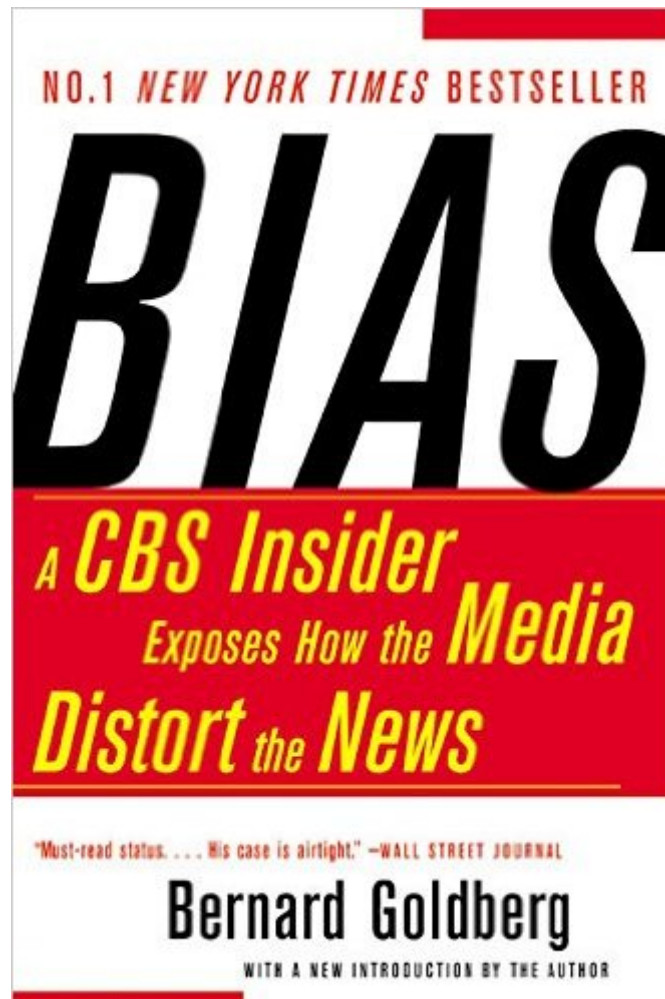


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# Bias: A CBS Insider Exposes How The Media Distort The News



## Synopsis

In his nearly thirty years at CBS News, Emmy Award winner Bernard Goldberg earned a reputation as one of the preeminent reporters in the television news business. When he looked at his own industry, however, he saw that the media far too often ignored their primary mission: to provide objective, disinterested reporting. Again and again he saw that the news slanted to the left. For years, Goldberg appealed to reporters, producers, and network executives for more balanced reporting, but no one listened. The liberal bias continued. Now, breaking ranks and naming names, he reveals a corporate news culture in which the closed-mindedness is breathtaking and in which entertainment wins over hard news every time.

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## Customer Reviews

I just finished reading BIAS and I HIGHLY recommend it for people of all political persuasions. A couple things to note: 1. It's a very engaging read -- well written and entertaining on top of informative. 2. It's much more SUBSTANTIAL than I expected. I thought it would just be an anti-liberal gossip session but it had a LOT of MEAT in it that I think would be interesting to any AMERICAN, not just a conservative one. 3. I've always sensed a liberal bias in the media, but thought that was just "spin" ...reporting the PART of the news that fit their agenda. I was sincerely shocked to learn of instances where they have FLAT OUT LIED to us. Great Book!

This is a decent short course for anyone who is interested in learning how the "news business"

operates these days. This book has taken a slam for its "conservative bias", so if you are still in doubt about the author's objectivity, I would highly recommend David Halberstam's *The Powers That Be*. David Halberstam could never be accused of having a politically conservative viewpoint, but he certainly echoes some of the same concerns about "media slant" of the news. They agree on one vital fact, there should be a clear cut delineation between news and editorial opinion that business management and advertising revenues shouldn't cross. Here's my editorial opinion - it's become increasingly difficult to separate fact from opinion in the so called "main stream" media. Goldberg and Halberstam give anyone who isn't interested in being spoon fed a reasonable standard to question what's being presented as news.

Although the charge of the media being "biased" is not a new one, still, this book is shocking. If the issue were simply "liberals vs. conservatives" this book may not have been all that necessary. But what Mr. Goldberg keenly points out, the story within the story if you will, is how de facto censorship is practiced by the mainstream/elite press. Among other egregious examples are: (1) News magazine shows kill stories that portray minorities in a bad light. (2) News magazine shows seek out whites because whites make up the majority of the audience, hence, "it's all about ratings." (3) Reporters are notorious for asking "softball" questions to those with whom they share the same (leftist) political ideology. (4) The label "conservative," "conservative-extremist," and/or "right-wing conservative," are always used in conjunction with someone whose views are right-of-center. A Lexis-Nexus search reveals that similar labels for "liberals" are virtually never used. Contrary to what some reviewers have opined, I don't think Mr. Goldberg is at all guilty of "sour grapes" or "disloyalty" to his former boss, "The Dan" Rather. Goldberg simply tells it like it is, and, unfortunately for "The Dan" the picture that is portrayed is of an anchorman who is venal, petty, thin-skinned, and a lot like the old Ted Baxter character on the Mary Tyler Moore Show, i.e. he has a massive, to-a-fault, ego. I say "BRAVO" to Mr. Goldberg for having the guts to tell it like it is. For the sake of sane, honest, and rational debate in the public forum of ideas something like this needed to be done. For too long the "Dans, Toms, and Peters" hegemony has gone unchallenged, and their contempt for anything and anyone outside the "New York-Washington Axis" has been ignored. *Bias* is a great read. Truly, the emperors at the networks have no clothes.

The bias of many major news organizations has been debated for many years. For the most part, liberal or conservative, objective news reporting is illusory. Yet the PR machines of these same organizations feel that the general public is not capable of seeing right through them. Goldberg's

book, in my opinion, does a creditable job of further exposing the mechanics behind this bias. While there is no room to go into great detail, the book attacks ALL media bias; not just liberal (the recent Drudge Report articles seem to highlight just the liberal bias). Goldberg makes a good argument for reexamining the whole corporate structure of the news business. One can certainly infer that the profits would still be there without the bias. This reviewer has always liked the reporting of Mr. Goldberg, and this book certainly has brought out what I always suspected about him: that he tries to live up to the expectation of being objective. I would now be curious to see what happens to his career. According to reports, some of his colleagues were not pleased with this book. I highly recommend this book as food for thought in the high-tech news world that we now live in. Our news organizations need to differentiate between news reporting and editorials. Charles E. Brown

I'll confess that I didn't have to be sold on the claim that there's a liberal bias in the media. Thus Bernard Goldberg was reinforcing rather than challenging personal biases. Nevertheless, the book presents some interesting insights into how stories are covered, particularly the spread of AIDS, homelessness, and 9/11. Interestingly, a breed of racism among producers of TV news magazine shows (Dateline NBC, 48 Hours, etc.) is revealed quite convincingly in that the ultimate audience is a white one, and no blacks need be shown, especially during "sweeps week." Goldberg's problem is with his own "woe is me" attitude that permeates the book, especially the first few chapters. He revels in the image of himself as the David versus the Goliath of CBS, Dan Rather, ABC, the New York Times, and nearly everyone else in the major news networks and papers. Whistleblowers (which Goldberg clearly sees himself as) are unfortunately driven by ego and a yearning for attention as much as by principle, and Goldberg is no exception. It is a shame that his writing style for this book is overly informal, sarcastic, and checkered with unnecessary generalizations. A more scholarly, objective, and less "biased" style would have added tremendous credibility to this book. As it is, he gives his own critics plenty of cheap ammunition with which to shoot down his otherwise legitimate claims.

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