

## Media Fragment

### Ownership and Control

#### Growing It Yourself: Editorial Control?

Identify some of the ways owners can ensure their employees reflect their views.  
The following extracts should give you some ideas...

- Hiring people who reflect owner's views

#### **"Investigating the Media" (1991) Paul Trowler**

The following is material cut from Trowler's book (for HarperCollins - owned by News Corporation):  
Source:  
<http://www.lancs.ac.uk/staff/trowler/ressite/cut.htm#murdoch>

"Murdoch is well known for intervening in editorial policy. He sacked Harold Evans, editor of The Times, after disagreements over policy. Frank Giles, former editor of the Sunday Times, said Murdoch would make a point of dropping into his office just to check on the first copies of the paper. Fred Emery, home editor of the Times in 1982 reported Murdoch as saying "I give instructions to my editors all round the world, why shouldn't I in London?".

#### **Watchdog bites back**

<http://news.bbc.co.uk>: 10/03/99

"...a series of controversial merger deals, have raised serious questions about political interference. One example is Rupert Murdoch's BSkyB and its proposed acquisition of Manchester United. The fact the deal would have been vetted by former trade and industry secretary Peter Mandelson caused a howl of protest given his close links with Elisabeth Murdoch, Rupert's high-flying daughter".

#### **"Patten and Murdoch Quarrel - David and Goliath Again?" (1998) Terry Boardman**

"Worried that Patten's criticisms of China in his forthcoming book "East and West - The last Governor of Hong Kong" would upset Beijing and thus spoil the strenuous efforts he had been making to reingratiate himself with the Chinese... Murdoch, with his current audience of 36 million Chinese viewers and a potential further 240 million in mind, promptly ordered HarperCollins to drop the book".

#### **"Murdoch's Sun still shines on the PM ... for now"**

Andrew Neil: The Scotsman (22/04/04)

"The more paranoid parts of the press are saying that Tony Blair's spectacular U-turn over a referendum on the EU constitution is all the sinister work of the notoriously Euro-sceptic Rupert Murdoch. That is a gross exaggeration. But there is no doubt that the need to keep Murdoch's papers onside in the run-up to the General Election played its part in 10 Downing Street's deliberations".