

Week 4 materials

Examples of articles from the 4 Topic areas:

- Technology
- Media
- Advertising
- Economy

1. Technology

Apple Has Sold 1 Million Songs on iTunes for Windows

Mon Oct 20, 4:21 PM ET

SAN FRANCISCO (Reuters) - Apple Computer Inc. (Nasdaq:[AAPL](#) - [news](#)) said on Monday that Windows computer users had downloaded its iTunes digital jukebox software and bought more than 1 million songs at a cost of 99 cents each from its online music store since their launch for Windows last Thursday.



That compares with 1 million songs sold in the first seven days when it introduced the original iTunes for Mac users.

"We're off to a great start, and our competition isn't even out of the starting gates yet," said Apple co-founder and Chief Executive Steve Jobs ([news](#) - [web sites](#)) in a statement.



[Reuters](#)

Apple, based in Cupertino, California, last week unveiled in San Francisco, in a characteristically glitzy presentation, the Windows version of its popular iTunes software, with Apple's online music store integrated into the program.

Apple said that 14 million songs have now been bought and downloaded since the original, Mac-only iTunes software and music store launch in April.

Along with last week's launch of iTunes and the music store for Windows, the software now allows for buying and sending gift certificates and setting up "allowance" accounts for children whose parents don't want to give them access to a credit card number.

Jobs last week set a goal of selling 100 million songs by April 28, 2004, one year from the launch of the innovative and easy-to-use service. To help meet that goal, Apple also announced a promotion with PepsiCo Inc. starting in February in which 100 million winning bottle caps on certain Pepsi drinks grant the winner a free song.

Apple also last week announced a partnership with Time Warner Inc.'s (NYSE:[TWX](#) - [news](#)) America Online AOL to make it easier for the Internet service provider's 25 million users to sign up for and use Apple's online music store.

2. Media

<http://www.townhall.com/columnists/thomassowell/printts20011213.shtml>

December 13, 2001

Media fraud

Media bias is no longer news. Poll after poll has shown that the vast majority of journalists vote for Democrats, even though the country as a whole is pretty evenly split between the two major parties.

By itself, there is nothing wrong with this. It becomes a problem when media bias becomes media fraud. Media bias in editorials and columns is one thing. Media fraud in reporting "facts" in news stories is something else.

Three excellent and devastating new books on media fraud have been published this year, naming names and turning over rocks to show what is crawling underneath. These books are "Coloring the News" by William McGowan, "Bias" by Bernard Goldberg, and "It Ain't Necessarily So" by David Murray, Joel Schwartz and S. Robert Lichter.

In even the best known and most prestigious media outlets -- The New York Times and "60 Minutes," for example -- crucial facts have been left out of news stories when those facts would have undermined or destroyed a liberal argument. Conversely, false claims have been widely reported as facts in the media when those claims supported the liberal vision of the world.

A classic media fraud was the 1996 story of a wave of arsons directed against black churches by racists. It made headlines across the country and was featured on network television news. It sparked indignant editorials and angry outbursts from black activists. The President of the United States recalled his own sadness as a child at the burning down of black churches in Arkansas.

In the end, however, the whole thing turned out to be completely false. Those few journalists who bothered to check out the facts found that there were no facts to support this story and that what facts there were completely refuted it. Even a commission appointed by President Clinton reached the same conclusion. Moreover, not a single black church in Arkansas had burned down during Bill Clinton's childhood.

When this front page fraud was finally exposed, the new story was buried as a small item back on page 20 of The New York Times.

William McGowan's "Coloring the News" offers the best explanation for such journalistic malpractice. Many news organizations have created special editorial office caucuses consisting exclusively of black, Hispanic, feminist, or homosexual journalists, who decide how the news about their respective constituencies will be reported -- or whether it will be reported at all.

For example, when a homosexual man was attacked and killed by anti-gay hoodlums, that was huge, front-page news across the country. But when two homosexuals lured a boy next door into their home

and then raped and killed him, at about the same time, that was widely ignored, as if it had never happened. Similarly biased treatment has appeared when it came to reporting on corrupt black politicians like D.C. Mayor Marion Barry or the dangerous double standards used for women in the military -- standards which have already led to death in training and may cost still more lives in actual combat.

The issue is not what various journalists or news organizations' editorial views are. The issue is the transformation of news reporting into ideological spin, along with self-serving taboos and outright fraud.

While William McGowan's book seems the most perceptive of these three, all are very valuable and each has its own special emphasis. "It Ain't Necessarily So" focuses on media irresponsibility when reporting on medical and scientific issues, while "Bias" focuses more on the actions and the cast of characters at CBS News, where its author worked for many years. But all three of these books provide a real education on media fraud, which is infinitely more important than media bias.

Democratic nations are especially vulnerable to misinformation. The media in a totalitarian country may tell as many lies as it wants to, but that does not affect the decisions made for the country by its dictator or its ruling party, which has access to the truth, even if the masses do not. But, in a country where the masses choose their leaders and influence policies, a fraudulent press can mislead the voters into national disaster.

3. Advertising

<http://www.cspinet.org/booze/chicago.htm>

ALCOHOL BILLBOARDS BANNED IN CHICAGO

Effective October 10th, alcohol and tobacco advertising on Chicago's 4,278 permitted billboards will be phased out. The ban also covers the countless and wide-spread unpermitted ads posted on vacant buildings and lots throughout the city. Chicago Mayor Richard Daley personally lobbied city aldermen to support the ban that passed 47-1.

Chicago modeled its ordinance on the Baltimore billboard ban that the 4th Circuit U.S. Court of Appeals upheld and the U.S. Supreme Court declined to review last April. The Court's action sent a strong message that advertising restrictions will be upheld as constitutional where governments use their zoning power narrowly to protect children. Neither the Chicago nor Baltimore ordinances will cover billboards along highways and in industrial areas, or those inside sports stadiums.

The Chicago ordinance caps a 14-year grassroots campaign led by the Reverend Michael Pfleger. The Chicago grassroots movement started with direct appeals to companies, which were ignored, and escalated to "red-washing" billboards. In the resulting prosecution for defacing private property, a jury acquitted Pfleger and others based on their defense that they had a "moral obligation" to act.

The Chicago city council's near unanimity indicates solid public support of billboard bans, and confidence in the constitutionality of those bans. Public support likely exists in many communities. We encourage efforts to promote similar bans nationwide. Several other cities are already pursuing similar proposals, including: Albuquerque, Los Angeles, New York, Seattle and Washington. We'll keep you up-to-date on those efforts. Please keep us updated on similar measures in your community.

September 15, 1997

4. Economy

http://money.cnn.com/2003/10/20/pf/college/q_costs/index.htm

College costs take another leap

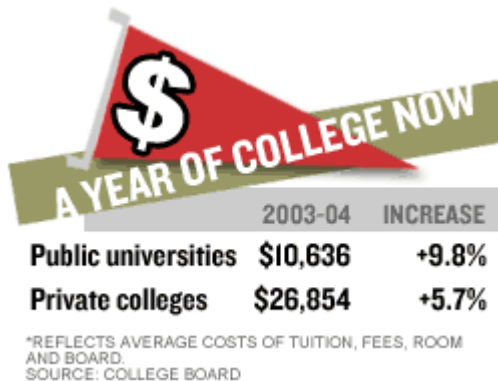
Ready? Private schools up 5.7% to almost \$27,000; public schools up 9.8%.

October 21, 2003: 2:02 PM EDT

By Jeanne Sahadi, CNN/Money Senior Writer

NEW YORK (CNN/Money) – College costs once again have increased far faster than inflation, with tuition at state schools posting the biggest increase in 30 years, the College Board reported Tuesday.

One bright spot: an increase in the amount of aid students are receiving. Less bright: A significant portion of that aid is in the form of loans.



Students at state schools got hit hardest by the price hikes. The cost of a year at a four-year public university – including tuition, fees, room and board -- rose 9.8 percent to \$10,636 from \$9,689 last year, according to a report by the board, a nonprofit association that runs college programs and services, including the SATs.

That's an especially big jump considering that inflation, as measured by the consumer price index, has been just above 2 percent for the past six months.

Add in other expenses, such as books and transportation, and the total nut for a year at a state school comes to \$13,833, up from \$12,841 last year.

Tuition alone at state schools rose 13 percent adjusted for inflation, the highest increase in 30 years, the report said.

Increases were more modest but costs remain far higher for private colleges. Costs rose 5.7 percent to \$26,854. Include books and other items and the total comes to \$29,541, up 6.7 percent.

The biggest cause for the increases at state schools: State appropriations have not kept up with rising costs. State funding typically accounts for more than a third of public schools' funding, according to the board.

In addition to a relative decline in state appropriations at public schools, there are other reasons costs at all schools have been rising. Faculty compensation is up, primarily because of health-insurance and pension costs. Universities also have spent heavily to keep technologies current both for research and teaching purposes.

Most of all, grant aid is climbing.

"Financial aid is the fastest-growing component of institutional budgets," said Sandy Baum, a consultant to the College Board and one of the authors of its report.

On the bright side, more aid

Indeed, as costs have grown, so has the amount of financial aid students have received when federal, state and institutional funds are combined, according to the College Board. So has the number of students receiving that aid, which can come in the form of loans, grants, work study and tax credits.

Last year – the latest for which aid data are available -- about 60 percent of undergraduates received some form of aid, according to a second College Board report, Trends in Student Aid.

Of those, nearly half received grant money which, unlike a loan, doesn't need to be repaid and effectively reduces the price paid for college.

On an inflation-adjusted basis, from the 1992-93 academic year through the end of the 2002-03 school year, grant aid per full-time student rose 67 percent and loan aid rose 147 percent. Tuition during the same period, meanwhile, rose 39 percent at private colleges and 38 percent at public universities.

Total aid to an eligible full-time student averaged \$9,100 last year, with \$3,600 of that in grants.

Grant aid per full-time student rose 9 percent. For aid-eligible students at four-year public schools, the average student received \$2,400 in grants. A student at a four-year private school received an average of \$7,300.

Still, signs of stress

While total aid has increased, the share of grants as a percentage of total aid has declined. In 1982, grants made up more than 50 percent of all aid. Last year, they constituted just 40 percent.

The neediest students are getting a smaller piece of the grant pie, too. According to Baum, less of the new grant money is earmarked for need-based recipients and more is set aside for merit-based awards – which tend to go disproportionately to middle- and upper-income students.

Since loans make up a large portion of many students' financial aid packages and those aid packages have grown, so has the debt burden students carry into their adult lives upon graduation. Since 1997, the median in undergraduate student loan debt has risen 74 percent to \$16,500, according to Nellie Mae's 2002 National Student Loan Survey.

And there are signs more of the burden may be borne by students as their parents struggle to save.

Some parents of young children who are trying to ward off tuition hikes in the years to come have opted to contribute to pre-paid tuition plans, which allow you to buy tuition credits at today's prices and bank them for the day years hence when your child goes to college.

But some of these plans are experiencing the strains of college costs. Several states recently [suspended enrollment](#) in their pre-paid tuition plans since the cost of tuition is rising faster than the plans' investment earnings.

And parents' savings, at least judging from [a recent survey](#) by the Investment Company Institute, can't keep up with the rising costs. The ICI found that of all parents saving for college, those with children between the ages of 11 and 15 had saved a median of only \$15,000.