

Teaching Business Ethics: The Use of Films and Videota

*LaRue Tone Hosmer
Nicholas H. Steneck*

ABSTRACT. Audio-visual material is extremely useful in the teaching of Business Ethics, yet no bibliography of the commercially available films and videotapes seems to be available. We have prepared a formal listing, complete with titles, descriptions, sources, prices and a brief evaluation, and have explained our selection and use of this material.

We recently completed a survey of the films and videotapes that are commercially available and conceptually relevant for a course on applied ethics. We conducted the survey to find materials that could be used in our own classes, but we thought that the listing of titles, descriptions, sources, addresses, prices and brief evaluations that we have prepared would be useful to others. We do not know of any other prepared bibliography of audio-visual materials for the teaching of ethics.

We teach a course entitled "The Ethics of the Professions" that has just recently been added to the curriculum. The course was designed to be offered to large numbers of students — currently we have an average of 115 per section — so that we knew that audio-visual material would be very useful in hold-

ing the students' interest, and starting the class discussions. We assumed, when we started the design of the course, that we would contact two or three producers of films and videotapes, select what we needed from printed catalogues, preview the selections, and then bargain (or battle) with the central administration for the purchasing funds.

We were mistaken. We have found that suitable films and videos are produced by a wide range of institutions, ranging alphabetically (and ideologically) from Arthur Andersen and Company to the United Farm Workers. Few catalogues are available; instead, most of the information has to be gathered by word of mouth. We were also mistaken in some of our original selections. Materials that we thought would be certain to spark a discussion fizzled, and others that we used only because nothing else was available, shot off like the proverbial rockets. Let us explain what we have learned, our successes and failures, hoping that this account will be useful to the readers of the *Journal of Business Ethics*.

Diversified topics

Our course is titled "The Ethics of the Professions", and we include all of the major professions in our coverage: engineering, business, law, medicine, architecture, social work, journalism and so on. One of our graduate sections, however, is held at the Business School and consequently is heavily populated by MBAs, while an undergraduate section is on the Engineering Campus — three miles distant from the main section of the university — and consequently it also has a preselected enrollment.

We assumed that we would use business topics for one section, and engineering topics for the other. We were unable to do so, because of the lack of

Prof. Nicholas Steneck is Professor of the History of Technology and Director of the Collegiate Institute for Values and Science at the University of Michigan. His primary research interests are in the impact of science and technology upon society.

Professor LaRue Hosmer is Professor of Corporate Strategy and Director of the Magna International Center for Entrepreneurial Studies at the University of Michigan. His primary research interests are in the means of institutionalizing ethical practices within complex organizations.

Profs. Steneck and Hosmer jointly teach a course titled "Ethics of the Professions" that is offered at the School of Engineering, the School of Business, and the College of Literature, Science and the Arts at the University of Michigan.

adequate numbers of films and videos for those specific topics, and consequently use a diverse range. The range has been very successful. The best film we have for starting a class discussion among either MBAs or undergraduate engineers is "Code Gray" (22), a very moving account of the ethical problems faced by nurses. The second best is "The Decision to Drop the Bomb" (24), an ancient black and white film of interviews with the persons who decided to use the atomic bomb to end World War II. Note: The numbers following the titles refer to the location of the film or video in the complete listing contained within the Appendix.

We have experienced the same phenomena with written cases. Topics that are closely related to the field of study of the students often are much less successful than those that are more distant. Michael Hoffman's Ford Pinto case, for example, evoked very strong reactions from the engineers — students were arguing whether Ross's duties of non-maleficence were more or less applicable than Kant's second formulation of the Categorical Imperative, and anyone who teaches applied ethics at a college or university knows that that level of discussion is seldom reached — while the business students sat in stony and somewhat embarrassed silence, and got little further than a discussion of Utilitarianism and a condemnation of the legalistic approach adopted by Ford.

Our explanation of this situation is that students apparently feel defensive about ethical problems in their own areas of training and expertise. Engineering students tend to shift the blame for the Challenger disaster and the Kansas City skywalk collapse onto "business" decisions. Business students tend to believe that inexpensive engineering improvements would eliminate many of their product liability, workplace safety and environmental pollution problems. Law students tend to blame everyone impartially, but then they are very reluctant to discuss the moral problems of their traditional adversarial system or the social consequences of their current malpractice suits. Engineering, business and law students are unanimous in their willingness to analyze ethical problems and provide moral recommendations for the benefit of anyone from the School of Public Health.

We recommend strongly that, if you are teaching a course on Business Ethics, you at least experiment with some of the films and video that depict ethical

problems in the other professions. On the basis of our experience, your class discussions should be both lively and pertinent.

Alternative formats

Many of the films and videos that are commercially available are too long. They were designed to be broadcast during a one-hour time slot on public television (and consequently were not shortened for commercials, as they would have been for use on the major networks), or they were developed to replace an entire 50-minute lecture in one of the sciences at a college or university. We have a problem with programs of that length because 80 minute classes are traditional on our campus, and subtracting 50 to 60 minutes for a film or videotape leaves inadequate time for student discussion, and then the instructor sum-up that seems particularly essential for classes on applied ethics.

"The Anatomy of a Corporate Takeover" (2) and "Truth and Justice in the Adversary System" (3) are two examples of the materials prepared for public television. They were produced by the Annenberg Foundation/CPB Project, and their intellectual content and photographic quality are simply excellent. It is truly unfortunate that they are so long.

"The Toxic Trials" (18), produced by WGBH in Boston and distributed by Coronet/MTI in Chicago, is an example of material apparently designed to replace a one-hour lecture in a general science course. It has excellent technical content, discusses in meaningful terms the geological problems of assigning blame for groundwater pollution, explores the statistical difficulties of associating health difficulties with that pollution, all in an interesting and informative program, for 58-minutes. Again, it is unfortunate that the film is so long.

One of us has experimented with the brief vignettes of moral problems that are increasingly being produced, both for corporate training programs and for use in ethics courses at colleges and universities. The problem with the vignettes is exactly the opposite of the problem with the public television and scientific course materials: the vignettes are too short. It is impossible to fully develop the complexity of most moral problems in 3 to 5 minutes, which seems to be the standard time allocated for the vignettes. Consequently, the prob-

lems are simplified, and often the simplification results in an easy "out" for the students by which they can avoid the moral choice.

"A Matter of Justice" (19), produced by the Ethics Resource Center in Washington, is probably the best of the series of moral problem vignettes currently available. The photographic quality of that videotape is good, the individual actors are professional, the scenes are set with care, and the dialogues are natural. But, the first moral problem presented is that of a district manager, newly arrived in a small southwestern town, who is being pressured by an "old-boy" network to create a job for one of their members. The member who needs the job is the father of a local high school athlete who is expected to bring a state championship to the town; if the job is not provided the father and son will move to a distant city, and desired state championship will be forfeited. The members who are applying the pressure are owners of a company that is, not surprisingly given that this is a "moral" vignette, the largest customer for the district manager. The video was shown once at this university. The first student who was called upon said, "If the company owners want the father to stay in town, why don't they hire him". That practical response seemed to satisfy everyone except the instructor, who was left with the need to improvise for 20 more minutes. There are problems with the short, simple vignettes.

Difficult suppliers

We believe that the best length for the audio-visual presentation of a moral problem averages 20 minutes. Our favorite films and videos all seem to fall into the 15 to 25 minute range, with one exception: "Calling the Shots" (11), an excellent film on the advertising of liquor, which runs a bit over 30. 20 minutes seems to be short enough to hold the students' interest, yet long enough to fully develop the moral problem.

No one should be surprised at our conclusion that 20 minutes or less is the ideal length. After all, the CBS news program "Sixty Minutes" and the ABC equivalent "Twenty/Twenty" have been demonstrating the effectiveness and popularity of the 16-minute program segments for years (48 minutes of program content and 12 minutes of commercials and station breaks are standard on the major networks,

and usually three segments are broadcast during the hour).

"Sixty Minute" and "Twenty/Twenty" program segments would seem to be ideal for a class on applied ethics. The topics are current and controversial. The production is technically superb. The reporting is smoothly aggressive. The length is exactly right. The problem is that it is very difficult to obtain the videotapes.

In defense of the networks it must be understood that neither CBS or ABC are in the business of supplying videotapes on moral problems to colleges and universities. Some of the tapes doubtless have copyright problems, or perhaps some of the interviewees have threatened to sue. Many of the tapes must have residual value, for use as re-runs during the summer. The result is that the networks appear to be very hesitant to supply these audio-visual materials to educational institutions.

Perhaps people at other colleges and universities have always known how to obtain the limited number of "Sixty Minute" and "Twenty/Twenty" program segments that are available. We have just discovered the process. Catalogues are not available, nor will anyone help you with the identification. Yet, you must be able to clearly specify the date of the original showing, and the exact title. Then, you must pay in advance — and the price at \$350 per 16-minute tape is not inexpensive — and explain on the purchase order that the materials are wanted for educational purposes only. We have not yet obtained any of these tapes, but we have submitted purchase orders, and have been assured that those orders will be filled.

Conclusion

We believe that a 20-minute film or videotape on an ethical problem is an excellent means of starting moral discussions within a classroom. We have found that the moral problems presented to the class do not have to be constrained to the formal topical orientation of the course. Indeed, we recommend that you include a wide range of topics, to avoid what seems to be a natural student reluctance to discuss those topics that are close to their current fields of study and probable areas of employment.

We have also found that there are not as many good films and videos on moral problems available

as we would like. Most are too long or too short. Some are amateurishly produced. We have listed those we have either previewed or used in the Appendix; the ones we will use again (or will use for the first time once we have received copies) are marked with an asterisk. If you have discovered audio-visual material that works well in your classes, and that we have inadvertently omitted from our listing, I would hope that you would contact us. The Journal of Business Ethics would be willing to publish an annual update, as new audio-visual materials become both available and known.

Appendix

Annenberg Foundation/CPB Project, Post Office Box 4069, Santa Barbara, CA 93140. Tel: (800) 532-7637. The Annenberg Foundation, in cooperation with the Columbia University Seminars on Media and Society, has produced a series of ten 1-hour television programs entitled "Ethics in America". In each program a moderator leads a panel of public figures through a discussion of the ethical issues associated with a given topic. Some of the topics — such as military desertion or retributive justice — have only a peripheral connection with the ethics of the professions, but others are both relevant and interesting. The problem is the length; 60 minutes seems to drag in a classroom, and the discussion format provides no visual change of pace. They are available at \$29.95 each:

1. "American Journalism: Privacy and Politics". 60-minute videotape, produced during the the 1988 primary election campaign, on the proper limits of journalistic reporting, and on the evidence required to support potentially controversial reports.
2. *"The Anatomy of a Corporate Takeover: Ethics on the Business Battlefield". 60-minute videotape on the rights of the stakeholders involved in a corporate takeover, and on the growing disparity in the distribution of wealth in the United States.
3. "Truth and Justice in the Adversary System". 60-minute videotape on the problems of civil litigation based upon the adversary system with opposing sides. The ethical issue is on the proper limits for each side in the battle to win a judicial decision, often for very large cash awards.

Arthur Andersen and Company, Center for Professional Education, 1405 North Fifth Avenue, St. Charles, IL 60174. Tel: (312) 377-3100. Arthur Andersen & Company, as is

well-known, has prepared a series of written case studies on moral problems in the functional areas of accounting, finance, marketing and management. That auditing and consulting firm believes that moral problems should be discussed in all of the functional courses, rather than concentrated in a single course on Business Ethics, and it has made a major commitment to support that belief. Mr. Don Baker is the Arthur Andersen & Company partner in charge of the effort, and he can be contacted directly at the Center for Professional Education in St. Charles. Two videotapes are currently available:

4. *"Ethics in Business". 25-minute videotape that was designed to be an introduction to ethics. The tape has been carefully designed and professionally produced. It consists of a series of interviews with business leaders who talk of the need for integrity and trust, interspersed with a series of accounts by young people who describe moral problems they have faced during their employment. Prof. Robert Cooke, who is the Director of the Institute for Business Ethics at DePaul University in Chicago is the commentator who ties it all together. It is a simple but effective video-tape.
5. "Video Vignettes on Management". This videotape was recently produced by Arthur Andersen & Company, and we have not as yet been able to preview a copy.

California Newsreel, 630 Natoma Street, San Francisco, CA 94103. Tel: (415) 621-06196. The company has produced a series of five 40-minute programs on various aspects of American business. The problem here is that the programs tend to be a bit dated — that is, the 1973 Chilean coup is widely discussed in the program on multinational corporations — and they tend to have a decidedly anti-business point of view. But, visually they are very well done. All are priced at \$195, plus a \$5 shipping charge.

6. "Business of America". 40-minute videotape on industrial decline, and the classic dichotomy in business between obligations to workers vs obligations to stockholders. The example used is the steel industry, and the decision by U.S. Steel Company to diversify into more immediately profitable projects, rather than invest in long term improvements in steel making technology.
7. "Wall Street Connection" 38-minute videotape (film is available) on stock trading and investment banking, and on the consequences of those activities upon business firms and people. Interesting interviews with William Simon and Felix Rohatyn. Again, the "dated" aspect is very prominent, as the film extolls the Wedtech Corporation as an example of a non-financially driven firm; Wedtech of course, was later found

to have bribed several federal officials, including friends of Edwin Meese.

8. "What's Good for GM . . . Is It Also Good for Communities?" 45-minute video-tape or film on the decision by General Motors to build a new Cadillac assembly plant in "Poletown", on land taken by eminent domain, and on the resistance shown by some of the residents of that area. The ethical conflict is the attempt to balance greater efficiency and more jobs and taxes against the rights of members of the local community.
 9. "Mad River: Clear-Cutting Communities" 56-minute videotape or film on the conflict between logging and environment protection in Northern California. The timber companies blame governmental restrictions for limiting production and causing unemployment. Conservationists accuse the companies of clear-cutting the land without investments in reforestation.
 10. "Controlling Interest: The World of the Multinational Corporation". 45-minute videotape on international business practices, using examples from Brazil and Chile. Companies are not directly accused of being responsible for world hunger and human rights violations, but this program did seem more one-sided than the others in the series, arguing that global corporations usually exploit class differences in the less developed countries.
- Cambridge Documentary Films*, Post Office Box 385, Cambridge, MA 02139. Tel: (617) 354-3677. The company has apparently produced only one film on ethics, but it is excellent.
11. *"Calling the Shots". 30-minute film on the ethics of advertising liquor. Done in a lecture format, but very effectively presented with numerous graphs of alcoholic usage, illustrations of liquor advertisements, and so on. A remarkably effective film in the classroom.
- Coronet/MTI Film & Video*, 108 Wilmot Road, Deerfield, Illinois 60015. Tel: (312) 940-1260. Coronet/MTI is the distributor for films and videos produced by WGBH in Boston, by NOVA, and by the Enterprise series on entrepreneurship. A number of the videotapes are relevant to a course on ethics:
12. "The Parable of the Sadhu" 30-minute WGBH videotape that starts with a very amateurish recreation of the famous Himalayan adventure by Bowen McCoy, and then continues with a class discussion of the incident, obviously in an executive education program, led by Arthur Miller. \$650.
 13. "Business Ethics" 30-minutes WGBH videotape that contains a series of three vignettes, each introduced by Prof. Barbara Toeffler. The vignettes describe a investment project that is running behind schedule, an apparent bribe that is reported by a whistleblower, and a conflict of interest between two friends. Unfortunately, the situations seem somewhat contrived. \$650.
 14. *"Fired" 30-minute Enterprise videotape on the efforts of a recently discharged 44-year-old executive to find another job, and on the responsibilities of corporations as they make major personnel changes. \$99.00
 15. "Are You Swimming in a Sewer" 58-minute NOVA videotape on the discharge of raw sewage and toxic chemicals into coastal waters, and the damaging impacts upon the environment. \$350.
 16. "The Hole in the Sky" 58-minute NOVA videotape on the possible destruction of the protective layer of ozone through the use of chlorofluorocarbon chemicals. \$350.
 17. "Are You Doing This For Me, Doctor, Or Am I Doing It For You". 58-minute NOVA videotape on a series of medical experiments involving heart transplants and mental retardation. \$350
 18. "The Toxic Trials" 58-minute NOVA videotape on a community affected by toxic waste, and the use of scientific, medical and legal expertise on both sides of a resulting law suit. \$350.
- Ethics Resource Center*, 1025 Connecticut Avenue, N.W., Washington, D.C. 20036. Tel: (202) 223-3411. The Ethics Resource Center, supported by a number of major U.S. Corporations, has produced three videotapes, each of which contains a series of vignettes on potential conflicts of interest. They appear primarily to have been designed for use in corporate training programs, but they are useful in college or university courses on applied ethics:
19. "A Matter of Justice: Conflicts of Interest in the Workplace". 30-minute vidotape with short examples of (1) pressure upon a newly-arrived district manager from an "old boy" network of local people to hire one of their members; (2) opportunity for a R&D manager to exploit a new concept generated at work for personal gain; (3) effort by a supplier to use past friendship and gifts as an excuse for poor service; (4) effort by a supplier to use a future job opportunity as an inducement for current business orders; and (5) conflict between corporate policies and family relationships when a relative is hired for toxic waste disposal. \$500.
 20. "Tough Decisions: Ethical Issues in Government

Contracting" 60-minute videotape designed primarily for the defense industry, but many of the vignettes are applicable in other situations. Ten vignettes, illustrating such problems as timecard mischarging, exploitive pricing, gathering of competitor intelligence, disclosure of product defects, etc. \$895.

21. "It's Up to You: A Management Accountant's Decision. 30 minute vidotape sponsored by the National Association of Accountants. It was designed to cover issues addressed by the NAA's "Standards of Ethical Conduct for Management Accountants," and includes short sections on expense account abuse, improper earning reports, budget manipulation, etc. \$500.

FANLIT Productions, Inc., 47 Halifax Street, Boston, MA 02130. Tel: (617) 524-0980. The company has produced two films relative to ethics; one is excellent.

22. *"Code Gray" 28-minute color film on the ethical problems confronted by nurses. There are four segments that depict in sequence: (1) choices in the treatment of a baby with critical birth defects; (2) the decision whether or not to restrain an elderly patient in a nursing home; (3) the priorities for admission to an intensive care unit with severely limited capacity; and (4) the conflict between promises made to the family and an obligation to inform a dying patient about her condition. Excellent film. \$500
23. "Trucsteel Affair". 23-minute color film on the decision by a steel fabricating company to ship steel roof trusses that have been improperly manufactured to a building under construction. The design engineer objects to the shipment, but is convinced by the company owner to go along "just this once" to save the firm which is said to be approaching bankruptcy. The building collapses, fortunately at night so that there is no loss of life, but the engineer is charged with negligence, and loses his license. The production is good and the acting is professional, but the situation does not seem realistic. It is never clear why the roof trusses were improperly manufactured, except for a statement that "the gussetts were put on the wrong side" — there is no right or wrong side on a typical roof truss — and it is never explained why additional gussetts could not have been welded in place quickly, before shipment, if somehow they had been left off one side. Lastly, there is no explanation why the engineer is held to be responsible, while the company owner is treated sympathetically in the film, as a victim of circumstances. We have not used the film, despite the needed combination of business and engineering ethical issues. \$275.

Films, Incorporated, 5547 North Ravenswood Avenue, Chicago, IL 60640. Tel: (800) 323-4222. This is one of the older film distributors, and they have two films apparently put together from newsreels.

24. *"Decision to Drop the Bomb". 35-minute black and white film that consists of a series of interviews with the persons in government who decided to drop the atomic bomb on Hiroshima. Each person explains the reasons that led to that conclusion in an articulate, thoughtful discussion. It is a compelling film because these were people who did not take the decision lightly at the time, and were able to speak about it calmly latter. \$198.
25. *"Interview with MyLai Veterans" 35-minute color film that consists of a series of interviews with the members of the company, commanded by Lt. William Calley, that was responsible for the massacre at MyLai. The men speak openly of the events, and the orders that led to the attack upon the villagers. Again, the participants speak calmly and frankly about their actions and the film is not politicized, except for the closing comment of one of the infantrymen who, asked about war crimes, says "The real crime was that we were there in the first place". \$198.

Illinois Power Company, 500 South 27th Street, Decatur, Illinois 62525. Cost overruns at a nuclear power plant being constructed by the Illinois Power Company was the subject of a "60 Minute" investigative reporting broadcast on CBS, in November, 1979. The company felt that many of the charges made in that program were unfair, untrue and/or unsupported. They prepared a "Reply to 60 Minutes" that reproduces the original "60 Minute" program, interspersed with their corrections and explanations. It is very well done. Available free of charge from the Public Affairs Department at the Illinois Power Company; they just ask that you send a blank 1/2" or 3/4" tape.

26. *"Reply to 60 Minutes". 40 minute videotape on managerial and journalistic ethics, produced in response to the well-known CBS news program. CBS quoted numerous company employees and technical experts on the causes of cost overruns at the construction site. The "reply" questions the motives and expertise of those persons, and does it very effectively. CBS also made a number of statements that apparently were factually incorrect, and that could have easily been verified before the broadcast. For example, there was a claim on the original program that the general contractor had no prior experience in nuclear construction; in reality the firm had previously worked on eight major nuclear plants. The "Reply" is a disturbing video program.

National Audubon Society, 801 Pennsylvania Avenue SE, Washington, D. C. 20003. Tel: (202) 547-9009. The National Audubon Society has a section or division that is concerned with population growth, and its consequent impact upon the environment. Mention "Population Program" or Mr. Ken Synder in your correspondence with the Society.

27. "What Is the Limit?" 23-minute videotape on world population growth, environmental deterioration, resource depletion, habitat destruction, global warming, etc. A critical and alarming topic, but done in a low key style that seems inappropriate. \$25.00.

National Council of Churches, Communication Commission, 475 Riverside Drive, New York City, NY 10015. Tel: (212) 870-2527. The National Council of Churches has produced a series of films and videotapes that are designed primarily for the training of the ministry; there is one in the series that has a direct association with business ethics:

28. "Into the Mouths of Babes", 28-minute film on the sale of infant formula by Nestles in the 3rd World, and the unfortunate consequences of that sale due to the lack of understanding by some mothers as to the means of preparation. The film is very forceful as it switches back and forth between the slums of Haiti and corporate offices in the United States, creating memorable contrasts. The film also makes a direct charge of bribery against the company, which is not refuted by the company spokeswoman. A disturbing film. \$340.

National Wildlife Federation, 1400 Sixteenth Street, NW, Washington, D.C. 20036. The National Wildlife Federation has produced a single videotape on the destruction of tropical rain forests. Mention "Corporate Council" in your correspondence.

29. "Our Threatened Heritage". 19-Minute videotape that shows the destruction of the rain forests, and discusses the impact of that destruction. I found this tape to be less useful than I had hoped because the ending is optimistic, describing a number of recent policy changes that, it is stated, should gradually eliminate the problem. My concern is that I'm not certain that the policy changes in Brazil and Indonesia have been that effective. \$25.00.

Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA 22314. Tel: (703) 739-5380 or (800) 344-3337. PBS has produced a "Frontline" series on health care that includes three programs with a definite ethical content:

30. "Better Off Dead". 60-minute videotape on severely handicapped babies, the medical treatments that can

keep them alive, and the desirability of those treatments. \$300.

31. "Living Below the Line" 60-minute videotape on the plight of Americans living in poverty, and the ineffectual nature of many of the governmental assistance programs. \$300.
32. "Sue the Doctor" 60-minute videotape on the problems of malpractice litigation. It follows an actual medical case, stopping at a number of decision points to discuss the malpractice risks. \$300.

RichterProductions, 330 West 42nd Street, New York City, NY 10036. Tel: (212) 947-1395. Richter has produced a series of programs that focus on the problems of multinational corporations and environmental pollution. The problem is that they tend to be too long for convenient classroom use, and they also tend to have a fairly apparent anti-business sentiment. They are, however, well done.

33. "Hungry for Profit". 85-minute film or videotape on the social and economic harms of international business firms. As is evident from the title, the claim is made that land is withdrawn from subsistence crops such as corn and millet in many of the less developed countries in order to produce large amounts of luxury crops for export. Pineapples in Kenya, is one example that is cited, together with soybeans and beef production in Brazil. \$1,195 for the film version, or \$695 for a videotape.
34. "A Plague on Our Children — Part I". 60-minute videotape that focuses on the problems caused by dioxin, a toxic chemical found in both herbicides and PCBs. \$395.
35. "A Plague on Our Children — Part II". 60-minute videotape that deals with the problems of regulating dioxin and the other toxic chemicals that are polluting the environment. \$395.
36. "What Price Clean Air" — 57-minute videotape on the controversy over the proposal to relax regulations on air pollution during 1981. The film argues, according to an advertising circular, that the "Reagan Administration's EPA is allied with the auto, coal and steel industries . . . to decrease existing Clean Air Act standards". \$395.

"*Sixty Minutes*", CBS News Video Sales, 1627 Woodland Ave, Austin, TX 78741. Tel: (512) 440-5774. Ms. Deborah Wilcox is the person to be contacted. Many of the "Sixty Minute" segments would be ideal for a course on the ethics of the professions, but they are difficult to purchase. CBS has

published no catalogue of the tapes that are available, and you have to clearly identify the ones you want with the exact title of the program and original date of the broadcast. Here are four that we have identified for purchase, at \$350 each.

37. *"Arms and the Man", broadcast April 4th, 1987. 16-minute videotape on an international arms dealer.
38. "Cola Payola", broadcast October 25th, 1987. 15-minute videotape on price fixing in the distribution and sale of soft drinks.
39. *"Justice for Sale", broadcast December 6th, 1987. 15-minute videotape on lawyers in Texas contributing to the election campaign of a state judge.
40. "The Facts Were Fiction", broadcast January 17th, 1988. 15-minute videotape on the use of fraudulent data in research.

"*Twenty/Twenty*", Video Permissions, ABC News, 825 7th Avenue, New York City, NY 10019. Tel: (212) 887-1731. Ms. Patricia Vance is the person to contact. As with "Sixty Minutes", many of the "Twenty/Twenty" programs would also seem to be almost ideal for use in a classroom to start a discussion of a specific ethical problem. They are short enough for easy viewing, very professionally prepared, and focused on current topics of general interest. Again, however, no catalogue is available and you have to clearly identify the tape you want by name and date, and you have to state clearly that they will be shown only for educational purposes. We have a purchase order in now for a single videotape:

41. *"Part I — Flying Close to the Edge" and "Part II — Man at the Controls". Videotape on the safety problems at

Texas Air and the management style of Frank Lorenzo. \$260, with check made out to ABC Distribution Company, and a note that the material is to be used for educational purposes only.

United Farm Workers of America, P.B. Box 62, Keene, Ca 93531. Tel: (805) 822-5571. The United Farm Workers have produced only videotape, as part of their grape boycott. It is available free of charge, though obviously a donation would be appreciated. It was suggested that we address our order to Ms. Delores Huerte.

42. *"The Wrath of Grapes". The use of pesticides on grapes, with numerous shots of the fields being sprayed while workers are present, and exposed. A disturbing film.

"*World of Ideas*", Journal Graphics, 276 Broadway, New York City, NY 10007. Tel: (800) 284-5222. Bill Moyers has produced a series of videotaped interviews with authors and scientists, one of which has a direct connection with ethics.

43. "Michael Josephson". 60-minute videotape of an interview with the founder of the Josephson Institute for the Study and Teaching of Ethical Choices. The program was broadcast on September 14th, 1988, and is # 103 in the series (both the date and the number are usually required to order television news programs). Mr. Josephson is an articulate and interesting person. \$95 and a \$6.50 shipping charge.

*University of Michigan.
Ann. Arbor, Michigan,
U.S.A.*