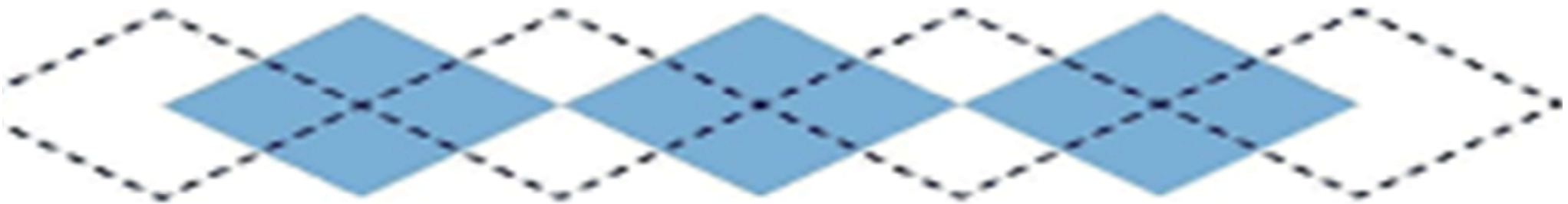




MeJo 141

Professional Problems and Ethics



JOMC 141

Professional Problems and Ethics



Stephen Stock

- UNC '83 Graduate in RTVMP
- Grew up in Swannanoa, NC
- Charles D Owen High '79
- The Daily Tar Heel '81-'83
- Played soccer '79-'81

Senior Investigative Reporter – NBC Bay Area
Ethics Fellow | The Poynter Institute for Media Studies

During 35 years in TV News covered:

- 37 named tropical storms/hurricanes
- 42 space shuttle launches
- More than one dozen tornadoes & wildfires
- 2000 Election - Florida hanging chads
- Elian Gonzalez standoff in Miami
- US Presidents, Pope, Ford fires, airplane crashes, inmate tax scams, fracking, child farm workers, day care safety, CA water crisis, toxic water, Silicon Valley tech companies, environmental issues, toxic dumping

What IS Ethics?

Based on Greek word *ethos* - meaning character

- “Ethics deals with the philosophical foundations of decision-making, of choosing among the good and bad options one faces.”
- Morality – the application of ethics or the way or manner in which people behave
- Law – what we can do or cannot do
- Ethics tells us what we owe or ought to do for society Jay Black & Jennings Bryant, 1992





Code of Ethics

PREAMBLE

Members of the Society of Professional Journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues. Conscientious journalists from all media and specialties strive to serve the public with thoroughness and honesty. Professional integrity is the cornerstone of a journalist's credibility. Members of the Society share a dedication to ethical behavior and adopt this code to declare the Society's principles and standards of practice.

SEEK TRUTH AND REPORT IT

Journalists should be honest, fair and courageous in gathering, reporting and interpreting information.

Journalists should:

- ▶ Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible.
- ▶ Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.
- ▶ Identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability.
- ▶ Always question sources' motives before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises.
- ▶ Make certain that headlines, news leases and promotional material, photos, video, audio, graphics, sound bites and quotations do not misrepresent. They should not overemphasize or highlight incidents out of context.
- ▶ Never distort the content of news photos or video. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations.
- ▶ Avoid misleading re-enactments or staged news events. If re-enactment is necessary to tell a story, label it.
- ▶ Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story.
- ▶ Never plagiarize.
- ▶ Tell the story of the diversity and magnitude of the human experience boldly, even when it is unpopular to do so.
- ▶ Examine their own cultural values and avoid imposing those values on others.
- ▶ Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.
- ▶ Support the open exchange of views, even views they find repugnant.
- ▶ Give voice to the voiceless; official and unofficial sources of information can be equally valid.
- ▶ Distinguish between advocacy and news reporting. Analysis and commentary should be labeled and not misrepresent fact or context.
- ▶ Distinguish news from advertising and shun hybrids that blur the lines between the two.
- ▶ Recognize a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.

MINIMIZE HARM

Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect.

Journalists should:

- ▶ Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.
- ▶ Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
- ▶ Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of the news is not a license for arrogance.
- ▶ Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone's privacy.
- ▶ Show good taste. Avoid pandering to lurid curiosity.
- ▶ Be cautious about identifying juvenile suspects or victims of sex crimes.
- ▶ Be judicious about naming criminal suspects before the formal filing of charges.
- ▶ Balance a criminal suspect's fair trial rights with the public's right to be informed.

ACT INDEPENDENTLY

Journalists should be free of obligation to any interest other than the public's right to know.

Journalists should:

- ▶ Avoid conflicts of interest, real or perceived.
- ▶ Remain free of associations and activities that may compromise integrity or damage credibility.
- ▶ Refuse gifts, favors, fees, free travel and special treatment, and shun secondary employment, political involvement, public office and service in community organizations if they compromise journalistic integrity.
- ▶ Disclose unavoidable conflicts.
- ▶ Be vigilant and courageous about holding those with power accountable.
- ▶ Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.
- ▶ Be wary of sources offering information for favors or money; avoid holding for news.

BE ACCOUNTABLE

Journalists are accountable to their readers, listeners, viewers and each other.

Journalists should:

- ▶ Clarify and explain news coverage and invite dialogue with the public over journalistic conduct.
- ▶ Encourage the public to voice grievances against the news media.
- ▶ Admit mistakes and correct them promptly.
- ▶ Expose unethical practices of journalists and the news media.
- ▶ Abide by the same high standards to which they hold others.

The SPJ Code of Ethics is voluntarily embraced by thousands of journalists, regardless of place or platform, and is widely used in newsrooms and classrooms as a guide for ethical behavior. The code is intended not as a set of "rules" but as a resource for ethical decision making. It is not — nor can it be under the First Amendment — legally enforceable.

The present version of the code was adopted by the 1996 SPJ National Convention, after months of study and debate among the Society's members. Sigma Delta Chi's first Code of Ethics was borrowed from the American Society of Newspaper Editors in 1926. In 1972, Sigma Delta Chi wrote its own code, which was revised in 1984, 1987 and 1996.

PREAMBLE

Professional electronic journalists should operate as trustees of the public, seek the truth, report it fairly and with integrity and independence, and stand accountable for their actions.

PUBLIC TRUST

Professional electronic journalists should recognize that their first obligation is to the public.

Professional electronic journalists should:

- Understand that any commitment other than service to the public undermines trust and credibility.
- Recognize that service in the public interest creates an obligation to reflect the diversity of the community and guard against oversimplification of issues or events.
- Provide a full range of information to enable the public to make enlightened decisions.
- Fight to ensure that the public's business is conducted in public.

FAIRNESS

Professional electronic journalists should present the news fairly and impartially, placing primary value on significance and relevance.

Professional electronic journalists should:

- Treat all subjects of news coverage with respect and dignity, showing particular compassion to victims of crime or tragedy.
- Exercise special care when children are involved in a story and give children greater privacy protection than adults.
- Seek to understand the diversity of their community and inform the public without bias or stereotype.
- Present a diversity of expressions, opinions, and ideas in context.
- Present analytical reporting based on professional perspective, not personal bias.
- Respect the right to a fair trial.

INDEPENDENCE

Professional electronic journalists should defend the independence of all journalists from those seeking influence or control over news content.

Professional electronic journalists should:

- Gather and report news without fear or favor, and vigorously resist undue influence from any outside forces, including advertisers, sources, story subjects, powerful individuals, and special interest groups.
- Resist those who would seek to buy or politically influence news content or who would seek to intimidate those who gather and disseminate the news.
- Determine news content solely through editorial judgment and not as the result of outside influence.
- Resist any self-interest or peer pressure that might erode journalistic duty and service to the public.
- Recognize that sponsorship of the news will not be used in any way to determine, restrict, or manipulate content.
- Refuse to allow the interests of ownership or management to influence news judgment and content inappropriately.
- Defend the rights of the free press for all journalists, recognizing that any professional or government licensing of journalists is a violation of that freedom.

ACCOUNTABILITY

Professional electronic journalists should recognize that they are accountable for their actions to the public, the profession, and themselves.

Professional electronic journalists should:

- Actively encourage adherence to these standards by all journalists and their employers.
- Respond to public concerns. Investigate complaints and correct errors promptly and with as much prominence as the original report.
- Explain journalistic processes to the public, especially when practices spark questions or controversy.
- Recognize that professional electronic journalists are duty-bound to conduct themselves ethically.
- Refrain from ordering or encouraging courses of action that would force employees to commit an unethical act.
- Carefully listen to employees who raise ethical objections and create environments in which such objections and discussions are encouraged.
- Seek support for and provide opportunities to train employees in ethical decision-making.

In meeting its responsibility to the profession of electronic journalism, RTDNA has created this code to identify important issues, to serve as a guide for its members, to facilitate self-scrutiny, and to shape future debate.

TRUTH

Professional electronic journalists should pursue truth aggressively and present the news accurately, in context, and as completely as possible.

Professional electronic journalists should:

- Continuously seek the truth.
- Resist distortions that obscure the importance of events.
- Clearly disclose the origin of information and label all material provided by outsiders.

Professional electronic journalists should not:

- Report anything known to be false.
- Manipulate images or sounds in any way that is misleading.
- Plagiarize.
- Present images or sounds that are reenacted without informing the public.

INTEGRITY

Professional electronic journalists should present the news with integrity and decency, avoiding real or perceived conflicts of interest, and respect the dignity and intelligence of the audience as well as the subjects of news.

Professional electronic journalists should:

- Identify sources whenever possible. Confidential sources should be used only when it is clearly in the public interest to gather or convey important information or when a person providing information might be harmed. Journalists should keep all commitments to protect a confidential source.
- Clearly label opinion and commentary.
- Guard against extended coverage of events or individuals that fails to significantly advance a story, place the event in context, or add to the public knowledge.
- Refrain from contacting participants in violent situations while the situation is in progress.
- Use technological tools with skill and thoughtfulness, avoiding techniques that skew facts, distort reality, or sensationalize events.
- Use surreptitious newsgathering techniques, including hidden cameras or microphones, only if there is no other way to obtain stories of significant public importance and only if the technique is explained to the audience.
- Disseminate the private transmissions of other news organizations only with permission.

Professional electronic journalists should not:

- Pay news sources who have a vested interest in a story.
- Accept gifts, favors, or compensation from those who might seek to influence coverage.
- Engage in activities that may compromise their integrity or independence.

**Associated Press
Code of Ethics for Photojournalists**

AP pictures must always tell the truth. We do not alter or digitally manipulate the content of a photograph in any way.

The content of a photograph must not be altered in Photoshop or by any other means. No element should be digitally added to or subtracted from any photograph. The faces or identities of individuals must not be obscured by Photoshop or any other editing tool. Only retouching or the use of the cloning tool to eliminate dust on camera sensors and scratches on scanned negatives or scanned prints are acceptable.

Minor adjustments in Photoshop are acceptable. These include cropping, dodging and burning, conversion into gray-scale, and normal toning and color adjustments that should be limited to those minimally necessary for clear and accurate reproduction (analogous to the burning and dodging previously used in darkroom processing of images) and that restore the authentic nature of the photograph. Changes in density, contrast, color and saturation levels that substantially alter the original scene are not acceptable. Backgrounds should not be digitally blurred or eliminated by burning down or by aggressive toning. The removal of "red eye" from photographs is not permissible.

When an employee has questions about the use of such methods or the AP's requirements and limitations on photo editing, he or she should contact a senior photo editor prior to the transmission of any image.

On those occasions when we transmit images that have been provided and altered by a source — the faces obscured, for example — the caption must clearly explain it. Transmitting such images must be approved by a senior photo editor.

Except as described herein, we do not stage, pose or re-enact events. When we shoot video, environmental portraits, or photograph subjects in a studio care should be taken to avoid, misleading viewers to believe that the moment was spontaneously captured in the course of gathering the news. In the cases of portraits, fashion or home design illustrations, any intervention should be revealed in the caption and special instructions box so it can't be mistaken as an attempt to deceive.

**National Press Photographers Association
Code of Ethics**

Visual journalists and those who manage visual news productions are accountable for upholding the following standards in their daily work:

Be accurate and comprehensive in the representation of subjects.

Resist being manipulated by staged photo opportunities.

Be complete and provide context when photographing or recording subjects. Avoid stereotyping individuals and groups. Recognize and work to avoid presenting one's own biases in the work.

Treat all subjects with respect and dignity. Give special consideration to vulnerable subjects and compassion to victims of crime or tragedy. Intrude on private moments of grief only when the public has an overriding and justifiable need to see.

While photographing subjects do not intentionally contribute to, alter, or seek to alter or influence events.

Editing should maintain the integrity of the photographic images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.

Do not pay sources or subjects or reward them materially for information or participation.

Do not accept gifts, favors, or compensation from those who might seek to influence coverage.

Do not intentionally sabotage the efforts of other journalists.

PRSA Member Code of Ethics

The PRSA Assembly adopted this Member Code of Ethics in 2000. It replaces the Code of Professional Standard (sometimes called the Code of Ethics) that was last revised in 1988. For further information on the Code, Please contact Judy Voss, Director, Professional Development, (212) 460-1480 or judy.voss@prsa.org.

Preamble

Public Relations Society of America Member Code of Ethics 2000

- Professional Values
- Principles of Conduct
- Commitment and Compliance

This Code applies to PRSA members. The Code is designed to be a useful guide for PRSA members as they carry out their ethical responsibilities. This document is designed to anticipate and accommodate, by precedent, ethical challenges that may arise. The scenarios outlined in the Code provision are actual examples of misconduct. More will be added as experience with the Code occurs.

The Public Relations Society of America (PRSA) is committed to ethical practices. The level of public trust PRSA members seek, as we serve the public good, means we have taken on a special obligation to operate ethically.

The value of member reputation depends upon the ethical conduct of everyone affiliated with the Public Relations Society of America. Each of us sets an example for each other - as well as other professionals - by our pursuit of excellence with powerful standards of performance, professionalism, and ethical conduct.

Emphasis on enforcement of the Code has been eliminated. But, the PRSA Board of Directors retains the right to bar from membership or expel from the Society any individual who has been or is sanctioned by a government agency or convicted in a court of law of an action that is in violation of this Code.

Ethical practice is the most important obligation of a PRSA member. We view the Member Code of Ethics as a model for other professions, organizations, and professionals.



But according to Philip Meyer
in 1987 book *Ethical Journalism*
“...journalists are still confused.”



In their book ***Doing Ethics in Journalism*** Poynter's Bob Steele, USF's Jay Black and BYU's Ralph Barney say part of the reason for that confusion are these **"Codes of Ethics"**

- At best codes help define problems and issues & alert journalists to responsibility to report as thoroughly, accurately and fairly as possible
- **At WORST** – "...codes have short-circuited individual journalists' ability to act as independent decision makers."

EXERCISE

- List 3 values to you that in your opinion are “must” values that guide your life and your decision making
- How are they important to you and toward conducting your life
- List them in the order that you value them

For example:

✓ *Hard work*

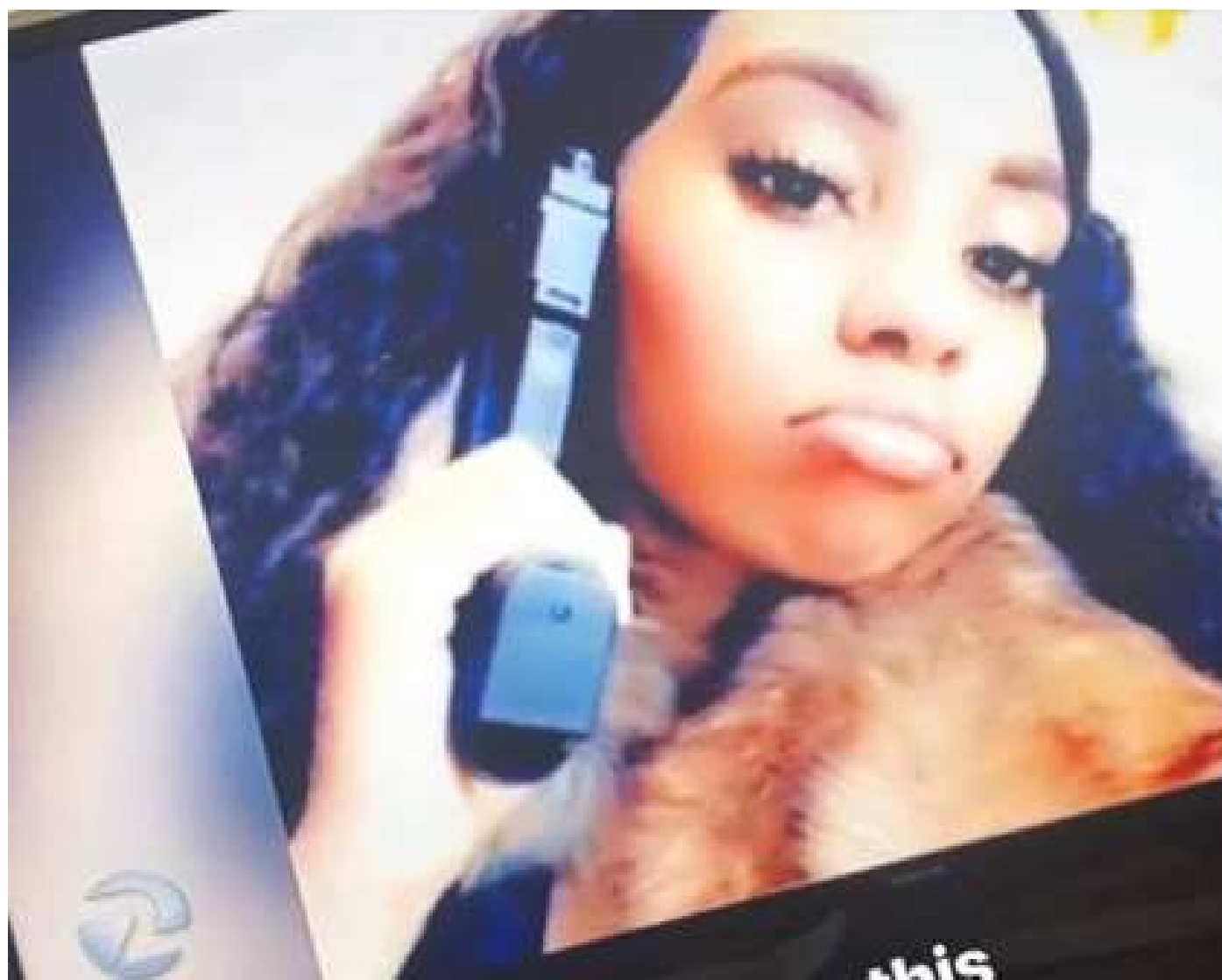
✓ *Loyalty*

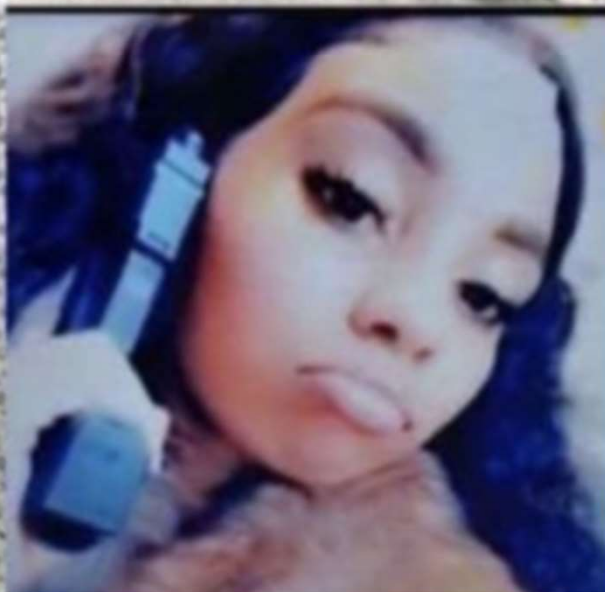
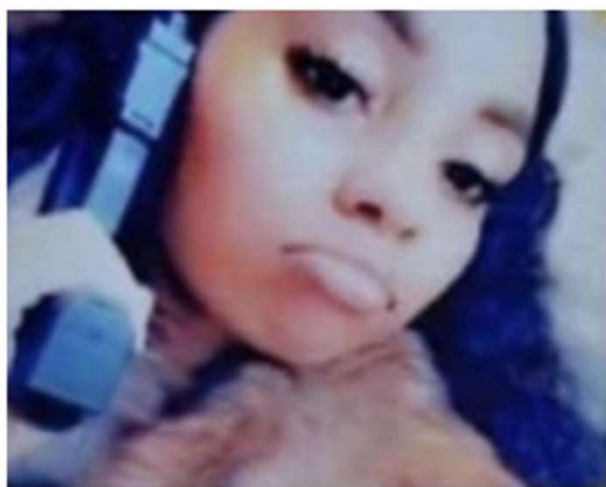
✓ *Integrity*

✓ *Honesty*

- Ethics also involves questioning yourself and your choices.
- How do they reflect on the craft of journalism?
- Is it true? Not accurate but true?
- Does it reflect truth?
- Is it fair?
- Is it balanced?
- Is it in context?
- Does it minimize harm?








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📱 Apps 📺 NBC Bay Area 🌐 Google 🔗 LinkedIn 🐦 TweetDeck 📘 Facebook 🐦 Twitter 📺 IRE 📧 Outlook Web App 📺 Tar Heel Times - UNC 📁 Dropbox 📍 Google Maps ➡ 📌 Other bookmark

🏠 Home ⚡ Moments 🔔 Notifications ✉ Messages 🐦 Search Twitter 🔍 🗲 Tweet ✕




NEW ACCOUNT
@TheLakeSh0wKing

RIP to TheLakeShowKing 🙏

📍 Los Angeles, Ca

📅 Joined October 2011

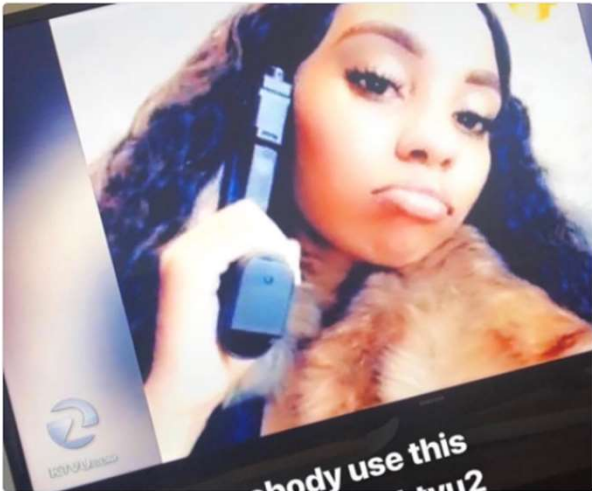


NEW ACCOUNT
@TheLakeSh0wKing

[Follow](#) ▾

So @KTVU decided to put this picture up about Nia Wilson


We demand an apology ASAP



7:39 PM - 23 Jul 2018

228 Retweets 364 Likes

37 228 364

 Tweet your reply

© 2018 Twitter About Help Center Terms Privacy policy Cookies Ads info



You may also like



The Grapevine

#SayHerName: Celebrities Draw Attention to the Death of Nia Wilson in the Week Following her Fatal Stabbing

Anne Branigin Friday 2:30pm

MEDIA

Black Journalist Groups Call Out TV Station for Airing Photo of Stabbing Victim Nia Wilson Appearing to Hold a Gun



Anne Branigin

Wednesday 10:08am • Filed to: NIA WILSON ▾

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Screenshot: Washington Post video

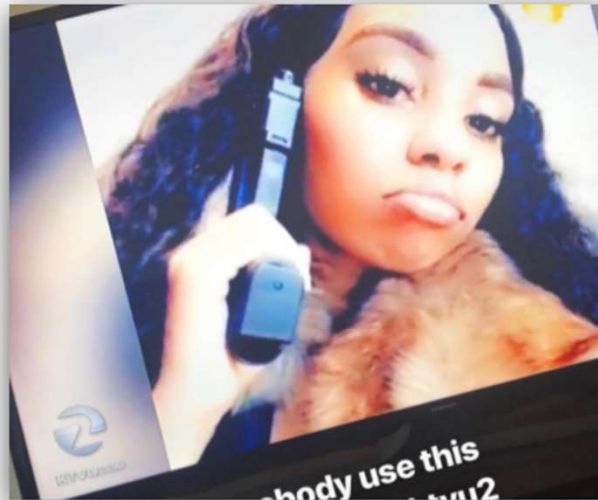
Several prominent black media groups have slammed a local Bay Area news station for running a photo of Nia Wilson—the 18-year-old black woman

📌 Share

🐦 Tweet

Monday, July 23, 2018

KTVU Has Another 'Oh Crap' Moment This Time on Nia Wilson Murder; UPDATE: Picture of Victim Holding Gun Was No Gun; Somerville Says Sorry (Again) On Behalf of Station



This photo of murder victim, Nia Wilson, made KTVU's air

**YOU WOULD
THINK
THEY'D HAVE
LEARNED BY
NOW**

How could KTVU let the photo of the stabbing victim, **Nia Wilson**, make it on the air? Its Noon News (that's a jinxed spot)

Incredible.

Indefensible too.

The suspect in the murder case has been apprehended.

KTVU has (more) explaining to do.

Again.

UPDATE: The picture of Nia Wilson appears to show her holding a gun; in fact, the photo is that of a cell phone case. It could be interpreted as an honest mistake by KTVU but given their 2013 Asiana Airlines fake names blunder, they should have been more careful. MUCH more careful.

*Anchor **Frank Somerville** once again had to apologize for the station.

One of the key concerns here is that killers of black people are often treated differently — meaning, more leniently — than killers of white people.

The statistics bear out the concern. Wesley Lowery, Kimbriell Kelly, and Steven Rich [recently reported for the Washington Post](#), based on an analysis of killings over the past decade in 52 of the US's largest cities: “Black victims, who accounted for the majority of homicides, were the least likely of any racial group to have their killings result in an arrest, The Post found. While police arrested someone in 63 percent of the killings of white victims, they did so in just 47 percent of those with black victims.”

As journalist Jill Leovy explained in her award-winning book [Ghettoside](#), the racial disparity reflects a lack of resources going to solving murders, particularly in minority communities. Community distrust can also play a role, since it makes it harder for police to get cooperating witnesses needed to solve murders; in this way, community distrust and poor murder solve rates feed into each other — people are less likely to cooperate with police when they feel unprotected by the law, and police are less able to protect people without cooperation. All of this together leads to fewer arrests when black people are the victims.

If They Gunned Me Down

Follow iftheygunnedmedown

tumblr

Which Picture Would They Use?



icewatercooler:

#IfTheyGunnedMeDown Which pic would they use? #TBT #THROWBACK #NoJusticeNoPeace #RIP #MikeBrown #Ferguson #StLouis #Missouri (at Somewhere Everywhere)

PERMALINK

TAGS:

#IFTHEYGUNNEDMEDOWN

Aug 21

mariefatale:

*#iftheygunnedmedown
Ver. 2*

Aug 21



mariefatale:

#iftheygunnedmedown

Ver. 2

They wouldn't show the smiling girl who graduated abroad at one of the best schools in the country. The media would portray me as a hard and mean-looking girl who was asking for it.

They wouldn't honor the life I had lived, but rather, justify the reason I was dead.

P.S. White people, please stay out of this tag.

PERMALINK

TAGS:
#IFTHEYGUNNEDMEDOWN

Follow iftheygunnedmedown

tumblr



Follow iftheygunnedmedown **tumblr**



blackandqueer:

#iftheygunnedmedown which pic you think they would use???

PERMALINK

TAGS:
#IFTHEYGUNNEDMEDOWN

Aug 20



xxhereshcomesnowxx:

#iftheygunnedmedown Which picture would they use? Would they mention my troubled past or that I occasionally smoked weed ...or would they mention

Aug 20

ASIANA FLIGHT 214

PILOTS' NAMES



- Captain Sum Ting Wong
- Wi Tu Lo
- Ho Lee Fuk
- Bang Ding Ow

KTVU.COM



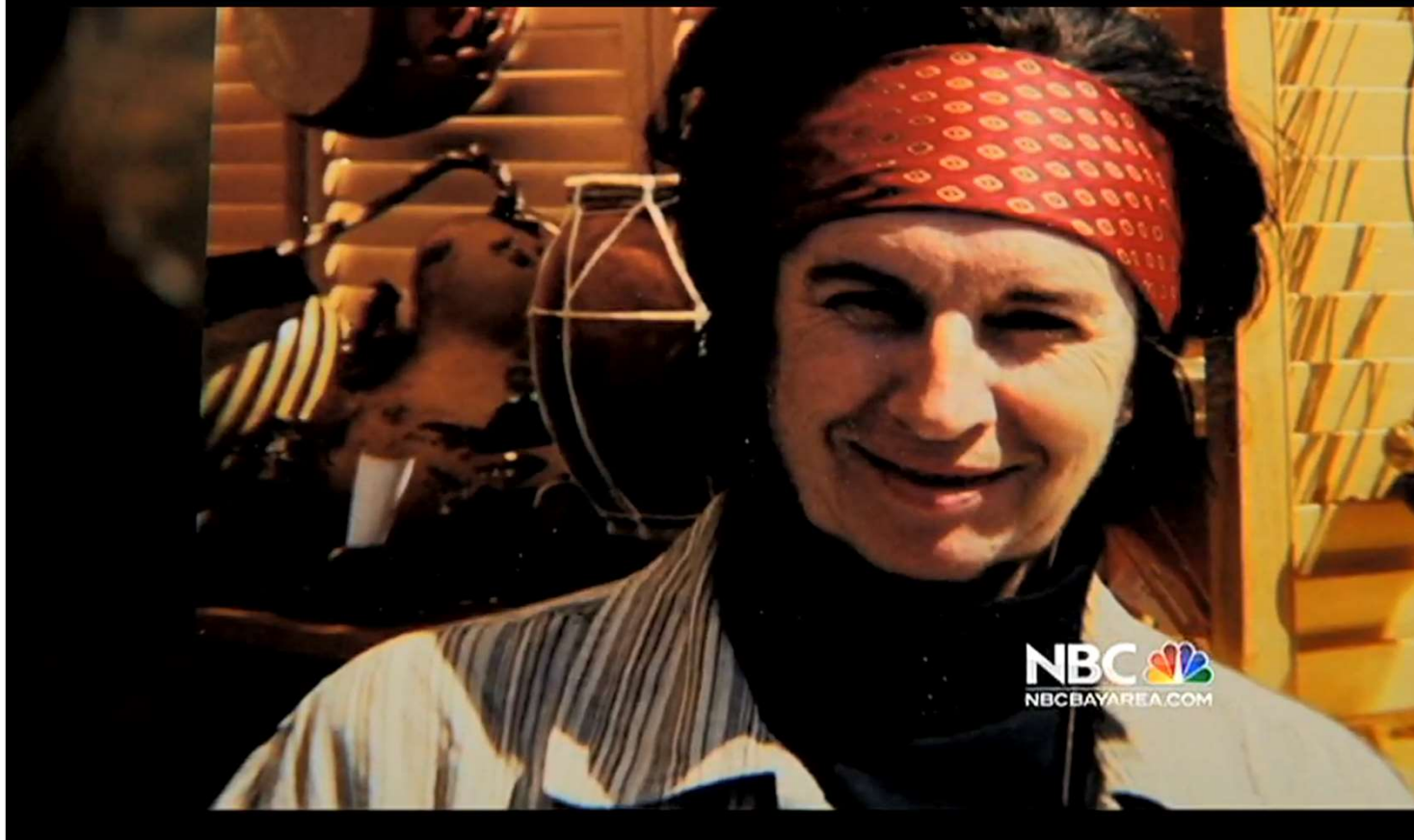


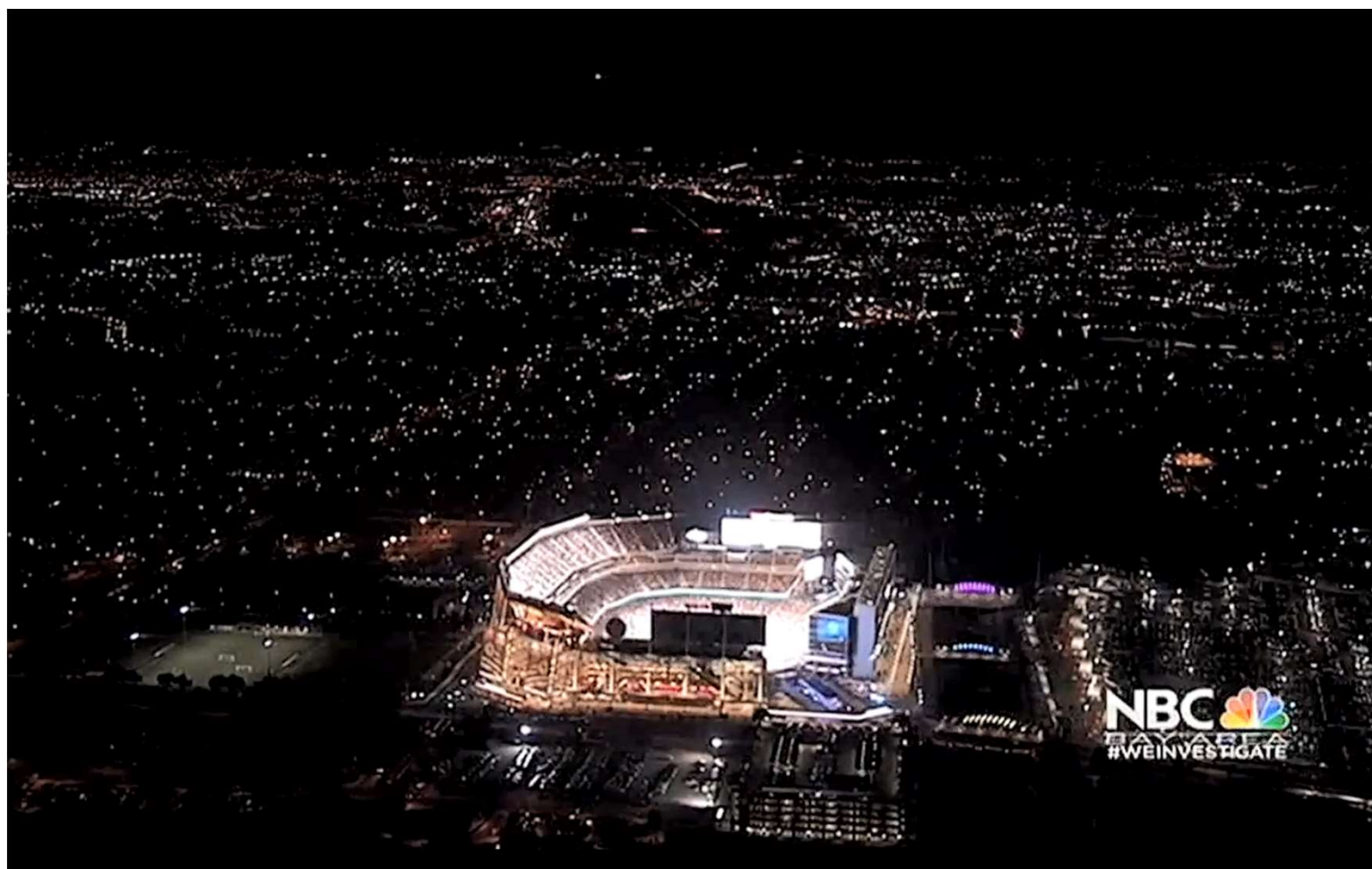
Helicopter Night Vision Goggles HEMS





Dead Still Voting_wbs







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