

Catherine Colton

Professor Alain Beaulieu

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Abstract

Question/Thesis: Can a community newspaper find a balance between upholding their public trust and maintaining their financial solvency?

Approach Taken: Working in the business of producing a daily newspaper involves a base commitment to honesty, integrity, impartiality, respect and trust. It is the job of The Daily Press to live up to this public trust, while still maintaining financial viability. In this essay, I will examine what this trust means to the DP, as originally framed by Plato and Kant, and as it now exists as described by McLuhan, Berkowitz and others. With technology confusing and compounding the press' original mandate, I will seek to discover how successful the DP is, both at upholding this trust and at remaining solvent.

Key Findings: The DP is still a financially viable product. Technology is forcing it to act, and to react. Its product is now, partially, on-line. Much of its advertising dollars are now crossing over from hard copy to on-line as well. In the context in which it serves, Timmins and surrounding areas, it continues to uphold its public trust. However, the challenge of constructing the information that it delivers continues to be one of accommodating ever-changing meanings of reality.