

Part III: Challenges for a New Era

19 Everybody's Business, 1980–1989: Considering the Company View

Chapter 19 Discussion

1. Discuss the Pulitzer Prize reform movement of the 1980s. How did it improve the system for selecting journalism winners?
2. Former Chicago Tribune editor Jack Fuller described the journalism profession as “exceedingly conservative.” What do you think he meant? And do you agree?
3. Read the opening quotation from Hermitage Inc. president W. B. Pitts (p. 316.) Why do you think he saw the Charlotte Observer’s stories as being pro-union and pro-regulation? Should the Observer have done anything different to win Pitts’s approval?
4. Fort Worth Star-Telegram reporter Mark Thompson’s stories maddened a large local company, Bell Helicopter, so that it banned the newspaper from its property. Is this a violation of the Constitution’s 1st Amendment? And what position do you think your news organization should take if it is banned in such a way?
5. Discuss why Andrew Schneider’s Pittsburgh Press stories about the medical problems of pilots got so much national attention. What made the story so hard to get?

Chapter 19 Quiz

1. The “brown lung” problem the Charlotte Observer wrote about was caused by
 - A Coal dust
 - B Cotton dust
 - C Cigarette smoking
 - D Lung cancer
2. A news organization that won two public service Pulitzer Prizes in the 1980s was the
 - A Charlotte Observer
 - B New York Times
 - C Fort Worth Star-Telegram
 - D Washington Post
3. Bell Helicopter had a big plant in
 - A Fort Worth, Tex.
 - B Pittsburgh
 - C Philadelphia
 - D Bell, Calif.
4. Pilots came under the Pittsburgh Press’s microscope because of
 - A Flying too high
 - B Crashing
 - C Dating flight attendants
 - D Using drugs
5. Reforming the Pulitzer organization in the 1980s involved
 - A Taking Columbia University trustees out of the prize process
 - B Stopping jurors from ranking their sections
 - C Increasing juror diversity
 - D All the above