



Sundays. Some other helpful sites include the Poynter Institute's Ethics and Diversity section at <http://www.poynter.org/>, the Dart Center for Journalism and Trauma at <http://dartcenter.org/> and Reporters Without Borders at [http://www.rsf.org/index.php?page=rubrique&id\\_rubrique=2](http://www.rsf.org/index.php?page=rubrique&id_rubrique=2)

## About the Course

**Course Objectives:** Broadcasters face ethical questions every day. This course is designed to help you work through those questions and provide a framework for making ethical decisions. The class will include discussion, lectures, guest speakers and case studies to explore important topics related to broadcast media ethics.

### What You Will Learn in this Class:

- perspective on current media controversies and issues.
- strategies for making ethical decisions as broadcast professionals.
- insight into how ethical issues are addressed by media professionals.
- ethical theories as they relate to the media.
- how to incorporate issues of diversity in broadcast programming.

## Class Policies

**Classroom Atmosphere:** Each of you plays a role in shaping this course. I encourage you to be actively involved in class discussion and activities. Please be respectful of the contributions of all others, including the guest speakers, and help create a class environment that is welcoming and inclusive.

**Cell Phones and Computer Use in Class:** As a matter of courtesy to your fellow class members, please turn off all cell phones and other electronic devices prior to the start of class. It is not appropriate to instant message during class. Electronic devices must be turned off and put away during exams. Failure to do so could result in failing the exam.

**Attendance:** Like the field of broadcasting, this class is fast moving and demanding. Your attendance and participation are important to making this class a success. Roll will be taken for every class meeting. I reserve the right to lower final grades based on excessive absences or tardiness.

**Missing Deadlines or Assignments:** In the communication field, completing assignments on deadline is vital. The same holds true in this class. If you believe you have an exceptional reason for missing a deadline, please discuss it with me immediately. However, a missed deadline will generally be counted as a missed assignment and will result in a "0" for the assignment. *All assignments are due at the start of class and will be considered late if not turned in at that time.*

**Accommodations for Special Needs:** I want to work with you to accommodate legitimate special needs in the classroom. According to University policy, students

requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide appropriate documentation to you and you should provide this documentation to me when requesting specific accommodation. It is your responsibility to initiate this conversation early in the semester and you should plan to meet with me during office hours to discuss this.

**Honor Code:** As a student at this university, you have accepted a commitment to the Honor Code, and the principles of academic integrity, personal honesty, and responsible citizenship on which it was founded. As an instructor at this university, I am also charged with its enforcement and take that responsibility very seriously. It is my expectation that you will conduct yourself in an academically ethical way in all assignments. **Cheating, plagiarism and related offenses will be grounds for significant academic penalties, up to and including failure in the course.**

The Honor Code’s Preamble reads in part: “...the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon community acceptance and enforcement of the Honor Code.”

I encourage you to consult me if you are uncertain about your Honor Code responsibilities within this course.

## Course Grading and Assignments

General University policies regarding grading are found at:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html> For this class, the following specific policies are in place.

Grading Scale:	A	92-100%
	A-	90-91%
	B+	87-89%
	B	82-86%
	B-	80-81%
	C+	77-79%
	C	72-76%
	C-	70-71%
	D+	67-69%
	D	62-66%
	D-	60-61%
	E	below 60%

Your final grade will be determined by your performance on the following assignments:

Team Presentation	(1 x 25 percent)
Policy Memo	(1 x 35 percent)
Final Exam	(1 x 40 percent)
Total	100 percent

The **team presentation** will focus on your research about current media issues. You will be assigned to a small group that will prepare a presentation highlighting media issues that present an ethical dilemma. The presentations should be 30 minutes long. Appropriate handouts and other AV material are encouraged. This is a group project and will be graded accordingly. Each team member should turn in a peer assessment on the day of the presentation.

The **policy memo** assignment asks you to address an area of media ethics relevant to the communication field you want to pursue. For example, if you want to be a news photographer, you could consider writing a policy memo that governs staff behavior on news assignments, sets forth a policy on “freebies” and discusses when the identity of subjects should be protected. This assignment should reflect your own work and thoughts. You should reference other material and that should be clearly acknowledged and appropriately cited both in text and at the end of the memo.

The memo should be approximately five pages, double spaced, and at least 1,250 words. A one-page proposal is due Monday, Sept. 29 at the start of class. (**The proposal is not graded, but failure to turn it in on time, at the start of class, will result in a 5-point reduction on the paper.**) The full policy memo is due Wednesday, Oct. 22 at the start of class.

The **final exam** is a traditionally formatted test that will evaluate your understanding of key concepts. It is cumulative and will be based on the readings, lectures (including group presentations and guest speakers), and other materials assigned and/or discussed in class. It should reflect only your own work. It is scheduled for Monday, Dec. 1, from 4:05-6:00 p.m.

### **Disclaimer**

While it is my intention to follow this syllabus and schedule as closely as possible, I reserve the right to make adjustments as needed.

Specific readings will be assigned for each topic. Please come to every class prepared to discuss the readings in detail.

<b>Meeting</b>	<b>Topic</b>
<b>1 – Aug. 25 Monday</b>	<b>Introduction to the Class</b> For next class: Read/listen to “Times Reporter Who Resigned Leaves Long Trail of Deception,” <i>New York Times</i> at <a href="http://www.nytimes.com/2003/05/11/national/11PAPE.html">http://www.nytimes.com/2003/05/11/national/11PAPE.html</a> ; and Jayson Blair: <i>Offering His Views on Making Up the News</i> (NPR Interview) <a href="http://www.npr.org/templates/story/story.php?storyId=120157094">http://www.npr.org/templates/story/story.php?storyId=120157094</a>
<b>2 – Aug. 27 Wednesday</b>	<b>Going Rogue: Liars, Cheats, and Thieves</b> For next class: Read Chapter 1 in <i>Doing Ethics</i>
<b>Sept. 1 Monday</b>	<b>Labor Day – No Class Meeting</b>
<b>3- Sept. 3 Wednesday</b>	<b>The Philosophical Roots of Ethical Thought (Part 1)</b>
<b>4 – Sept. 8 Monday</b>	<b>The Philosophical Roots of Ethical Thought (Part 2)</b> For next class: Read Chapter 4 in <i>Doing Ethics</i>
<b>5 – Sept. 10 Wednesday</b>	<b>What Is News?</b> For next class: Read Chapter 3 in <i>Doing Ethics</i>
<b>6 – Sept. 15 Monday</b>	<b>Social Responsibility and the Media</b> For next class: Read Chapter 2 in <i>Doing Ethics</i> ; review RTNDA Code of Ethics at <a href="http://www.rtdna.org/content/rtdna_code_of_ethics#.U-Ts3FYnGLE">http://www.rtdna.org/content/rtdna_code_of_ethics#.U-Ts3FYnGLE</a> and SPJ Code of Ethics at <a href="http://www.spj.org/ethicscode.asp#">http://www.spj.org/ethicscode.asp#</a>
<b>7 – Sept. 17 Wednesday</b>	<b>Codes of Ethics</b>
<b>8 – Sept. 22 Monday</b>	<b>Team Presentation 1 and Making It Right</b> For next class: Review the <i>Dart Center for Journalism and Trauma</i> website at <a href="http://dartcenter.org/">http://dartcenter.org/</a>
<b>9 – Sept. 24 Wednesday</b>	<b>Covering Tragic Events</b> For next class: Prepare proposal for Policy Memo assignment
<b>10 – Sept. 29 Monday</b>	<b>Team Presentation 2 and Breaking News</b> <i>Due: One-page proposal for Policy Memo Assignment</i> For next class: Read Chapter 5 in <i>Doing Ethics</i> ; <i>From Fear to Storytelling: Covering Disability From Outside Your Comfort Zone</i> at <a href="http://www.poynter.org/column.asp?id=58&amp;aid=104987">http://www.poynter.org/column.asp?id=58&amp;aid=104987</a>
<b>11 – Oct. 1 Wednesday</b>	<b>Serving a Diverse Audience</b> For next class: Read Chapter 7 in <i>Doing Ethics</i>
<b>12 – Oct. 6 Monday</b>	<b>Team Presentation 3 and Crisis Communication/Damage Control</b> For next class: Read Chapter 6 in <i>Doing Ethics</i>
<b>13 – Oct. 8 Wednesday</b>	<b>No Class – Work on Policy Memos</b> For next class: Read <i>How Social Media is Radically Changing the Newsroom</i> at <a href="http://mashable.com/2009/06/08/social-media-newsroom/">http://mashable.com/2009/06/08/social-media-newsroom/</a> ; <i>NPR Social Media Guidelines</i> at <a href="http://ethics.npr.org/tag/social-media/">http://ethics.npr.org/tag/social-media/</a>

	and RTDNA Social Media and Blogging Guidelines at <a href="http://www.rtdna.org/pages/media_items/social-media-and-blogging-guidelines1915.php?g=37?id=1915">http://www.rtdna.org/pages/media_items/social-media-and-blogging-guidelines1915.php?g=37?id=1915</a>
<b>14 – Oct. 13 Monday</b>	<b>Team Presentation 4 and The Ethics of Social Network Sites</b> <b>Guest Speaker:</b> Brianne Wigley, Masters Candidate <b>For next class:</b> Read “CBS Ousts 4 For Bush Guard Story” at <a href="http://www.cbsnews.com/stories/2005/01/10/national/main665727.shtml?tag=currentVideoInfo;videoMetaInfo;">http://www.cbsnews.com/stories/2005/01/10/national/main665727.shtml?tag=currentVideoInfo;videoMetaInfo;</a>
<b>Oct. 15 Wednesday</b>	<b>CBS’s 60 Minutes II Scandal</b>
<b>15 – Oct. 20 Monday</b>	<b>Team Presentation 5 and Ethical Issues for Managers</b> <b>For next class:</b> Read “How to communicate in a crisis,” Inc.com, at <a href="http://www.inc.com/guides/how-to-communicate-in-a-crisis.html">http://www.inc.com/guides/how-to-communicate-in-a-crisis.html</a>
<b>16 – Oct. 22 Wednesday</b>	<b>Corporate Social Responsibilities Strategies</b> <i>Due: Policy Memo</i> <b>For next class:</b>
<b>17 – Oct. 27 Monday</b>	<b>Team Presentation 6 and Breaking News</b> <b>For next class:</b> Read Chapter 13 in <i>Doing Ethics</i>
<b>18 – Oct. 29 Wednesday</b>	<b>Managing the Ethical Community News Organization</b> <b>Guest Speaker:</b> Dean Diane McFarlin, UF College of Journalism <b>For next class:</b> Read
<b>19 – Nov. 3 Monday</b>	<b>Team Presentation 7 and Sports Journalism and Programming Ethics</b> <b>Guest Speaker:</b> Brianne Wigley, Masters Candidate <b>For next class:</b> Read Chapter 8 in <i>Doing Ethics</i> ; and <i>In NBC Interview, a Failure to Note Network Ties</i> at <a href="http://www.nytimes.com/2009/12/03/business/media/03gate.html">http://www.nytimes.com/2009/12/03/business/media/03gate.html</a>
<b>20 – Nov. 5 Wednesday</b>	<b>Covering Celebrities</b> <b>For next class:</b> Read Chapter 9 in <i>Doing Ethics</i>
<b>21 – Nov. 10 Monday</b>	<b>Team Presentation 8 and Advertising Issues</b> <b>For next class:</b> Read Chapter 10 in <i>Doing Ethics</i>
<b>22 – Nov. 12 Wednesday</b>	<b>Too Much Information?</b> <b>For next class:</b> Look at the <i>Reporters Without Borders</i> website at <a href="http://en.rsf.org">http://en.rsf.org</a>
<b>23 – Nov. 17 Monday</b>	<b>Team Presentation 9 and Thinking Beyond The Borders</b> <b>For next class:</b> Read "Honest Truths: Documentary Filmmakers on Ethical Challenges in Their Work." <i>Center for Social Media</i> . American University at <a href="http://www.centerforsocialmedia.org/making-your-media-matter/documents/best-practices/honest-truths-documentary-filmmakers-ethical-chall">http://www.centerforsocialmedia.org/making-your-media-matter/documents/best-practices/honest-truths-documentary-filmmakers-ethical-chall</a> ; and "What to Do About Documentary Distortion? Toward a Code of Ethics." <i>International Documentary Association</i> . <a href="http://www.documentary.org/content/what-do-about-documentary-distortion-toward-code-ethics-0">http://www.documentary.org/content/what-do-about-documentary-distortion-toward-code-ethics-0</a>
<b>24 – Nov. 19 Wednesday</b>	<b>Ethics of Documentary Filmmaking</b> <b>For next class:</b> Read Chapter 11 in <i>Doing Ethics</i>
<b>25 - Nov. 24</b>	<b>Breaking News</b>

<b>Monday</b>	<b>For next class:</b> Read Chapter 12 in <i>Doing Ethics</i>
<b>Nov. 26 Wednesday</b>	<b>No Class – Thanksgiving Holiday</b>
<b>26 – Dec. 1 Monday</b>	<b>Team Presentation 10 and Media Ownership: Conflicted Interests?</b> Read <i>Report Explores New Models for Journalism</i> at <a href="http://www.pbs.org/newshour/bb/media/july-dec09/journalism_10-21.html">http://www.pbs.org/newshour/bb/media/july-dec09/journalism_10-21.html</a>
<b>27– Dec. 3 Wednesday</b>	<b>Final Thoughts and Review</b>
<b>28 – Dec. 8 Monday</b>	<b>Final Exam</b> Bring a #2 pencil and exam book!
<b>Dec. 10 Wednesday</b>	<b>Available for Individual Meetings</b>

Revised 8/21/2014





**Team Self-Evaluation Form**  
***RTV 4931 – Ethics and Problems***  
**Fall 2014**

**This form is due to Dr. Cleary on the day of your presentation.**

Team Members: \_\_\_\_\_

Your Name: \_\_\_\_\_

Topic: \_\_\_\_\_

Please list your contributions to the presentation: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Please list your teammate's contributions to the presentation: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Please indicate how you would numerically describe the effort of each member: (The total should be 100%.)

Your contribution \_\_\_\_\_

Your teammates' contributions \_\_\_\_\_

Please add anything else you think is important to know in assigning a final grade:

\_\_\_\_\_  
\_\_\_\_\_