

Aug. 10, 2006

Dear Ms. McCaw,

Thank you for your time in responding to our request for information related to the ethics award we have discussed presenting to several former News-Press staff members. We have studied your response carefully and decided to proceed with the award.

We do want to reassure you that the initiative for this award came from us, not from any staff members of the News-Press, and we did phone the News-Press to speak to you or your co-publisher. That's when we were asked to file the written request that resulted in your written response.

We sincerely wish you well in mending the rift that has developed inside the newspaper and in regaining the confidence of the community. If the Society's services, or our Code of Ethics, can in any way help in this renewal process, please feel free to avail yourself of them.

Sincerely,

David E. Carlson, National President, Society of Professional Journalists
Cox/Palm Beach Post Professor of New Media Journalism
College of Journalism and Communications, University of Florida
Box 118400, Gainesville, FL 32611