

The Dilemma

Imagine you are a new journalist and have written an article about the causes of cancer and how to reduce the risks of getting cancer. You submitted your article for publication to a popular women's magazine. Two months later, you receive the following letter:

Dear Author:

Congratulations! The article you wrote is excellent and we would like to publish it as a cover story with the title, "Cut Your Cancer Risk by 50 Per Cent." There's just one problem. Before we can publish the article, you need to delete any mention of smoking. As you know, the connections between smoking and cancer are still controversial. The rest of the article, however, is excellent. You should continue to emphasize other lifestyle changes that can reduce the risk of cancer: proper diet, using sunscreen, exercise, and so on.

Thank you for submitting your article to our magazine. We look forward to your revised article without the mention of smoking.

Sincerely,
The Editor

What Would You Do?

You worked hard on the article and this is your first big break. You know that lung cancer is the leading cause of cancer death among women, and that 85 to 90 per cent of all lung cancer is caused by smoking. You feel strongly that women are being deceived by cigarette ads into thinking that smoking is stylish, sexy, and a way to control weight. On the other hand, getting published is important to your career.

- What can you do? What should you do?
- Write a letter to the magazine editor responding to her letter of acceptance.