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For Immediate Release
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**IT'S A "QUESTION OF ETHICS" FOR COMEDY WRITER AND
NEW YORK TIMES *THE ETHICIST* COLUMNIST RANDY COHEN**
Media Syndication Services Launches Syndicated Public Radio Program

New York, NY - Randy Cohen, the four-time Emmy Award-winning comedy writer and the author of *The Ethicist* column for *The New York Times Sunday Magazine* for the past twelve years, has announced his partnership with Media Syndication Services, Inc. (MSS), an elite multi-media production and syndication company, to create a new nationally syndicated program for public radio entitled, *A Question of Ethics*.

On February 27, 2011, *The New York Times Sunday Magazine* will publish Mr. Cohen's final column. In addition to the public radio program, Cohen will produce a daily short-form radio feature for both public and commercial radio, and record a podcast. He expects to continue to respond to readers' ethical queries online and is exploring relationships with various print publications, all to appear under the *A Question of Ethics* brand. The content will be available to consumers at www.aquestionofethics.com.

"I'm delighted to be able to respond to the moral quandaries of a new and broader audience -- not only on paper, but online, on the air, and under the sea. O.K., maybe not that last. But definitely on radio and online."

"There is no shortage of dubious behavior to address on these new platforms. We need not fear that virtue will triumph, utopia will arrive, and we'll be thrown out of work. I'm impressed by the determination of so many people to do the right thing. It's a privilege and a pleasure to help them."

A Question of Ethics will delight and instruct listeners and readers in an interactive audio and digital environment with witty and thoughtful examinations of the ethical conflicts faced by all people in their own lives and in the larger world.

"Randy Cohen offers a unique voice that needs to be heard," says Paul Woodhull, President of Media Syndication Services. "*A Question of Ethics* will examine popular culture, high and low, politics, and listeners' real-life dilemmas through Randy's exacting ethical lens. Witty, thought-provoking, and sometimes controversial, a new star is being launched into the public radio firmament," adds Woodhull.

Media Syndication Services builds exciting national radio content from the ground up. Our programs are highly engaging for audiences, extremely effective for sponsors and very attractive to affiliates. www.buildbettermedia.com