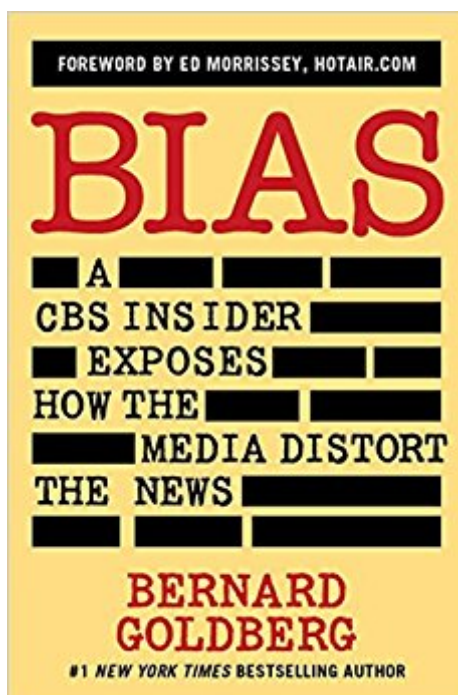


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# Bias: A CBS Insider Exposes How The Media Distort The News



## 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: objective, disinterested reporting. Again and again he saw that they slanted the news 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. In this classic number one New York Times bestseller, Goldberg blew the whistle on the news business, showing exactly how the media slant their coverage while insisting they're just reporting the facts.

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## Customer Reviews

"This insider's account of Mr. Goldberg's career at CBS is filled with so many stories of repulsive elitism and prejudice on the part of his peers that it elevates Bias to must-read status. . . . His case is airtight."#151;The Wall Street Journal"The allegation of liberal bias in the media is not a new one. However, in this book the allegation is made not by a conservative but by a reporter for CBS News#151;an old-fashioned liberal who has seen the bias firsthand. Bernard Goldberg has written a courageous book and told a story that needed to be told."#151;William J. Bennett

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: objective, disinterested reporting. Again and again he saw that they slanted the news 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, in *Bias*, he blows the whistle on the news business, showing exactly how the media slant their coverage while insisting that they're just reporting the facts. --This text refers to an out of print or unavailable edition of this title.

I am about about 3 chapters in and finding this book very interesting and easily relevant to today. My only negative review of the book is that my copy came with lots of printing errors making many sentences difficult to understand.

I can't tell you how disappointed I am to be disappointed in this book. Goldberg's appearance on several talkshows in my area had interested me in it, because he came across as fair albeit unapologetic in his criticisms of liberal colleagues, with specific examples of news stories colored by their ideology. However, the book itself reads much more like an emotional vindictive against his former employer, CBS. It chronologizes events after Goldberg, still a CBS commentator, published an article in the *Wall Street Journal* critical of a "news" piece done on presidential candidate Steve Forbes. Predictably, such whistleblowing is not met with favor by the medium used to lauding whistleblowers of OTHER professions. Unfortunately, however, instead of the hoped-for further documentation of clear instances where evidence favoring a conservative view is squelched to make a news report more to the reporter's liking, Goldberg continues to relate his own (assuredly painful) experience. The chapter on liberal hate speech turns out to be examples of comments in an editorial context, not from a newsdesk where neutrality is called for. What rescued the book from 2-stardom for me was Goldberg's argument that his former friends engage in coloring the news without vindictiveness, necessarily, but simply because everyone who surrounds them has the same views they do. Hence, they see the left as mainstream. It makes me feel a bit less paranoid to hear someone from "within" assure me that they're not just playing "how can we slant the news this time" backstage.

I really appreciate a non-ghost written, first hand account of what really happened. While this book lacks the prose of many offerings, this book more than compensates by pulling back the curtain on

a power opinion-builder in our society, the evening national news. He never stoops to "prettying reality" and shows us the "people" that shape our national debate. While it may not be intentional, Goldberg shows that national media's liberal bias repeatedly precludes capturing balanced reporting. He also demonstrates how far out of sync the national media is with its audience in "fly-over country". It also shows how story content selection is driven by the need for ratings, an obvious but ugly reality. BTW Goldberg makes it clear that he is not a Republican and had never voted for a Republican Presidential candidate. He simply deplores the slanted reporting he sees and wants to turn a strong light on it. It is comical how reporters, who make a living investigating and criticizing others, have such a thin skin when the tables are turned. I hope I don't seem to merely be enjoying the discomfort of others in this regard, but I feel this was a book that really needed to be written. My copy of the book arrived from on December 12 and I haven't been able to put it down.

So much of what we think of as news content is really advertising and political messages. That's the main point of this book. The second point is a tendency toward thinking more liberal than the audience, at least during the time of Bernard Goldberg. It's tragic when facts and good analysis gets distorted by the media for whatever reason. I don't truly trust any of the major news sources although I appreciate them when they perform quality reporting.

Bernie Goldberg's book is essential reading for anybody who is interested in American journalism. Goldberg, a longtime CBS News correspondent, has presented a thesis that is hard to refute; that American broadcast journalism has been enfeebled by a persistent left-wing bias for years, and is not going to change anytime soon. Goldberg emphasizes his experiences at CBS, with the imperious Dan Rather getting a lot of exposure, but the book covers all of the usual suspects; Jennings, Brokaw, and many lesser lights. The author provides many personal anecdotes from his days at the network to help prove his point, but, in addition, the book is very well researched. Any work that bashes the network giants is sure to find an audience with conservatives, but this book is much more. Goldberg writes with wit, common sense, and a large dose of satire that works just right. This is a book for anyone who wishes to know what happens "on the inside." Bernie Goldberg should be commended for producing this wonderful book...do not miss it, and enjoy!

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