

# Ken Auletta

## Quotes

*Media, Digital Revolution, Passion, Important, Forever, Editors, Teamwork, Ivy, Owners, Independence, Valleys, Problem, Believe, Focus, Television, Electricity, War, Fairness, Ephemeral, Zuckerberg*

The digital revolution is almost as disruptive to the traditional media business as electricity was to the candle business.

~Ken Auletta

Perhaps the biggest problem in journalism is the cult divide between journalists and corporate owners.

~Ken Auletta

The importance of humility. We need the humility to know that truth can be ephemeral, that this can be but one version of the truth.

~Ken Auletta

Journalists prize independence - not teamwork.

~Ken Auletta

Always point your finger at the chest of the person with whom you are being photographed. You will appear dynamic. And no photo editor can crop you from the picture.

~Ken Auletta

If the Ivy League was the breeding ground for the elites of the American Century, Stanford is the farm system for Silicon Valley.

~Ken Auletta

Objective is the wrong word. Rather, it's fairness. Objectivity is a false God. Instead we should strive for fairness and transparency.

~Ken Auletta

Without vision, even the most focused passion is a battery without a device.

~Ken Auletta

The digital revolution has disrupted most traditional media: newspapers, magazines, books, record companies, radio.

~Ken Auletta

Stanford University is so startlingly paradisiacal, so fragrant and sunny, it's as if you could eat from the trees and live happily forever.

~Ken Auletta

An important reason Google is usually listed among the world's most trusted brands is that it conveys a sense that the user comes first.

~Ken Auletta

The entertainment industry as a whole has given more thought to the pollution of rivers than it has to the pollution of minds.

~Ken Auletta

Poorer people tend to watch more television because they can't afford other diversions.

~Ken Auletta

Zuckerberg had the good sense to know both his own limitations and interests. He wanted an executive who would free him to do what he loved: code, and enhancing the Facebook platform.

~Ken Auletta

I think the press, which arguably was cowed by the (Bush) administration in the run-up to the war with Iraq, was certainly not cowed in covering the aftermath of Katrina.

~Ken Auletta

Passion without focus can lead you astray.

~Ken Auletta

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