



IMPORTANT LESSONS ABOUT SPJ CODE OF ETHICS

Two DVD Learning Resource and Study Guide

Provided Free by the Producers

to every AEJMC Journalism Program Nationwide

www.citizenmccaw.com

April, 2010

Dear Journalism Educator,

In 2006, a disturbing drama began to unfold in our hometown of Santa Barbara, California. The super rich publisher of our local newspaper declared 'war' on her editors and staff and embroiled the whole town in a bitter, litigious, and mutually destructive battle that continues today, years after it began. Big money, celebrities, demonstrations, 1st amendment rights, lawyers, trials, unionization by the Teamsters, more lawyers, even allegations of child pornography. The story had it all. Except one thing. Someone to tell it.

The Santa Barbara News-Press' refusal to report on itself (at least in any meaningful, balanced way) was the motivation for us, a group of local filmmakers, to step forward and make sure the story got told. The documentary film *Citizen McCaw* is the result. As indicated in the attached journalists' comments, the crucial ethical issues involved are textbook. But the personalities, passions, and dramatic turn of events in *Citizen McCaw* bring them to life in a real and compelling way. We are giving our film, companion learning DVD's and Study Guide to journalism schools all over the country in hopes that students will use this 'cautionary tale' as inspiration. In the film, veteran reporter Sander Vanocur says about future journalists, "We need you. The country needs you."

Sincerely,

The Producers of *Citizen McCaw*

Sam Tyler, Peter Seaman, Rod Lathim, Chuck Minsky, and Brent Sumner

The Study Guide written by Susan Paterno - Director of Journalism Program at Chapman University, may be downloaded free at www.citizenmccaw.com, which will also have updates on *The Santa Barbara News-Press* situation as they develop. If you would like additional free copies of the learning resource, please email Rod Lathim at rodlathim@gmail.com.

CITIZEN McCAW • 2428 Chapala Street, Santa Barbara, CA 93105 • 805-569-1064