

Media & Consumer

MEDIA & CONSUMER FOUNDATION

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Dear Journalist:

The age of consumer journalism is here.

EVALUATE THE SITUATION YOURSELF: HOW DOES CONSUMER NEWS COVERAGE OF TEN, EVEN FIVE, YEARS AGO COMPARE WITH TODAY'S?

The answer is clear. The intensity of consumer coverage is growing. Journalism is belatedly discovering that the 207 million Americans it covers are also consumers.

And that is why we want you to subscribe to Media & Consumer. For M&C exists to:

1. Dig out and reprint those gems of consumer journalism you might not otherwise see. This exclusive service provides dozens of leads and examples of story approaches in each issue.
2. Provide exclusive backgrounders by the writers and editors who handle some of these tough stories.
3. Publish original pieces that identify some of the hidden issues and trends, as well as upcoming problems.

Admittedly, we are not polite at times. There are no sacred cows in our newsroom. EXAMPLE: THE OCTOBER ISSUE OF MEDIA & CONSUMER IDENTIFIES 22 JOURNALISTS WHO WENT ON AN ITT PRESS JUNKET AND DUTIFULLY REPORTED WHAT ITT WANTED THEM TO REPORT.

In earlier issues, we've named a network or two, some major newspapers and a magazine that, in our opinion, evaded their journalistic responsibilities.

If you are personally and professionally offended by the care and feeding afforded sacred cows (or would like to learn where and how it exists), then we think you will welcome Media & Consumer. Personally and professionally.

SOMETHING ABOUT MEDIA & CONSUMER

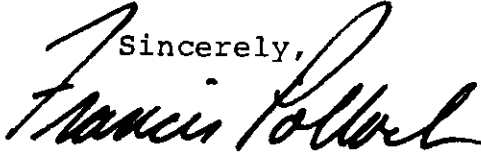
Media & Consumer is a non-profit monthly. It carries no

advertising and is devoted exclusively to consumer journalism.

Media & Consumer can be sent every month to your home or office. For \$12 a year. Just return the enclosed card, making sure the name and address are correct.

Or send a check for that amount and we'll send you 13 issues for the price of 12.

If Media & Consumer doesn't add to your professional knowledge and insight, we'll refund the unused portion of your subscription.

Sincerely,

Francis Pollock
Editor

P.S. IF YOU WISH, WE WILL BILL YOUR COMPANY OR ORGANIZATION.
JUST INDICATE NAME AND ADDRESS.