

# **JOURNALISM ETHICS**

**019:168 (JMC:4805), Spring 2013**

**9:30 to 10:45 a.m., Tuesdays and Thursdays**

**E246 Adler Journalism Building**

***“One of the chief difficulties in journalism now is to keep the news instinct from running rampant over the restraints of accuracy and conscience.”***

Joseph Pulitzer, “The College of Journalism” (1904)

***“The primary purpose of journalism is to provide citizens with the information they need to be free and self-governing.”***

Bill Kovach and Tom Rosenstiel, *The Elements of Journalism* (2007)

**ABOUT THIS COURSE:** Welcome to Journalism Ethics! In this course, we will learn about ethical principles, consider standards of practice and behavior for professional journalists, and look at American journalism both as it is and as how we might like it to be.

Our focus will be primarily on the ethics of people and institutions whose social role is to inform others about civic affairs and issues. Although all public communicators share a need to maintain credibility as well as some underlying ethical principles, our emphasis will be on "the news" and the people who provide it.

This course will help you work out your own guiding ethical principles, both individually and by exploring ideas with others. It will equip you with a toolbox for making sound ethical judgments and provide practice in using those tools. By the end of the semester, you will have gained:

- \* A framework for the process of making good ethical decisions as both journalists and citizens.
- \* A deeper understanding of the role of the media in a democratic society – the role that underlies our need for ethical journalism in the first place.
- \* Insight into the ethical challenges facing journalists today.

## **REQUIRED BOOKS:**

*Media Ethics: Cases and Moral Reasoning* (9<sup>th</sup> edition)  
Christians, Fackler, Richardson, Kreshel and Woods; Allyn & Bacon, 2012

*Journalism Ethics: A Philosophical Approach*  
Meyers (editor); Oxford University Press, 2010  
One copy on reserve at UI Main Library for four-hour checkout

*Media Ethics at Work: True Stories from Young Professionals*  
Peck and Reel (editors); Sage/CQ Press, 2013

## **RECOMMENDED BOOK:**

*The Elements of Journalism: What Newspeople Should Know and the Public Should Expect* (revised edition)  
Bill Kovach and Tom Rosenstiel; Three Rivers Press, 2007  
One copy on reserve at UI Main Library for four-hour checkout

## **CLASS WEBSITE/BLOG:**

We're online at: [IowaJournalismEthics.wordpress.com](http://IowaJournalismEthics.wordpress.com)

## **ONLINE SYLLABUS:**

The online syllabus ([IowaJournalismEthics.wordpress.com/syllabus](http://IowaJournalismEthics.wordpress.com/syllabus)) will provide **updated info and readings** throughout the semester.

**INSTRUCTOR:**

Dr. Jane B. Singer  
W341 Adler Journalism Building; jane-singer@uiowa.edu; 335-3431

**Office Hours:**

2 to 4 pm Tuesdays, 2 to 3 pm Wednesdays, or by appointment

**About your instructor:** Jane has 15 years experience as a print and online journalist. She is co-author of *Online Journalism Ethics*, a contributing editor of *Media Ethics* magazine, and an editorial advisory board member of the *Journal of Mass Media Ethics*. Jane holds a Ph.D. in journalism from the University of Missouri-Columbia, an M.A. in liberal studies from New York University and a bachelor's in journalism from the University of Georgia. She came to Iowa in 1999 but worked at a university in England from 2007 through 2009.

**SCHOOL INFORMATION:**

School of Journalism and Mass Communication, E305 Adler Journalism Building  
Office phone: 335-3486 (Michele Ketchum or Rosemary Zimmerman)  
Director: David Perlmutter, E305B AJB; david-perlmutter@uiowa.edu

The School is part of the College of Liberal Arts and Sciences ([www.clas.uiowa.edu](http://www.clas.uiowa.edu)), which is our administrative home. The College oversees such matters as add/drop deadlines, second-grade-only options and the like. See the *CLAS Academic Policies Handbook*: [www.clas.uiowa.edu/students/handbook](http://www.clas.uiowa.edu/students/handbook).

**ACADEMIC INTEGRITY:** Please refer to the *CLAS Academic Policies Handbook* for information about academic honesty. University penalties for plagiarism – defined in *Webster's New World Dictionary* as taking ideas, writings and so on from another and passing them off as one's own – range from grade reduction to dismissal from the University. The same rules apply online as elsewhere: **If someone else created it, that person or organization owns it.** For journalists and other public communicators, plagiarism or other dishonesty is a sin deadly to any career. Don't do it.

**ATTENDANCE:** Failure to attend class regularly will adversely affect your grade. If you cannot avoid missing class, you must let Jane know the reason for your absence within 24 hours. (E-mail is fine.)

"Attendance" involves **attending mentally as well as physically**. During class, cell phones must be turned off and stored, and laptops or tablets may be used only for taking notes unless instructed otherwise. Please, no texting, FB, email, etc., etc. Their use in the classroom is rude, annoying and distracting.

**E-MAIL:** University policy specifies that students are responsible for all official and class-related correspondence sent to their University of Iowa e-mail address (NAME@uiowa.edu).

**GRADUATE CREDIT:** Students enrolled in the Graduate College must successfully complete substantive additional work to receive credit for this class. Please talk with Jane about details.

**HONORS CREDIT:** Any member of the University Honors Program is eligible to take this course for honors credit. Supplemental work must meet quality standards to qualify for honors credit. Please talk with Jane about possibilities.

**LEARNING ENABLEMENT:** If you need academic accommodation for any disability, please register with Student Disability Services ([www.uiowa.edu/~sds](http://www.uiowa.edu/~sds)), then meet privately with Jane to make the necessary arrangements.

**RIGHTS and RESPONSIBILITIES:** You have a right to expect an environment that enables you to learn. You have a responsibility to colleagues and to Jane to help create an environment in which others may learn. If you have a complaint against any faculty member, you are responsible for following procedures in the *CLAS Academic Policies Handbook*. However, please try to work out a solution with those involved first, starting with Jane.

The University also has an explicit policy related to sexual harassment, which subverts the mission of the institution and threatens the well-being of its members. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of harassment should be reported at once.

**SEVERE WEATHER:** If threatening weather occurs during class, seek appropriate shelter immediately. Class will continue if possible when the event is over. The Hawk Alert site ([hawkalert.uiowa.edu](http://hawkalert.uiowa.edu)) contains details about notification of weather and other emergencies.

**TIME ALLOCATION:** College policy states that for each semester hour of credit in a course, students should expect to spend two hours per week in out-of-class work or preparation. This is a 3 s.h. class, which means an **average of six hours a week of outside-of-class work**.

## GRADING

A total of 1,000 points will be possible in Journalism Ethics. **All work must be completed on time to be eligible for full credit.** This page provides the breakdown for undergraduates. Additional work will be required for graduate students. Details about all assignments will be provided in class.

### TESTS

**(400 points total)**

We will have three tests during the semester, worth a total of 400 points. The tests will cover main ideas and their applications. We will not have a final exam.

**First test**, 100 points: **Thursday, Feb. 14** (sorry about that ...)

**Second test**, 150 points: **Thursday, April 4**

**Third test**, 150 points: **Thursday, May 2**

### DECISION-MAKING and DISCUSSION, small group project

**(250 points total)**

Most Thursdays, a pair of two-person teams will lead the class in an ethical decision-making exercise, worth 100 points for the leaders and up to 20 points for other online and in-class participants. These exercises typically will draw on case studies from your readings.

**Note: You cannot earn the full complement of points if you are absent.**

### ETHICAL ANALYSIS OF JOURNALISTIC WORK

**(200 points total)**

You will find two current (**January 2013 or later**) stories or other items in the media that raise a significant ethical issue in your mind. You will provide a copy of the item plus your analysis of it, based on **ethical concepts** (principles, philosophical approaches, codes, tools, whatever) discussed in class or in your readings. Each analysis is worth **100 points**.

Watch for these all semester; the better your selected item, the easier your job will be. In fact, why not go ahead and write your analysis when you see a good candidate? It will be a more pleasurable and valuable experience if you don't do it "on deadline" but rather when something catches your interest (and you have the time to devote to it). But for hard-core deadline addicts:

**First analysis** is due no later than: **Tuesday, March 5**

**Second analysis** is due no later than: **Tuesday, April 23**

### NEWSROOM POLICY, individual / group project

**(150 points total)**

You will gather and share (through our class blog) ideas, information and resources about a selected aspect of journalism ethics. Working with other class members interested in the same topic, you will then develop a newsroom policy for making ethical decisions in that area.

**Checkpoint one** (two items), 20 points: **Tuesday, April 2**

**Checkpoint two** (five items), 50 points: **Tuesday, April 30**

**Newsroom policy**, 80 points: **During our final exam time (to come)**

### MAKE-UPS:

... will be permitted only in **documented emergencies** and only if completed **before** the graded assignment is returned to students who did the assignment (or took the test, etc.) on schedule, which may be as early as the following class meeting.

### PLUS-MINUS:

We will use plus-minus indications for final grades.

### GRADE CHANGES:

If you believe a mistake has been made on a grade, you must see Jane within **one week** after the assignment, exercise or test has been returned to you. After that, the grade stands.

# PROPOSED SCHEDULE OF CLASSES, READINGS and ASSIGNMENTS

Here is a **tentative** outline of where we will go together this semester, subject to change as events and your interests dictate. After the first week, please complete the readings (on the right below) by **Tuesday**.

One copy of *Journalism Ethics: A Philosophical Approach* and one copy of *Elements of Journalism* are on reserve at the Main Library. All books also are available through the Journalism Resource Center (E350 AJB).

Required readings that are not in one of the three required texts or available for free online can be accessed through the "Readings" tab on our class website ([IowaJournalismEthics.wordpress.com/Readings](http://IowaJournalismEthics.wordpress.com/Readings)).

**Additional online readings** may be incorporated (and/or other stuff deleted) as new materials appear.

## FIRST SEGMENT: INTRODUCTIONS AND ETHICAL GROUNDWORK

### **WEEK ONE: Introductions to Course and Concepts**

**Jan. 22** Introductions

**Jan. 24** Ethics, morals and journalism

**Meyers:** Part I/Intro, "Ethics Theory and Decision Making"  
Pages 3-8

**Meyers:** Coleman, "Moral Development and Journalism"  
Chapter 2, pages 25-33

**Peck/Reel:** Elliott, "Morally Developed Media Professional"  
Chapter 2, pages 23-32

**Peck/Reel:** Feighery, "Contacting the Family of a Killer"  
Chapter 17, pages 205-214

**Case study for discussion: Newtown shooting coverage**  
Online: Go to [poynter.org](http://poynter.org), search "newtown"  
Read a few of the items that look interesting to you

*Optional:* Sullivan, "Errors...Reflect...Pressures"  
Online: [publiceditor.blogs.nytimes.com/2012/12/17/errors-in-newtown-shootings-coverage-reflect-growing-pressures/](http://publiceditor.blogs.nytimes.com/2012/12/17/errors-in-newtown-shootings-coverage-reflect-growing-pressures/)

*Optional:* Sullivan, "Adam Lanza ... Violence"  
Online: [publiceditor.blogs.nytimes.com/2012/12/18/adam-lanza-aspergers-and-a-misleading-connection-with-violence](http://publiceditor.blogs.nytimes.com/2012/12/18/adam-lanza-aspergers-and-a-misleading-connection-with-violence)

Or maybe you'd like to read about the **Manti Te'o hoax** ...

*Optional:* Griner, "Sports Journalism ... Truth ..."  
Online: [www.poynter.org/latest-news/everyday-ethics/200985/sports-journalism-faces-moment-of-truth-in-week-of-lance-armstrong-manti-teo-hoax/](http://www.poynter.org/latest-news/everyday-ethics/200985/sports-journalism-faces-moment-of-truth-in-week-of-lance-armstrong-manti-teo-hoax/)

### **WEEK TWO: Approaches to Ethics: Making Choices**

**Jan. 29** Kant and Ross: Duty-based ethics

**Jan. 31** Aristotle and Mill: Not just duty

**Christians et al:** "Ethical Foundations and Perspectives"  
Introduction, pages 1-27

**Meyers:** Elliott/Ozar, "An Explanation and a Method ..."  
Chapter 1, page 9-24

**Peck/Reel:** "Introduction"  
Peck, "Tools for Ethical Decision Making"  
Intro and Chapter 1, pages 1-22

**Patterson:** "How to Read a Case Study"  
and **Gettys:** "Visualizing September 11"  
In Patterson/Wilkins, *Media Ethics*, pages 19-20, 43-46  
Available as .pdf from class website

**Thursday, Jan. 31:** Practice decision-making exercise (ungraded)

### WEEK THREE: Other Useful Approaches ... Plus a Good Decision-Making Tool

Feb. 5 Elliott, Bok and the Potter Box

Feb. 7 Rawls

**Meyers:** Part II Intro/Theory and Justification  
Pages 35-38

**Meyers:** Craft, "Press Freedom and Responsibility"  
Chapter 3, pages 39-51

**Meyers:** Borden, "The Moral Justification for Journalism"  
Chapter 4, pages 53-68

**Elliott,** "Cases and Moral Systems"  
In Patterson/Wilkins, *Media Ethics*; pages 17-18  
Available as .pdf from class website

**Patterson/Wilkins,** "John Rawls and Veil of Ignorance"  
In Patterson/Wilkins, *Media Ethics*, pages 134-135  
Available as .pdf from class website

**Peck/Reel:** Mensing, "Confronting Others' Violations ..."  
Chapter 3, pages 33-42

**Peck/Reel:** Boynton/Rhew, "Friend of the Victim"  
Chapter 18, pages 215-224

**Thursday, Feb. 7:** Decision-making exercise (graded)

### WEEK FOUR: Press Rights and Responsibilities

Feb. 12 Codes, councils, ombudsmen

Feb. 14 First test

**Meyers:** Part III/Intro: "What Is Journalism? ..."  
Pages 85-89

**Meyers:** Davis, "Why Journalism Is a Profession"  
Chapter 6, pages 91-102

**Meyers:** Black, "Who Is a Journalist?"  
Chapter 7, pages 103-116

**Society of Professional Journalists:** Code of Ethics  
Online: [spj.org/ethicscode.asp](http://spj.org/ethicscode.asp)

**Buttry/Gratz, Quill:** "Should SPJ Update the Code of Ethics?"  
Available as .pdf from class website

**UK Press Complaints Commission:**  
Online: [pcc.org.uk/AboutthePCC/WhatisthePCC.html](http://pcc.org.uk/AboutthePCC/WhatisthePCC.html)

**Organization of News Ombudsmen:** About ONO  
Online: [newsombudsmen.org/about-ono](http://newsombudsmen.org/about-ono)

*Optional:* Other ethics codes/mission statements such as ...  
[www.rtdna.org/article/rtdna\\_code\\_of\\_ethics](http://www.rtdna.org/article/rtdna_code_of_ethics)  
[journalists.org/about/mission/](http://journalists.org/about/mission/)  
[www.prsa.org/AboutPRSA/Ethics/](http://www.prsa.org/AboutPRSA/Ethics/)  
[www.nytco.com/press/ethics.html](http://www.nytco.com/press/ethics.html)

## **SECOND SEGMENT: FUNDAMENTAL ISSUES FOR JOURNALISTS**

Recommended (but optional) reading during this segment: *The Elements of Journalism* (book)

### **WEEK FIVE: Accuracy and Truth-Telling**

**Feb. 19** A commitment to truth

**Feb. 21** Getting the story

**Christians et al.:** "Part I: News" and "Truth-telling"  
Part I intro and Chapter 2, pages 29-30 and 47-59

**Meyers:** Part VIII/Intro: "Getting the Story"  
Pages 297-300

**Meyers:** Plaisance, "The Ethos of 'Getting the Story'"  
Chapter 20, pages 301-310

**Meyers:** Wilkins, "Mitigation Watchdogs"  
Chapter 21, pages 311-324

**Peck/Reel:** Mensing, "The Importance of Fact-Checking"  
Chapter 8, pages 87-98 (including "First-Person Ethics")

**Peck/Reel:** Niekamp, "Please Don't Use the Video"  
Chapter 14, pages 161-168

**Logan:** "Victims and the Press"  
In Patterson/Wilkins, *Media Ethics*, pages 163-165  
Available as .pdf from class website

**Brisbane:** "Should The *Times* Be a Truth Vigilante?"  
Online: [publiceditor.blogs.nytimes.com/2012/01/12/should-the-times-be-a-truth-vigilante](http://publiceditor.blogs.nytimes.com/2012/01/12/should-the-times-be-a-truth-vigilante) (plus update)

**Thursday, Feb. 21:** Decision-making exercise

### **WEEK SIX: Business Pressures**

**Feb. 26** The business of journalism

**Feb. 28** Conflicts of interest

**Christians et al.:** "Institutional Pressures"  
Chapter 1, pages 31-46

**Christians et al.:** "The Media Are Commercial"  
Chapter 8, pages 155-176

**Meyers:** Part V/Intro: "The Business of Journalism"  
Pages 167-170

**Meyers:** Richards, "Journalism's Tangled Web"  
Chapter 11, pages 171-183

**Meyers:** Edmonds, "The Decline of the News Business"  
Chapter 12, pages 185-192

**Meyers:** Steffens, "Covering a World That's Falling Apart ..."  
Chapter 13, pages 193-196

**Farhi,** *American Journalism Review*, "Speak No Evil"  
Online: [ajr.org/Article.asp?id=5190](http://ajr.org/Article.asp?id=5190)

**Weinberg,** "Punishing the Messenger: Tobacco Industry ..."  
In Patterson/Wilkins, *Media Ethics*, pages 200-202  
Available as .pdf from class website

**Thursday, Feb. 28:** Decision-making exercise

## WEEK SEVEN: Objectivity and Conflicts of Interest

**March 5** Objectivity and transparency

**March 7** Conflicts of interest

**Meyers:** Part IV/Intro: "Objectivity"

Pages 131-136

**Meyers:** Ward, "Inventing Objectivity: ... Philosophical Foundations"  
Chapter 9, pages 137-152

**Meyers:** Figdor, "Is Objective News Possible?"  
Chapter 10, pages 153-164

**Meyers:** Banaszynski, "Conflicting Loyalties and Personal Choices"  
Chapter 16, 237-247

**Meyers:** Wasserman, "A Robust Future for Conflict of Interest"  
Chapter 17, pages 249-270

**Peck/Reel:** Niekamp, "Losing Balance: Case of the Anchor Blogger"  
Chapter 20, pages 239-249 (including "First-Person Ethics")

**Cunningham:** *CJR*, "Rethinking Objective Journalism"  
Online: [altnet.org/story/16348/rethinking\\_objective\\_journalism](http://altnet.org/story/16348/rethinking_objective_journalism)

**Glasser:** "When Is Objective Reporting Irresponsible Reporting?"  
In Patterson/Wilkins, *Media Ethics*, pages 50-51  
Available as .pdf from class website

**Woods:** "The David Duke Candidacy"  
In Patterson/Wilkins, *Media Ethics*, publisher's website  
Available as .pdf from class website

**Tuesday, March 5:** First ethical analysis due  
**Thursday, March 7:** Decision-making exercise

## WEEK EIGHT: Privacy

**March 12** A right or a need?

**March 14** Digital privacy

**Christians et al.:** "Invasion of Privacy"

Chapter 5, pages 95-113

**Meyers:** Part VI/Intro: "Privacy"  
Pages 197-201

**Meyers:** Christians, "The Ethics of Privacy"  
Chapter 14, pages 203-214

**Meyers:** Gauthier, "Understanding, Respecting Privacy"  
Chapter 15, pages 215-230

**Peck/Reel:** O'Donnell, "Source Remorse: ... Requests to 'Unpublish'"  
Chapter 15, pages 169-187 (including "First-Person Ethics")

**Peck/Reel:** Leach, "Are Public Officials Always on the Record?"  
Chapter 21, pages 251-260

**Wilkins:** "Naomi Campbell: Do Celebrities Have Privacy?"  
In Patterson/Wilkins, *Media Ethics*, pages 294-296  
Available as .pdf from class website

**Oukrup:** "Arthur Ashe and the Right to Privacy"  
In Patterson/Wilkins, *Media Ethics*, publisher's website  
Available as .pdf from class website

**Thursday, March 14:** Decision-making exercise

**\*\*\* WEEK NINE is SPRING BREAK!! Have a safe and happy one! \*\*\***

**WEEK TEN: Source Relationships, Conflicts of Interest and Deception**

**March 26** Ends and means

**March 28** Deception online

**Christians et al.:** "Reporters and Sources"  
Chapter 3, pages 60-77

**Meyers:** Part VII/Intro: "Approaching the News ..."  
Pages 231-235

**Meyers:** Quinn, "Respecting Sources' Confidentiality..."  
Chapter 18, pages 271-282

**Peck/Reel:** Daniels, "Solo Judgment Calls"  
Chapter 6, pages 67-76

**Peck/Reel:** Mirando, "Seeking Answers for Students"  
Chapter 9, pages 99-110

**Peck/Reel:** Wulfemeyer, "On the Record or Off?"  
Chapter 22, pages 261-273 (including "First-Person Ethics")

**Whitehouse:** "Where Everybody Knows Your Name"  
In Patterson/Wilkins, *Media Ethics*, pages 107-109  
Available as .pdf from class website

**Singer:** "Deception Justified?"  
In Friend/Singer, *Online Journalism Ethics*, pages 109-111  
Available as .pdf from class website

**Thursday, March 28:** Decision-making exercise

**WEEK ELEVEN: Diversity**

**April 2** Serving the public

**April 4** **Second test**

**Christians et al.:** "Social Justice"  
Chapter 4, pages 78-94

**Meyers:** Wasserman, "Search for Global Media Ethics"  
Chapter 5, pages 69-83

**Peck/Reel:** Reimold, "Free Speech, Official Pressure"  
Chapter 10, pages 111-124 (including "First-Person Ethics")

**Ordoñez:** "Can You Relate: Cross-Cultural Sensitivity..."  
In Patterson/Wilkins, *Media Ethics*, pages 119-121  
Available as .pdf from class website

**Chavez:** "Joining the Circle: A Yakima Story"  
In Carstarphen/Sanchez, *American Indians and Mass Media*, pages 232-234

*Optional resources:* Poynter.org, Diversity@Work  
Online: [www.poynter.org/category/how-tos/newsgathering-storytelling/diversity-at-work](http://www.poynter.org/category/how-tos/newsgathering-storytelling/diversity-at-work)

American Society of News Editors report  
Online: [asne.org](http://asne.org), "Key Initiatives/Diversity"

Radio TV Digital News Association report  
Online: [www.rtdna.org/channel/women\\_minorities\\_survey](http://www.rtdna.org/channel/women_minorities_survey)

**Tuesday, April 2:** First checkpoint, newsroom policy



## **THIRD SEGMENT: SPECIFICS**

### **WEEK TWELVE: Sports and Entertainment Journalism**

**April 9** Sports journalism

**April 11** Entertainment journalism

**Christians et al.:** "Violence"  
Chapter 14, pages 255-268

**Christians et al.:** "Censorship"  
Chapter 17, pages 290-299

**Journalism.org:** "Box Scores and Bylines"  
Online: [www.journalism.org/node/50](http://www.journalism.org/node/50) (overview)  
Online: [www.journalism.org/node/56](http://www.journalism.org/node/56) (conclusions)

**Oates/Pauly:** "Sports Journalism as Moral and Ethical Discourse"  
*Journal of Mass Media Ethics* 22 (4, 2007): 332-347  
Available as .pdf from class website

**Scott:** "Playing Hardball: The Pete Rose-Jim Gray Controversy"  
In Patterson/Wilkins, *Media Ethics*, publisher's website  
Available as .pdf from class website

*Optional:* Christians et al., "Profits, Wealth and Public Trust"  
Chapter 15, pages 269-278

*Optional:* Christians et al., "Media Scope and Depth"  
Chapter 16, pages 279-289

**Thursday, April 11:** Decision-making exercise

### **WEEK THIRTEEN: Photo and Video Journalism**

**April 16** Seeing and believing

**April 18** The power of visual communication

**Meyers:** Part IX/Intro: "Image Ethics"  
Pages 325-329

**Meyers:** Newton/Williams, "Visual Ethics"  
Chapter 22, pages 331-349

**Meyers:** Lester, "Ethics and Images: Five Major Concerns"  
Chapter 23, pages 351-358

**Peck/Reel:** Kenney, "Desensitized to Violence"  
Chapter 12, pages 135-145

**Peck/Reel:** Reed/Bracaglia: "Hard Questions, Big Backlash"  
Chapter 16, pages 189-203 (including "First-Person Ethics")

**Roosenraad:** "Problem Photos and Public Outcry"  
In Patterson/Wilkins, *Media Ethics*, pages 219-221  
Available as .pdf from class website

**Pheiffer:** "Death in Print: ... Hurricane Katrina Photographs"  
In Patterson/Wilkins, *Media Ethics*, pages 234-238  
Available as .pdf from class website

**Van Meter:** "Faking Photos: Is It Ever Justified?"  
In Patterson/Wilkins, *Media Ethics*, publisher's website  
Available as .pdf from class website

**Thursday, April 18:** Decision-making exercise

## WEEK FOURTEEN: Strategic communications

**April 23** Public relations

**April 25** Advertising and marketing

**Christians et al.:** "Advertising in an Image-Based Culture"  
Chapter 7, pages 138-154

**Christians et al.:** "Telling the Truth in Organizational Settings"  
Chapter 11, pages 213-225

**Christians et al.:** "Conflicting Loyalties"  
Chapter 12, pages 226-238

**Peck/Reel:** Furlow, "Focus Group Dilemma"  
Chapter 4, pages 43-54 (including "First-Person Ethics")

**Peck/Reel:** Lambiase, "Real Estate Boasting"  
Chapter 7, pages 77-86

**Peck/Reel:** Auger, "Sins of Omission"  
Chapter 11, pages 125-134

**Peck/Reel:** Boyle, "No PR Picnic: Case of the Disengaged Alumni"  
Chapter 23, pages 275-282

*Optional:* American Advertising Federation, "Principles and Practices"  
[www.aaf.org/default.asp?id=1236](http://www.aaf.org/default.asp?id=1236)  
(Scroll to bottom and access last .pdf, "with commentary")

*Optional:* Four advertising / PR chapters from Christians et al.  
- Chapter 6, "Commercialization of ... Life," pages 120-137  
- Chapter 9, "Advertising's ... Culture," pages 177-198  
- Chapter 10, "Public Communication," pages 201-212  
- Chapter 13, "... Social Responsibility," pages 239-254

*Optional:* Peck/Reel: Peck, "Come Up to My Apartment"  
Chapter 24, pages 283-290

**Tuesday, April 23:** Second ethical analysis due

**Thursday, April 25:** Last decision-making exercise

## WEEK FIFTEEN: Future tense

**April 30** Ethics in a time of transition

**May 2** Third test

**Meyers:** Singer, "Norms and the Network"  
Chapter 8, pages 117-129

**Meyers:** Wyatt, "Ethical Obligations of News Consumers"  
Chapter 19, pages 283-295

**Peck/Reel:** Waters, "OMB! This Band Is SOOO GR8!"  
Chapter 5, pages 55-66 (including "First-Person Ethics")

**Peck/Reel:** Reel, "Sensitivity and Professionalism: ... Facebook"  
Chapter 13, pages 147-160 (including "First-Person Ethics")

**Peck/Reel:** Ritzenthaler, "Journalists' Judgments versus ... Clicks"  
Chapter 19, pages 225-238 (including "First-Person Ethics")

*Optional:* Peck/Reel, Hamula, "Along Came a Better Offer"  
Chapter 25, pages 291-302

**Tuesday, April 30:** Second checkpoint, newsroom policy

## **WEEK SIXTEEN: Applying the Ideas**

**May 7** You Be the Editor: Special guest panel, sponsored by Society of Professional Journalists

**May 9** Newsroom policy workday

## **FINALS WEEK: Ethical Newsrooms**

Policies for an ethical newsroom

We will meet together to present and discuss these during our final exam time, to be scheduled

**\*\*\* HAVE a SUPER SUMMER, EVERYONE! \*\*\***

## **THE IOWA DOZEN**

The mission of our School is to educate journalism and mass communication professionals, scholars and faculty. Through professional and creative research activities, members of each of these groups enhance a continually growing and evolving understanding of the social and cultural roles, responsibilities, and contexts for communicators in a democratic society, as well as in diverse global contexts.

To accomplish that mission:

### **We learn to ...**

1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly. \*\*
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully.
5. Apply statistical concepts accurately.

### **We value ...**

6. Free speech and First Amendment principles for all individuals and groups. \*\*
7. A diverse global community. \*\*
8. Creativity and independence. \*\*
9. Truth, accuracy and fairness. \*\*

### **We explore ...**

10. Theories and concepts. \*\*
11. The history, structure and economy of media institutions. \*\*
12. The role of media in shaping cultures.

\*\* Starred items are especially emphasized in Journalism Ethics.

## ONLINE RESOURCES ABOUT ETHICS and the MEDIA

There are many excellent sites related to media ethics. Of course, there are hundreds of books and thousands of magazine articles, too. A scholarly journal (the *Journal of Mass Media Ethics*) is devoted to the topic, along with a bi-annual magazine (*Media Ethics*). Journalism reviews such as *American Journalism Review* ([ajr.org](http://ajr.org)), *Columbia Journalism Review* ([cjr.org](http://cjr.org)) and *Quill* ([spj.org/quill.asp](http://spj.org/quill.asp)) cover ethics in every issue. Here are a few other good online resources, in alphabetical order:

- \* **Accuracy in Media** [aim.org](http://aim.org)  
Conservative-leaning media watchdog group (be aware of bias)
- \* **BBC College of Journalism: Ethics and Values** [guides.lib.uiowa.edu/jmc](http://guides.lib.uiowa.edu/jmc)  
"BBC College of Journalism/Values"  
(Access BBC College from link on UI library site)
- \* **Fairness and Accuracy in Reporting** [fair.org](http://fair.org)  
Liberal-leaning media watchdog group (be aware of bias)
- \* **Huffington Post: Eat the Press** [huffingtonpost.com/news/eat-the-press](http://huffingtonpost.com/news/eat-the-press)
- \* **Jim Romenesko** [jimromenesko.com/](http://jimromenesko.com/)  
Extensive industry insider info, commentary
- \* **Journalism Ethics in the News** [ethics.journalism.wisc.edu/resources/in-the-news](http://ethics.journalism.wisc.edu/resources/in-the-news)  
Center for Journalism Ethics, U of Wisconsin
- \* **Media Ethics** [mediaethicsmagazine.com](http://mediaethicsmagazine.com)
- \* **The MediaWise Trust** [mediawise.org.uk](http://mediawise.org.uk)  
Information and resources from around the world
- \* **New York Times public editor (ombudsman)** [topics.nytimes.com/top/opinion/thepubliceditor/index.html](http://topics.nytimes.com/top/opinion/thepubliceditor/index.html)
- \* **Nieman Reports** [nieman.harvard.edu/reports/issues.aspx](http://nieman.harvard.edu/reports/issues.aspx)
- \* **NPR On the Media** [onthemedia.org](http://onthemedia.org)
- \* **Organization of News Ombudsmen** [newsombudsmen.org](http://newsombudsmen.org)
- \* **Pew Research Center's Project for Excellence in Journalism** [journalism.org](http://journalism.org)  
Check "Daily Briefing" and weekly "News Index"  
Also: [www.journalism.org/resources/ethics\\_codes](http://www.journalism.org/resources/ethics_codes)
- \* **Poynter Institute's ethics info and resources** [www.poynter.org/tag/ethics](http://www.poynter.org/tag/ethics)
- \* **Press Complaints Commission cases (UK):** [www.pcc.org.uk/cases](http://www.pcc.org.uk/cases)
- \* **Regret the Error** [www.poynter.org/category/latest-news/regret-the-error](http://www.poynter.org/category/latest-news/regret-the-error)  
Monitors media mistakes -- and corrections
- \* **Society of Professional Journalists** [spj.org/ethics.asp](http://spj.org/ethics.asp)
- \* **Stinky Journalism** [imediaethics.org](http://imediaethics.org)  
Journalism that smells fishy

\* **Personal favorites:**

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