

# Investigative Journalism

## Useful Controversial Niche

Imagine the commotion at an outdoor garden wedding if two baby skunks suddenly ambled out of the bushes and into the backyard among the waiting guests...

It's a similar reception given to many investigative journalists.

Pulitzer Prize winning authors Donald Bartlett and James Steele explain in the Afterwords video why their profession is controversial and often unpopular among segments of the population.

The pair discusses business-related topics, such as Rubbermaid, the vise grip pliers, and Apple Computer within the first 34 + minutes of their interview.

For potential entrepreneurs, understanding the political landscape and how decisions in Washington could influence and disrupt their plans to start and operate a small business in specific industries is key.

The journalists explain in simple terms how media hype, deregulation, outsourcing, and other government policies affect and influence the majority of the U.S population., and they are able to communicate in ways that even many young adults or preteens can understand.

## References

October 2012

C-SPAN Afterwords Length 100:57

Barlett & Steele

<http://tinyurl.com/cmm9rbz>

InDept C-SPAN

Approx. 3 hours

Barlett & Steele

<http://tinyurl.com/a9uffjh>

“It’s time to kill Investigative Journalism”

February 11, 2012 / Blog Post::Yukon dispatch

**Summary:** Speech given by reporter at Canadian University Press National Conference January 14, 2012 in Victoria, BC.

Talk outlines the ethics of the profession, industry changes, the downside, daily activities, and the repercussions of going after certain stories.

The viewpoint of a small town reporter...

<http://tinyurl.com/7ze49a4>

The *IRE Journal*, award-winning magazine of Investigative Reporters and Editors, Inc <http://ire.org/publications/ire-journal/>

History of IRE Organization

<http://www.ire.org/about/history/>