

**Steve Wilson**

Whistle-blowing, fired Fox reporter

**PERCEPTION MANAGEMENT > What Monsanto Knew And How They Knew It**

It brings up a whole other issue about how Monsanto knew what to complain about. You know, I mean, Jane did an interview and she asked a lot of questions and if you piece together the questions I guess if you were a real smart guy you could figure out what the story was going to be like. But their letters were much more right to the point than even that can explain. Which has always caused me to believe that they shared our scripts, somehow, either faxed them over or told them what was in it or whatever, from the beginning. And they always denied this, I should say.

But I should also say that we found in the discovery process of our lawsuit later that another Fox investigative reporter in Kansas City had done another story, totally unrelated to bovine growth hormone, this happened to be a story about another chemical - Dursban, which is an insecticide that is produced by the Dow Chemical company. And he found that Dursban posed a lot of health risk. And even though the federal government in America had not yet banned it, perhaps they should. And there had not been sufficient tests. And he was about to report this on the air. Very parallel similar kind of warning stories that didn't tell you it was terrible but raised a lot of questions.

And Dow had a fit. And as he found out the lawyers at Fox faxed his script before they were ever broadcast to the PR people at the Dow Chemical company. They reviewed the scripts rewrote what they didn't like, presented the facts the way Dow Chemical saw the facts, gave it back to the Fox lawyer, the Fox lawyer turned around and told the reporter, you know this would really be a better way of saying this. And he said no and they said we'll fire you if you don't. And with three children and you know a big mortgage and a couple of car payments, he told me he had no choice. And he testified under oath to all this, I'm not making this up. And he left as soon as he could.

But having known that's how this corporation does business, how these two corporations get together and have sort of an understanding about the way things should be explained, you know, to the rest of us unwashed masses. I've always believed, though I can't prove it, my personal opinion is that they shared our story with Monsanto and that's how Monsanto knew.

**PERCEPTION MANAGEMENT > When We Lie To You It's All Over**

I spent more than 25 years before I ever worked for Fox, working for places like ABC News and CBS news in New York and some of the best television stations

around. And never in my career had anybody ever suggested that I distort a story. Now, you know it's been quite fashionable for, for TV viewers to always think that that happens. That reports are twisted and reporters are told what to say, usually with some left wing political tilt.

And whenever I'd go to, you know, chicken dinners and talk to the Rotary Club and stuff that question always comes up. And I always used to say to people, you know, it kind of, it sort of, I don't know, it sort of offended me because, you know, first of all they don't ask. And nobody, nobody anywhere has ever asked me to do that, and second of all I would never do it anyway. I mean. it would be like sort of asking a doctor to cut off the left leg instead of the right leg cause it's you know whatever. And I always said to people it doesn't happen, you know.

Now having said that I was honest enough to tell people that what does happen from time to time, and what I have seen in years gone by, before this and the recent conglomeration of, consolidation I mean, the recent consolidation of news media, is that some stories that deserve to be told sometimes don't get told. It has happened to me I think once or twice in my career. Ironically about stories that made the media look bad because media people are the most thin-skinned of all.

I was doing a story once about how the weatherman at a station I worked for was taking freebees at a ski resort. When on the weekend weather forecast he'd tell everybody what wonderful fresh powder they had at this ski resort or you know and I thought that was sort of an abuse. And the news director thought it was a great idea. The general manager decided it wasn't such a good idea and that story got killed. And there are other stories that get killed.

For instance ABC recently did a piece about how the Disney company frequently does not thoroughly check its job applicants. So that the characters that are dressed up as Mickey Mouse and Minnie Mouse and the dwarfs and all that, play with your kids could be convicted pedophiles. Now you know, I don't know how many people know but ABC News and ABC is owned by Disney. Now you know it's an important story, you might want to know this if you go to Disney World or Disneyland. But the president of ABC news told the correspondent, are you nuts? We're not going to do that story.

In fact, he said to him, look, make it a story about the industry. Make it a story, you know, I mean we don't want to pick on one corporation. Because you know, these corporations they all have this sense they want to kind of protect themselves especially now in the news business where the news organization is owned by some other corporation that has nothing to do with news. It's just a big corporation like General Electric makes light bulbs, they make jet engines, they make NBC news. Disney makes ABC news. And so he said let's, let's not do it that way. He said, let's do a story about how it's kind of systemic in the, in the, in the big park industry. So he said, okay we can do it that way I suppose, that would be a better way to do it.

So he goes out and he checks Universal and he check Six Flags and he checks Knotsberry Farm and he checks all the others. And what he finds out is that

everybody except Disney are doing thorough checks and this couldn't happen and doesn't happen anywhere else. He couldn't find one example anywhere. So he goes back and he tells him, look, the truth is we can do this story the way you want it done but we're going to have say only Disney does it this way. You think that story ever got on the air? That story didn't get told.

And my point is that there's lot of stories that don't get told and that's bad. I mean, that's bad enough. Stories ought to be judged on their own merit without regard to, you know, who they make uncomfortable and, you know, who they expose. But you know that's in the ideal world, in the perfect world. In the real world those kinds of stories that really offend the wrong people and generally it's the, generally it's the people who you know finance the broadcast news organizations or the local news organizations. It could be the, you know, it could be the used car lot, you know, the local newspaper won't do a story about him rolling back odometers because who's the biggest advertiser? The car dealer! And so that story doesn't get into paper.

And that's bad enough but what happened here was that this was the next step down that road. You know this was, okay we're going to tell the story but we're going to distort and twist it and tell it the way the people who pay us the money, our advertisers and our friends want it told. And once you cross that line. I mean, bad enough they're stories you need that you're not told, but when we lie to you it's all over.