

## Montgomery Advertiser

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### Program explores business ethics

NOVEMBER 6, 2009

"In Search of the Good Corporate Citizen," a new public television special that says it goes inside the real-world trenches of today's corporations, where business pressures and ethics often collide, will air on Alabama Public Television at 10 tonight and again at 3 a.m. Saturday.

The special includes a profile of Loxley resident Aaron Beam, former chief financial officer of HealthSouth.

After a number of years of success as a founding member and key player at HealthSouth, he committed fraud. He openly describes the pressure to meet quarterly expectations and the challenges of working with an unethical CEO, Richard Scrushy.

The production, created by an Emmy-winning team of producers, features ethics expert Thomas Donaldson and a panel of highly-regarded, senior executives, including Bill George, former Medtronic CEO and bestselling author of the new book, "7 Lessons for Leading in Crisis" and Benjamin Heineman, former general counsel at General Electric and author of a recent book on financial performance with integrity. □-- Rick Harmon