

ism has no formal rules.

"There are no official standards or tests that must be passed as doctors and lawyers must pass before they may practice their profession," he said.

Although the existing guidelines are informal, moral rules must be followed. These moral practices include not causing physical harm to people, not deceiving others, not breaking agreements or disobeying the law and not irresponsibly practicing journalism.

The main exception to these rules, Brown said, is when the public interest is compelling enough that the story must be told no matter what the consequences may be.

Brown said most of the American public has confidence the media will perform responsibly.

"In 1987, the *Los Angeles Times* released the results of a nationwide study," Brown



Peter Brown

studied politics at Harvard University, worked for United Press International in New York and Boston from 1974 to 1979, when he transferred to UPI's Washington bureau.

Brown covered John Anderson's presidential campaign in

'I would argue that in the news columns of America's newspapers, and on the nightly TV news, the reports are generally pretty even-handed.'

— Peter Brown

said. "It showed that the public, contrary to the conventional wisdom, overwhelmingly gives the press high marks on a variety of subjects, including believability."

The study reported Americans believed the press to be more believable than President Reagan and other political figures, Brown said.

"Now, that may not be much to brag about, but it's better than nothing," he said.

Brown, who received a bachelor of arts degree in journalism from Syracuse University and

1980, and wrote about social issues during the first nine months of the Reagan administration. He joined Scripps Howard in 1982, became chief political correspondent in 1986 and directed Scripps' coverage of the 1988 presidential campaign.

The four-part lecture series, entitled "Morals and the Media: Information, Entertainment and Manipulation," is sponsored by the University's Humanities Center and is funded by a grant from 1941 alumnus Thomas Autzen.

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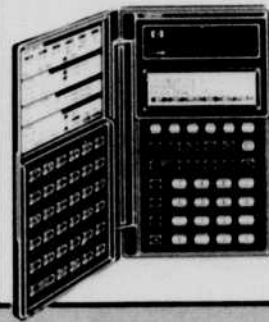
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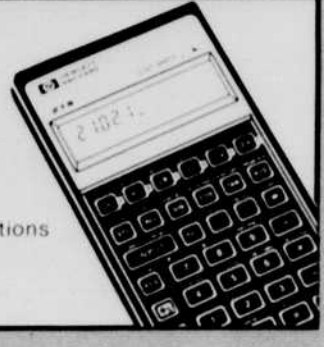
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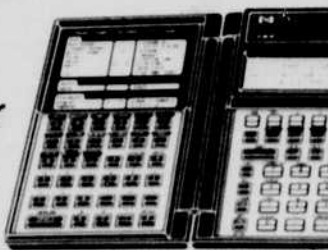
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