

Dear Friend,

It's getting weird out there.

Thanks in part to the Internet and cable television, we are being bombarded by more sources of information than ever before... information that helps shape who we vote for, what we buy, and where we stand on the issues of the day.

Unfortunately, not all of the sources are reliable ones. Many have wrong facts and hidden agendas. It becomes an individual's responsibility to seek out the truth...to become smarter "information consumers."

That's where Brill's Content comes in.

We're about exposing the biases, untruths, and inaccuracies that all too often go completely unnoticed. We're about returning the balance of power from those who *manufacture* the information to those who *need to use it*. And, last but not least, we're about holding ourselves to an even higher standard than we hold our peers in the media. (No glass houses here...when we're wrong, you'll hear about it!)

Sound refreshing? Sound like an idea whose time has come? We think so...and we invite you to find out for yourself by sampling a free issue. (See the enclosed order form for the details.)

Sincerely,



Eric Effron, Editor

PS: There is no risk at all in trying a free issue. It is yours to keep whether you decide to subscribe or not.

BRILL'S  
~~CONTENT~~<sup>TM</sup>

EX. 5-1

STORY is the story.

Finally, it's time for a source that asks one simple question before ever putting pen to paper: "Is it true?"

We're Brill's Content...and we're that source.

With every issue, we set out to praise the praise-worthy and expose the unexposed...with the goal that today's "information consumer" should know the truthfulness and integrity of what they read in newspapers and magazines, watch on cable and network television, or view on the Internet.

It's **OUR MISSION** to hold journalists as accountable as they hold those about whom they report.

It's **OUR MISSION** to scout out accuracies and inaccuracies in the media...and separate dishonest claims from human mistakes.

It's **OUR MISSION** to delve into the source of information and reveal hidden agendas and motivations -- as well as to celebrate honest, tough-minded work.

It's **OUR PROMISE** that we will put ourselves under the microscope just as much as, if not more than, those that we report on...by employing an independent ombudsman to investigate complaints about our work, by printing more readers' letters (both positive and negative) than just about any magazine, and, because we all make mistakes from time to time, by publishing corrections as prominently as we published the original mistake. \*

In every issue...

#### **WE QUESTION THE MEDIA**

Should TV cameras have peered through the hedges of Caroline Kennedy's home while she awaited the news of John F. Kennedy Jr.'s fate? Following that recent media overkill, we polled members of the press asking if their organizations would be willing to observe two voluntary privacy restrictions.

How much should we rely on a Business Week financial reporter whose mere mention of a company can cause its stock to rise...even though, during a nine-month period, he was wrong in his predictions 36 out of 42 times?

asterisks to indicate when they've been edited for space constraints (the full text of these letters can be found on our website - [www.brillscontent.com](http://www.brillscontent.com)).

- "Stuff We Like" - our monthly wrap-up of books, websites, TV shows, and articles that we think are worth your time.
- Media-related facts and figures in our back-page "Ticker" column (some thought-provoking, some light-hearted).

So, if you're ready to become an even-more well-informed consumer of news and information in an ever more complicated world, I encourage you to send for your free preview issue of Brill's Content today.

Your free issue will be on its way immediately and, as I mentioned, you're under no obligation whatsoever. If you don't find Brill's Content to be as valuable as I believe it is, simply write "cancel" on the invoice when it arrives, return it to me and owe nothing. The free issue is yours to keep, no matter what.

I thank you in advance for your consideration.



Steven Brill  
Founder, Chairman and Editor in Chief

PS: Should you wish to continue receiving Brill's Content, you'll get nine more issues (a total of ten) and be billed only \$15.95. At a hair under \$1.60 an issue, you will save over \$23.50 off the newsstand price.