

Contents

Preface vii

Acknowledgments xv

Part One

A CALLING OF CONSCIENCE AND ADVOCACY

- 1 Facing the Downside in the Media's Message 2
- 2 On the Upside, the Positive "Power of the Press" 14
- 3 It's More than Reporting and Writing, but a Way of Living 20
- 4 There Is No Dispassionate Objectivity 24
- 5 Beyond Objectivity, Passion Counts 34
- 6 Be Literate, and a Risk Taker, Too 42
- 7 When Journalists Speak Truth to Power 52

Part Two

LESSONS FROM A CAREER OF COMMITMENT

- 8 You Can't Make an Omelet without Breaking Eggs 70
- 9 Finding Hope in the Classroom 82
- 10 The Story That Evolved into a Career 88
- 11 History and Ethics Help to "Write Whole" 94

Part Three

THE GREEN-INK PRIMER

- 12 Take One Step at a Time 100
- 13 Stories Are Where You Find Them 103
- 14 Conducting Interviews and Investigations 110
- 15 The Essential Computer 121
- 16 How to Ask the Science Questions 125
- 17 Freelancers Rise Early (or Stay Up Late) 135
- 18 Coming Opportunity in Alternative Media 147
- 19 Building a Career—Everybody Comes in Somewhere 155
- 20 Toward the Green Tomorrow 167
- Suggested Reading List 173

Notes 175

INDEX 193