichenwald, Kurt, 108

Eiler, Terry, 152-53, 316 n

*Elements of Journalism: What Newspeople Should Know and the Public  
Should Expect* (Kovach & Rosenstiel), 222

Elliott, Deni, xiii

Ellul, Jacques, 257

Emancipation Proclamation, 80

Energizer Bunny<sup>®</sup>, 127-29

Engel, Allison, 3-4, 94, 111

Englehardt, Elaine E., 148-49

Enlightenment, The, 42, 46

Enron, 67, 108, 145

Epiphany, 132

*Esquire*, xvi, 85

Estes-Sumpter, Sidmel, 214, 221-22, 225

“Ethics of Advertising: Oxymoron or Good Business Practice?” (article), 68

Ethics (Bonhoeffer), 10

Ethics Code. See Code

Ethics, definition of, 28

Evans, DeAnn, 148-49

*Event Planning Ethics and Etiquette* (Allen), 202, 252

*Evolution of Racism: Human Differences and the Use and Misuse of Science,*

*The* (Shipman), 216-17

Fabrication, xii, 69, 113, 146, 149-51, 154-55, 191-92, 228. See also

Falsehood, Invention

Facebook, 35-36, 200-1, 264

“Facebook Me! The Social Divide Between Student and Main Line

Newspapers” (paper), 35

Factiva, 247

Fairness

and apologies, 247-50. See also Apologies

commitment to, 244

and critical thinking, 8

and corrections, 247-50. See also Corrections

defined, 239

and discretion, xii, 18, 78, 251-53

fundamental concepts of, 26, 239-247

and justice, 240-242

and trust, 8

as universal principle, 17, 26

and viewpoint, 241-42, 246-47

Fallows, James, 66, 77

Falsehood

as abstract term, 28

as moral shortcut, 18

consequences of, 140-47

basic concepts, 137-140

questionable, 155-58

visual, 137, 152-55, 169

*Family Tree Magazine*, 207-8

Family values, 2023

Fanning, Kathryn, 192

*Fast Company*, xvi, 255-56

“Father Holding Son Who Nearly Drowned” (photograph), 62

Fatima, 227

Federal Communication Commission, 266

Federal Trade Commission, 102-3

Felt, Mark, 156

Ferre, John P., 287

“Final Moments” (photograph), 289

Fink, Conrad, 76, 96

First Amendment Center, 94, 293, 300

First Amendment, 30-47-48, 93-94, 158, 200-1, 227-28, 256-57, 260-62, 268,  
273, 288, 292

First principles, 93-98

Fishman, Charles, xvi, 255-58, 273

Fitzpatrick, Kathy, 70

“Flight Nurse” (photograph), 118

*Flintstones, The*, 21

“Floodwaters from Hurricane Katrina” (photograph), 285

Flournoy, Eli, 37, 180

Food Network, 111

Foote, Joe, 321 n

Ford Motor Company, 39, 176

Ford, Gerald, 144

*Fort Wayne (Ind.) News-Sentinel*, 117

Fort Worth Star Telegram, 145

*Fortune*, 256

Foster, Mary, 285

*Four Theories of the Press* (Siebert, et. Al), 82

Fox Network, 75

Fox News, xvi

Fox, Tony, 115-16, 127

Franklin, Ben, xv, 2021, 41, 43-45, 48, 148

Franklin, James, 20

Franklin, Josiah, 20

Frare, Therese, 289-91

Fraser, Jill Andresky, 18

Frazier, Connie, 6-7, 9, 80-81, 269

Freebies, 198-200

Freedom Forum, xvi

“Future of the First Amendment, The” (study), 261

Gadhafi, Moammar, 54-55, 157

Galileo, Galilei, 53, 100

Gandhi, M.K., 99, 217

Gannett, xvi

Garland, Judy, 131

*Gender, Race and Class in Media* (Dines & Humes), 214

“Generation Gap Creates Confusion” (editorial), 109

Gettysburg Address, 90

Giangrande, Gregory, 144

Gilmore, Chelsea, xvii

Gilster, Paul, 8

*Girl on the Magazine Cover: The Origins of Visual Stereotypes in American Mass Media* (Kitch), 7

Gladwell, Malcolm, 11-12, 51, 159, 215

Glanton, Luther, 178-79

Glass, Stephen, 191

Goldberg, Steven, 232

Goldberg, Whoopi, 266

Golden Rule, 26-27, 231, 255, 295

*Good Housekeeping*, xvi, 7, 295

Google, 196-97, 247, 260

Google News, 167

Gorbachev, Mikhail, 54-55

Gore, Al, 23

Great Chain of Being, 130-31

Great Depression, 34

Greely, Horace, 91

Greenlee School of Journalism and Communication, 98

Greenwald, Marilyn, 76

“Grieving Family and Friends” (photograph), 117

Griffing, Brenda, xvii

Grzan, Lisa, xvii

Guelzo, Allen C., 90

Gumbel, Bryant, 172

Gurak, Laura J., xi

Gutenberg, Johannes, 42

Gyekye, Kwame, xv

Hassoun, Ali Wassef, 180-82, 318 n

Hobbes, Thomas, 40

*Harper's Bazaar*, xvi, 85

Hearst Corporation, xvi, 57

Harlan Tribune Newspapers, 31

Hodson, Tom, 192

*How Opal Mehta Got Kissed, Got Wild, and Got a Life* (Viswanathan), 194

Hopkins, Budd, 165

Hitler, Adolpf, 10, 164

Harding, Tonya, 184-85, 270-71

Houghton Mifflin, xv

*Highlights for Children*, 86-88

*Hero with a Thousand Faces, The* (Campbell), 130

Huntley/Brinkley Report, 114

Hamilton, Andrew, 48

Hamilton, Alexander, xv, 41, 44, 47-48

Hodges, Lou, 67-68

Howard, Josh, 71

Honor, 57, 70, 73-74

Hacking, Lori, 75

Hiroshima, 79

Hinduism, 27, 99

Heath, Harry, 94

Hochstein, Peter, 100

Hazlett Krile, Angela, 32

*Harlan (Iowa) Tribune*, 31

Heidegger, Martin, 257

Humez, Jean M. 214

Harris, Maryls, 22

Human condition, 27, 102

Hutchins, Robert, 220

Hass, Robert D., 297-98

Hurricane Katrina, 214, 221, 284-87, 296-97

Hispanic, 208, 224-25, 269. See also Latino/a

Hills, Gina, 261-62

Hoax

and deception, 160-61

and media manipulation, 160, 190

consequences of, 168-76

history of, 163-67

methods, 168-76

proliferation of, 166

specter of, 71, 181

timing of, 164-65, 169-75, 185

types of, 170-76

Horn, Dan, 245-46

Howard University, 80-81, 227

Hutchins Commission, 64, 81-82, 220

Hunt, April, 287

Harvard University, 20, 42

*I Love Lucy*, 21

IBM, 72

Icons, 74-78, 90.

Idols, 74-78.

Iggers, Jeremy, 100

Illinois Institute of Technology, 302

*Inc.*, 142

Inclusivity, 7-8, 49, 92-93, 218, 239. See also Diversity, Tolerance

Information Age, 10

Influence

basic concepts, 17-28, 57

cultural, 36-37

experiential, 33-34, 56

familial, 31-33

generational, 34-36

historical, 40-49

and intentions, 28-31

linguistic, 49-56

and social mores, 37-40

Intel, 72-73

“Intel’s Pentium Chip Crisis: An Ethical Analysis” (article), 72-73

International Communication Association, 90

International Computer Driving License, 144

Internet

  censorship, 260-61

  component of convergence, 2, 6

  gambling, 241

  practices, 35, 169, 179-80, 189, 195-96, 202-5, 214

  rhetorical analysis of, xi

  and relationships, 8, 264, 267

  and “tech overkill,” 76-77

  technical aspects of, 144

  as time saver, 157

  as time waster, 8

*Internet Galaxy, The* (Castells), 90

*Internet Navigator, The* (Gilster), 8

*Interpersonal Divide: The Search for Community in a Technological Age*

  (Bugeja), 10

Interpersonal intelligence, 252

Intrepid Group, 206

*Intruders* (Hopkins), 165

Invention, 190-91

Investigative Reporters and Editors, 287

*Iowa State Daily*, 108, 116

Iowa State University, 35, 56, 79, 94-95, 98, 248-49, 264, 313-14 n

Iran-Contra, 55

Iraq, 75-76, 97, 127, 180-82

Isaacson, Walter, 44

Islam, 26-27

Israel, Bill, 5-6

J. Walter Thompson agency, 138

Jackson, Michael, 74, 76

*James Madison and the Creation of the American Republic* (Rakove), 47

Jay, John, xv, 41, 45-46

Jefferson, Thomas, xv, 41, 44, 47-48

Jenkins, Jerry B., 128-29

John S. and James L. Knight Foundation, xvi, 10, 261

Johnson & Johnson, 104

Johnson Foundation, 92

Johnson, Lyndon B., 221

Jones, Jackie, 197-99

Jordan, Michael, 74, 77-78

*Journal Sentinel* (Milwaukee), 166, 171, 199

*Journalism Ethics* (Seib & Fitzpatrick), 70

Judaism, 26

Jung, Carl, 129

Junkets, 197-98

Justification, 65-74, 124, 156, 158, 249, 260

Kambom, Sadiki, 166

*Kansas City Times*, 80

Kant, Immanuel, xv, 17, 25-27, 90, 156-57, 260

Kaplan, John, xvi, 84, 155, 209-11, 282-84

Katrina. See Hurricane Katrina

Kasell, Carl, 114

Kashmir, 76

KCCI-TV, 178-79

Kelly, Jack, 190

Kenndey, Anthony M., 147, 151

Kennedy, John F., 41, 74, 264

Kerner Report, 221

Kerrigan, Nancy, 184-85, 270-71

Kestin, Janet, 242

Ketchum, xvi, 149, 252

Khrushchev, Nikita, 264

Kilborn, Craig, 115-16

Killian, Jerry, 70

King, Martin Luther Jr., 41, 217, 231-32, 268

King, Rodney, 79

King, Stephen, 267

Kitch, Carolyn, xvi, 7, 9, 162-63, 188-89, 295

Klemack, John, 179-80, 265-66

Kliemann, Wolfgang, 194

KNBC-TV, 292

Knight Community Journalism Fellows, 80

Knudson, Tom, xvi, 57-58, 311 n

Koran, 90

Kovach, Bill, 222, 264-65

Kraft USA, 105

Kreis, Steven, 40

Kruckeberg, Dean, 50

KSTU-TV, 179-80, 265

Kunerth, Bill, 57-58, 95

Kurtz, Howard, 139, 154

Kwanzaa, 233

L&M cigarettes, 38

Labatt USA, 271

Labella, Peter, xvii

*Ladies Home Journal*, 268

LaHaye, Tim, 128

Laird, Rox, 96

Landy, Heather, 145

“Lanier” (photograph), 122

Lao-tzu, xv

Latino/a, 7, 75, 214, 216, 220, 224-25, 230-31, 272

Latino-American, 224

Lay, Ken, 67

Lazarus, Emma, 295

Lazarus, Jared, 60-62, 116

Leading Edge Consulting, 209, 230

Lee Enterprises, xvi

Lee, Ivy Ledbetter, 113

*Left Behind* (Jenkins, LaHaye) 128-29

Lenger, John, 52-53

Leo Burnett Agency, xiv, 38-39, 243

Leslie, Larry Z., xv

Levin, Michael, 19, 21

Levine, Harold, 114-15

Levine, Huntley, Schmidt and Beaver, 114-15

Lewinski, Monica, 56

Lewis, Carolyn, 81

Lexis-Nexis, 35

Libertarian Press Theory, 82-83

“Lies, Deceptions, and Public Relations” (article), 148

*Life* magazine, 152, 283, 289-91

Limbaugh, Rush, 74

Lincoln, Abraham, 41, 90-91

Lippmann, Walter, 80, 100

Loch Ness monster, 173

Locke, John, xv, 17, 40-43, 45-46, 90

*London Daily Mail*, 173

*Los Angeles Times*, xvi, 8, 29, 94, 96, 154-55, 219-20, 224, 280

Louis Vuitton fashion, 35

Luce, Henry, 220

Luther, Martin, 41-42

*Lying: Moral Choice in Public and Private Life* (Book), 140

Lynch, Dan, 165

“Macabre Mile Markers” (poem), 289

Mack, Barbara, xvi

Madison, James, xv, 41, 47-48

Madonna. See Ciccone, Louise

“Magdalena” (photograph), 121

Mahawinney, George M., 164

Mahr, Joe, xvi, 4, 239-40, 251, 258-59

Manipulation

basic concept of, 159-63

consequences of, 168-76

defusing, the, 160, 176-83

digital, 162, 167

history of, 163-67

media, 160-63, 181-82

specter of, 71

types of, 168-76

Manning, Morris L., 116-17

Mansfield, Harvey C., 42

Mapes, Mary, 71

Marcos, Ferdinand, 79

“Marine Funeral” (photograph), 119

Marvin, Carolyn, 113

Mason, John, 75

*Mass Communication Ethics: Decision Making in Postmodern Culture*  
(Leslie), xv

*Masson v. The New Yorker, Alfred A. Knopf, and Janet Malcolm*, 147

Matching story, 190, 192

Mayo, Jim, 32

McCafferty, Megan F., 194

*McCall's*, xvi, 7

McCarthy, Joseph, 165

McClatchy Company, xvi, 249

McCurry, Mike, 176

McGill, Kevin, 285

McGuire, Tim, 257

McGwire, Mark, 74

McLeese, Donald, 96

*Media Circus* (Kurtz), 135

*Media Ethics & Accountability Systems* (Bertrand), 293

*Media Ethics: Cases and Moral Reasoning* (Christians, Fackler, et. al.) 25-  
26

*Media Selling: Broadcast, Cable, Print, and Interactive* (Warner &  
Buchman), 11, 138

Mencher, Melvin, 97

Mentors, xii, 21, 57-58, 74-75, 78-79, 81-82, 93, 208, 279. See also Role  
models

Meredith Corporation, xvi, 94, 268, 296-97

Merrill, John C., 100, 157

Merrill-Lynch, 149

Merritt, Davis, 49

Messner, Marcus, 268-269

Metaethics, 28

Meyer, Philip, 113

*Miami Herald*, xvi, 60

Michigan Department of Community Health, 241

Microsoft Word, 70-71

Middletown Media Studies, 140

Mill, John Stuart, xv, 24-25, 27-28, 40

Miller, Alan, 93

*Milwaukee Journal*, 169

Mindich, David, 100, 257

*Minneapolis Star Tribune*, 270-71

*Missing Time* (Hopkins) 165

Missouri School of Journalism, 3, 86, 137, 181

“Modest Proposal, A” (essay), 123

Modernism, 17

Moffeit, Miles, 182

*Money*, 22

Moral absolutes, 39, 89-92, 102

Moral convergence. See Convergence

Moral mean. See Aristotle’s Mean

*Moral Media: How Journalists Reason About Ethics, The* (Wilkins & Coleman) 222

Moral relativism, 1, 17, 89-91, 99

Mores, Leo, 31

Mores, Steve, 31-32

*Morgantown Dominion Post* (W.Va), 33-34

*Morning Edition*, 114

Morrow, Lance, 21

MSNBC, 175, 215

Mudd, Roger, 292

Muhammad, 125, 227-28

*Murphy Brown*, 21-23

Murphy, Mary, 71

Murrow, Edward R., 78-79

Muslim, 29, 227-28

*My Generation*, 85

Myers, Caroline Clark, 86

Myers, Garry Cleveland, 86

MyLai, 218-19

MySpace, 200-201, 264, 268

“NASA” (editorial cartoon), 126

*Nation, The*, 219

National Association of Black Journalists, 44

National Association of Hispanic Journalists, 44, 224, 287

National Basketball Association, 78

National Coin Week, 175

National Collegiate Athletic Association, 223

*National Geographic*, 58, 117, 152

National Investor Relations Institute, 144-45

National Lesbian and Gay Journalists Association, 287

National Press Photographers Association, 302

National Press Photographers Association, 84

National Public Radio, xvi, 114, 261

National Student Advertising Competition, 80

Native American Journalists Association, 44, 223

Native American, 46, 208, 214, 216, 223-24, 231

Natural Law, xv, 41-43, 45, 90. See also John Locke

Nazi, 10, 79, 157

NBC, xvi

NBC “Nightly News,” 176, 292

Negligence, 195

New Coke, 51

*New Ethics: A Guided Tour of the Twenty-First Century Moral Landscape, The*, (Allen) 184

New media. See also Convergence

- and audience, 9, 108-9, 264-65
- authority on, 7
- definition of, 6
- ethical tests of, 9
- and hoaxes, 166-67
- proliferation of, xiv, 3, 138-39, 294

*New Media Monopoly, The* (Bagdikian), 257

*New Republic, The*, 191

New technologies. See New media

*New Woman*, xvi, 85, 164

*New York Daily News*, 174, 223

*New York Post*, 48, 144, 174

New York Stock Exchange, 69

*New York Times*, xvi, 3, 19, 95, 111, 154, 174-75, 189, 192, 251, 253, 258, 264, 268

*New York Times/CBS Poll*, 21

*New York Weekly Journal*, 42, 48

*New York Woman*, 85

*New Yorker, The*, 51, 77, 86, 147-48, 258

“News Watch” (report), 233

Newkirk, Pamela, 219

*News & Observer* (Raleigh, N.C.), 8

News Corporation, 257

*News Photographer*, 191

*News Reporting and Writing* (Melcher), 97

*Newsday*, 174, 199

*Newsweek*, xvi, 22, 85

Neznanski, Matt, xvi

Nickell, Karol DeWulf, xvi, 295-97

Nieman Foundation, xvi, 95, 258

Nike, 78

Nixon, Richard, 155-56, 255, 266

*No God but God: The Origins, Evolution, and Future of Islam* (Aslan), 227

Noe, Tracey Jill, 58-59

Noel-Russell, Michael, 116

Noles, Pam, 143

Nuzzo-Morgan, Tammy, 288-89

O'Leavy, George, 144

O'Reilly Bill, 74

Objectivity, 100-110, 226

“Ode to New Orleans” (essay), 286

Ogilvy & Mather, 111

Ohio University, 38, 54-56, 76, 81, 104-5, 155, 192, 194, 196, 243, 245,  
265

Oklahoma City, 31

Oklahoma Press Association, 31-32, 97

Oklahoma State University, xiv, 94

*Omaha World-Herald*, xvi, 59, 92, 110

“On the Freedom of the Christian People” (tract), 41

Online News Association, 84

*Orlando Sentinel*, 287

Ottaway, David B., 259-60

Overholser, Geneva, xvi, 3

Oxford University Press, xvii, 1, 10

Pacific Coast Baptist College, 145

*Pages from the Past: History and Memory in American Magazines*

(Kitch), 7

Paine PR, 176

Paluszek, John L., xvi, 149-51, 252-53

Papper, Robert, 140

Park Communications, 70

Parker, Michelle, 178

Parks, Rosa, 41

Parliament, 43

Payne, Henry, 126-27

Peak experience, 132

Peasback, David, 300

Pederson, Sally, 3

Penguin Publishers, 256

Penn State University, 199

*Pennsylvania Gazette*, 43-44

Pennsylvania Railroad Company, 113

Pentagon, 55

Pentium, 72-73

*People v. Croswell*, 48

Pepsi, xvi, 51, 166-67, 171

Percefull, Linda, xiv, 109, 115, 243-45

Perception, 15, 44, 50, 52, 54, 57-62, 132-33, 139, 141, 251

Perry, Rex, 62

Peterson, Jane, xvi

Peterson, Laci, 75

Peterson, Theodore, 82

Pew Internet & American Life Project, 202

Pfund, Niko, xvii

*Philadelphia Daily News*, 199

*Philadelphia Inquirer*, 164

Picard, Robert G., 42

*Pick Me: Breaking into Advertising and Staying There* (Vonk & Kestin),  
242

Pierre Salinger Syndrome, 167

Piltown man, 164, 167

Pinger, Dan, 149

Plagiarism, 18, 30, 137, 168, 186, 188-97

Plato, xv, 26, 40

Plausible deniability, 193-94

Policinski, Gene, 94, 257-58, 293-94, 300-301

*Poor Richards Almanac* (Franklin), 20

Porter, Charlotte, xvi, 284-87, 296-97

Positivism, 17

*Post Star* (Glen Falls, N.Y.), 52-53

Postmodernism, 17, 162

*Post-Register* (Idaho Falls, Idaho), 225

Power

application of, 12

basic concepts, 254-55

and censorship, 259-62

and compassion, 255, 282-91

definition of, 254

and empowerment, 271-75

and harassment, 255, 275-80

and news media, 264-65, 267-69

personal, 280-81

and profanity, 266-67

and profit, 255-59

and restraint, 274-75, 200

and taste, 262-71

*Power of Identity, The* (Castells), 90

Poynter Institute, 7

*Prevention Magazine*, 228

Prime Access, xiv, 12, 185

Principle of Utility, 24-25

“Principles for Granting Anonymity” (policy), 252

Principles of moral conveyance, 48-49

*Prism*, 189

Privacy, 56, 89, 114, 116-22, 160, 185, 202, 244, 265-66

Product tampering, xii, 104, 166-67

Profanity. See Power

Project for Excellence in Journalism, 47, 257

Propaganda, 53-54, 157-58

Protestant Reformation. See Reformation

Proxy plagiarism, 190

*Public Relations Journal*, 279

*Public Relations Review*, 148-49

Public Relations Society of America, xvi, 84, 147, 150, 279, 300, 302

Pulitzer Prize Board, xvi, 3

Pulitzer Prize, xv, 4, 8, 57, 80, 84, 117, 154-55, 209, 239, 249, 251, 282

Pyle, Amy, 280

Quayle, Dan, 21-23

*Quill, The*, 259

Quote-making, 147-51, 250, 316n

*Quoting God: How Media Shape Ideas about Religion and Culture*

(Badaracco), 287

Rachels, James, 26

Racism, xii, 40, 143, 166, 216-17, 226, 229, 233, 239, 266. See also Bias;

Stereotypes

Radar, Dennis, 74

Radio and Television News Directors Association, 78, 84, 302

RadioShack, 145-46

Raines, Howell, 189

Rakove, Jack N., 47

Randall, Willard Sterne, 48

Ranly, Don, 86, 137-38

Rather, Dan, 70-73, 78-79, 247

Ray, James Earl, 268

*Reader's Digest*, xvi, 7, 19, 192

Reagan, Ronald, 41, 54-55

Reebok, 22

Reese, Cassandra, 52, 105

Reformation, 41-42

Reinhardt, Gregory A., 224

Relativism. See Moral relativism

*Remote Control: New Media, New Ethics* (Dunn), 6

Responsibility

and accountability, 68-74, 81, 249

and actions, 64-65

and audience, 115

basic concepts, 64-70

and critical thinking, 8

and trust, 8

as universal principle, 17, 26

virtue of, 44

Retraction, 180. See also Corrections

Reuters, xvi, 146, 172

Rheingold, Howard, 9

Rhodes, Paul, 178-79

Richardson, Jason, 191

Richwine, Lisa, 146-47

Ridley, Matt, 101

Rigney, Melanie, 103-04

“Roadside Memorial” (photograph), 288

Roaring Twenties, 34

Robert Marston Marketing Communications, 105, 198

Robinson, Dave, 185

Robinson, Marileta, 88

“Role and Ethics of Community Building for Consumer Products and Services, The” (essay), 50

Role models, 21, 74-78, 81-82, 86-87, 93, 208. See also Mentors

Romanticism, 17

Roosevelt, Eleanor, 41

Rosen, Jay, 49

Rosenstiel, Tom, 222, 264-65

Ross, William David, 27-28

Roszak, Theodore, 49, 75

Runaway Bride. See Wilbanks, Jennifer

Rwanda, 37

Ryan, Julie J.C.H., 189

*Sacramento Bee*, 5, 57, 280

Salinger, Pierre, 167

Sallah, Mike, 251

*Salt Lake City Tribune*, 180, 223

*San Francisco Chronicle*, 5, 223

Sanchez-Crynes, Avelia Buya, 208-9, 215-16, 225, 230-31

Sands, Deanna, 59, 97, 110

Santa Clara University, 227

Satire, 122-29

Saturn, 22

Saunders, Michael, 97

Scanlan, Chip, 194

Schmuhl, Robert, 42

Schopenhauer, Arthur, xv, 28

Schramm, Wilbur, 82

Schwartz, Jim, 94

Schweitz, Rita, 142-43

Scott, Chuck, 169

Scripps Howard Company, xvi

Scripps Howard Foundation, xvi, 111-12, 273

*Seattle Post-Intelligencer*, 223, 261

Seattle Times Company, xvi, 216, 225

*Second Helpings* (McCafferty), 194

Second World War. See World War II

*Secret Man: The Story of Watergate's Deep Throat, The* (Woodward), 156

Securities and Exchange Commission, 69

Seib, Philip, 70

*Sensing the Enemy: An American Among the Boat People of Vietnam*  
(Borton), 187

*Sequoyah Times* (OK), 32

*Seventeen*, 268

Sexism, xii, 160. See also Sexual harassment

Sexual harassment, xii, 254, 275-80. See also Power

*Seymour Herald, The* (Iowa), 95

Shaw, Colin, 263

Shelley, Jack, 79-80

Sheppard, Dan, 100

Shipman, Pat, 216-17, 231

Shoshone-Bannock Tribe, 223

Shultz, George, 157

Shumway, Christopher A., 203

Sidey, Hugh, xvi, 264-65

Siebert, Fred S., 82

Silverman, Craig, 247-48

Simpson, O.J., 79

Singer, Audrey, 214

Singer, Peter, 19

Situational ethics, 89. See also Moral relativism

Skilling, Jeffrey, 67

Slater, Jan, 105

*Sloppy Firsts* (McCafferty), 194

*Smart Mobs: The Next Social Revolution* (Rheingold), 9

Smart, Elizabeth, 206

Smith, Kim, xvi

Smith, Susan, 56, 165-66, 178

Snyder, Jimmy “The Greek,” 231-32

Social marketing, 240-42

Social mores, 37-40, 50-52, 56-57, 59-60, 63, 142, 169, 225, 229, 263,  
265

Social responsibility. See also Responsibility

    commitment to, 10, 181, 196, 211, 226, 292

    theory of, 82-84, 112, 249

undermining of, 168

upholding, 249

Society of Professional Journalists, 84, 302

Socrates, xv, 28

Sommers, Christina Hoff, 12, 91-92, 99

Southwest Airlines, 169

Spa, Belgium, 79

Speakes, Larry, 149-50

*Speaking Out* (Speakes), 149

Special Olympics, 108-09

Spence, Edward, 28

Spielberg, Steven, 130

*Sports Illustrated*, 77

Sprint, 22

*St. Louis Post-Dispatch*, 4, 239, 251, 258

Stacey, Allison, 207-08

Stahr, Walter, 46

Stalin, Joseph, 165

Starck, Kenneth, 50

States News Service, 146

Stereotype. See Bias

Stern, Howard, 74

Stern, Judith S., 228

Stewart, Jon, 115, 127

Stuart, Charles, 166

Surgeon General, 39

Sussman, Barry, xvi, 95, 258

Swift, Jonathan, 123-24

Taco Bell, 175-76

Taco Liberty Bell, 175-176

Tao, 28

Taste, xii, 7, 114, 116, 262-71. See also Power

Taylor, Gail, 33-35

Taylor, Margaret A., 32

Teleology, 24-27, 29

Temple University, 295

Temptation

    dealing with, 184-88

    fact-based, 15, 45, 100-103

    yielding to, 4

Ten Commandments, 28

*Tennessean, The*, 60-61

Thomas, Chris, 206-07

Testimonials, xii

Thomas, Helen, xvi, 57, 73-74

Thompson, Louis, 144-46

Thrasher, Travis, 128-29

Time, Inc., 220

*Time*, xvi, 21, 117, 264

Time Warner, 256-57

*Times Union* (Albany, N.Y.), 165

*Times-Picayune* (New Orleans), 285

*Today Show, The*, 111, 172, 176, 292

Tolerance, 49, 92, 217-18

Toles, Tom, 125-26

“Tonya Tapper,” 271

Tortora, Andrea, 95, 193-94, 319n

Trahant, Mark, 223, 225

Travers, Scott A., 175

Trigger Words, 52-56, 63, 275

Trust

- components of, 8, 72-73
- corporate, 297
- creating, 84-85, 113
- and credibility, 249
- earning, 208, 245
- loss of, 20, 138
- and technology, 150

Truth

and archetypes, 15, 129-33

commitment to, 110, 139, 211, 244

as defense, 48

disclosures, 110-116, 239, 249

and fairness, 239

higher truths, 26, 29, 129-33

objective, 103-10, 226

power of, 136

progressive truth, 17

pursuing, 78-79, 86, 97, 100, 110

relative truths, 17, 99

scientific truth, 17, 44

subjective truth, 17, 100, 103, 107, 110

superseding authority, 42, 48, 92

universal, 17, 99-100, 102, 130

unreliable, 122-24

visual, 116-22

truth<sup>®</sup> campaign, 39

*Tulsa World, The*, xiv, 243

*Tuned Out: Why Americans Under 40 Don't Follow the News* (Mindich),  
257

Turner, Ted, 78

Tusa, Sir John, 259-60

TWA 800, 167

Tyndale House, 129

U.S. Census Bureau, 224

U.S. Constitution, xv, 41-42, 44, 46, 92, 292, 294-95

U.S. State Department, 76

U.S. Supreme Court, 147, 260

U.S. Vietnam War, 218-19

United Press International, xvi, 57, 73, 94, 98, 191

UNITY: Journalists of Color, 44, 214

University of Alabama, 80

University of California-Davis, 228

University of California-Santa Barbara, 227

University of Chicago, 220

University of Connecticut, 261

University of Florida, 60, 84, 211

University of Georgia, 96

University of Illinois, xvi

University of Indianapolis, 224

University of Iowa, 8, 96

University of Massachusetts, 5

University of Missouri, xvi

University of Pennsylvania, 20

University of South Carolina, 218

University of Tennessee, 96

University of Texas, 219, 278

University of Washington, 261

*Unsolved Mysteries*, 84

*USA Today*, 5, 176, 190, 257

*USA Today/CNN/Gallup Poll*, 219

Usenet, 167

USS Missouri, 79

Utilitarianism, 24-26

Uyeda, Lynne Choy, 219

Value systems

    components of, 254

    creating, 237

    and convergence, 7

    and free will, 28, 194

    honoring, 66, 196, 292-299

    and pressure, 18

    testing, 156-57

    value of, 65

Van Heekeren, Brett, 28

Vedas, 28

Venit, Kenn, 266

Vera Bradley handbags, 35

Viacom, 257

Virginia Slims cigarettes, 39

*Virtual Morality: Morals, Ethics, and New Media* (Wolf), 6

Viswanathan, Kaavya, 194

Volvo, 39

Vonk, Nancy, 242

Vultee, Fred, 181-82

Waddle, Chris, 80

WAGA-TV, 214, 221

Wake Forest University, 30

Walcott, John, 157

*Wall Street Journal*, 72, 249-50, 256, 258

*Wal-Mart Effect, The* (Fishman), xvi, 255-56, 258, 273

Walt Disney Company, 257

Walvoord, Ellen, 81

*War of the Worlds, The* (Wells) 164-65

Warner, Charles, 11, 66, 138

*Washington Post*, xvi, 75-76, 94, 111, 125, 139, 154-56, 172, 181, 199,  
255-56, 258-259, 268

*Washington Times*, 173

Watergate, 155-56, 255, 258, 292

Watson, Marcia, 268-69

Wayback Machine, 196

WCMH-TV, 277

Weatherup, Craig, 166-67

Web. See Internet

Webb, Kate, xvi, 94

Weber Shandwick, xiv, xvi, 109, 115, 244

Websters Generation, 35

Weiss, Mitch, 251

Welles, Orson, 164-65

Wells, H.G., 164

West, Betsy, 71

“What Went Right?” (corporate video), 166-67

“What’s a ‘Murphy Brown’ Like Me Supposed to Do?” (article), 22

White House, xvi, 57, 73, 176, 292

*White-Collar Sweatshop: The Deterioration of Work and Its Rewards in Corporate America* (Fraser), 18

WHO Radio, 79

Wilbanks, Jennifer, 74-76

Wilkins, Lee, xvi, 222

Williams, Cindy, 72-73

Wilson, Woodrow, 41

Winfrey, Oprah, 22

Wiredu, Kwasi, xv

*Wizard of Oz* (Baum), 131

Wolf, Mark, J.P., 6

Woods, Bruce, 267

Woods, John, 95

Woodward, Bob, 155-56, 255

World Trade Center, 55

World Trade Organization, 9

World War II, 78, 157, 220, 227

World Wide Web. See Internet

WOUB, 81, 243

WRC-TV, 231

*Writer's Digest*, 103, 267

[www.baidu.com](http://www.baidu.com), 260

[www.regrettheerror.com](http://www.regrettheerror.com), 247-48

“Your Sneakers or Your Life” (article), 77

Zarella, Ronald, 144, 316 n

Zelizer, Barbie, 41

Zenger, John Peter, 42, 48