



RTV 4931 ETHICS AND PROBLEMS FALL 2012

The U.S. Communications Act of 1934 stipulates that broadcast stations shall "operate in the public interest, convenience, and necessity."

Instructor: Dr. Johanna Cleary, Telecommunication Department
3062 Weimer Hall
(352) 846-0226 (office)
jcleary@jou.ufl.edu

Class Meeting Times: Mondays 4:05-6:00 p.m. (9th-10th periods)
Wednesdays 4:05-4:55 p.m. (9th period)
1070 Weimer Hall

Office Hours: Mondays 12:50-2:45 p.m.
Wednesdays 12:50-2:45 p.m.
and by appointment

Required Books:

In The Hot Zone: One Man, One Year, Twenty Wars by Kevin Sites. New York: Perennial, 2007. (This book is available through local bookstores and online sources.)

There is also a required course pack for the class that is available through OBT on 13th Street in Gainesville. You should have that course pack at the beginning of the semester.

Please note: while we will often discuss readings as part of class, you are responsible for reading *all* material and should expect to see questions related to it on the final exam. Do not assume that because we don't specifically discuss a reading that you will not be tested on it!

Other Resources:

You should routinely keep up with coverage of the U.S. and international media. Some recommended resources include CNN's *Reliable Sources*, aired at 11:00 a.m. on Sundays and at www.cnn.com. 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

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.*

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.

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. 24 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. 17 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. 3 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.

Meeting	Topic
1 – Aug. 22 Wednesday	Introduction to the Class For next class: Read “Introduction: Ethical Foundations and Perspectives” from <i>Media Ethics</i> and “The ‘Golden Mean’ in Journalism,” <i>Journal of Mass Media Ethics</i>
2 – Aug. 27 Monday	The Philosophical Roots of Ethics and A History of Ethical Challenges For next class: Read “Faking the News” (Chapter 6) from <i>Ethics in Journalism</i> ; “Times Reporter Who Resigned Leaves Long Trail of Deception,” <i>New York Times</i> at http://www.nytimes.com/2003/05/11/national/11PAPE.html ; and Jayson Blair: <i>Offering His Views on Making Up the News</i> (NPR Interview) http://www.npr.org/templates/story/story.php?storyId=120157094
3 – Aug. 29 Wednesday	Going Rogue: Liars, Cheats, and Thieves For next class: “Creating a Positive Culture” from <i>Ready, Set, Lead!</i> By Radio Television News Directors Foundation News Leadership Foundation
Sept. 3 Monday	NO CLASS – Labor Day Holiday
4 – Sept. 5 Wednesday	Managing the Ethical Newsroom For next class: Read “The Social Responsibility of the Press” from <i>Four Theories of The Press</i> by F. Siebert, T. B. Peterson, & W. Schramm. (1956). Urbana: University of Illinois Press, pp. 73-103.
5 – Sept. 10 Monday	Media Ethics: A Theoretical Approach For next class: Read <i>RTNDA Code of Ethics</i> at http://www.rtdna.org/pages/media_items/code-of-ethics-and-professional-conduct48.php ; and <i>SPJ Code of Ethics</i> at http://www.spj.org/ethicscode.asp#
6 – Sept. 12 Wednesday	Codes of Ethics For next class: <i>How Social Media is Radically Changing the Newsroom</i> at http://mashable.com/2009/06/08/social-media-newsroom/ ; “Going Public: Should Journalists Express Their Political Views On Social Networking Sites?” by Stephanie Gleason. <i>American Journalism Review</i> , p. 6-7. (2009, Winter); <i>The Roanoke Times News Editorial Standards for Social Media</i> at http://www.roanoke.com/newsservices/wb/xp-59614#48 ; and <i>RTDNA Social Media and Blogging Guidelines</i> at http://www.rtdna.org/pages/media_items/social-media-and-blogging-guidelines1915.php?g=37?id=1915
7 – Sept. 17 Monday	Team Presentation 1 The Ethics of Social Network Sites

	<p>For next class: Review the <i>Dart Center for Journalism and Trauma</i> website at http://dartcenter.org/</p>
<p>8 – Sept. 19 Wednesday</p>	<p>Covering Tragedy</p>
<p>9 – Sept. 24 Monday</p>	<p>Team Presentation 2 Breaking News <i>Due: Proposal for Policy Memo Assignment</i> For next class: Read <i>Tips for Journalists: Interviewing People with Disabilities</i> from the National Center on Disability & Journalism http://www.media-diversity.org/articles_publications/Tips%20for%20Journalist_Interviewing%20People%20with%20Disabilities.htm; <i>From Fear to Storytelling: Covering Disability From Outside Your Comfort Zone</i> at http://www.poynter.org/column.asp?id=58&aid=104987; <i>Covering Arab Americans</i> from SPJ at http://www.spj.org/divguidelines.asp; and <i>Covering New Communities</i> from SPJ at http://www.spj.org/divws3.asp</p>
<p>10 – Sept. 26 Wednesday</p>	<p>Serving a Diverse Audience For next class: Be prepared to discuss <i>In the Hot Zone</i></p>
<p>11 – Oct. 1 Monday</p>	<p>Team Presentation 3 Discussion of <i>In the Hot Zone</i> For next class: Read “CBS Ousts 4 For Bush Guard Story” at http://www.cbsnews.com/stories/2005/01/10/national/main665727.shtml?tag=currentVideoInfo;videoMetaInfo</p>
<p>12 – Oct. 3 Wednesday</p>	<p>CBS 60 Minutes Scandal For next class: Read “From Baghdad to Paris: Al-Jazeera and the veil” by Sam Cherribi in <i>Press/Politics</i> 11(2): 121-138; and “Journalism Ethics Revisited: A Comparison of Ethics Codes in Europe, North Africa, the Middle East, and Muslim Asia” by Kai Hafez, <i>Political Communication</i> 19:225-250; and look at The Digital Stage of Colonialism at http://thesydneyglobalist.org/archives/2039</p>
<p>13 – Oct. 8 Monday</p>	<p>Team Presentation 4 Media Ethics Issues in the Arab World Guest Speaker: Mariam Alkezemi, UF Doctoral Candidate</p>
<p>Oct. 10 Wednesday</p>	<p>No Class – Work on Policy Memos</p>
<p>14 – Oct. 15 Monday</p>	<p>Team Presentation 5 Ethical Issues for Station Managers Guest Speaker: Randy Wright, Division of Multimedia Properties For next class: Read “How to communicate in a crisis,” Inc.com, at http://www.inc.com/guides/how-to-communicate-in-a-crisis.html</p>
<p>15 – Oct. 17 Wednesday</p>	<p>Crisis Communication <i>Due: Policy Memo</i></p>

<p>16 – Oct. 22 Monday</p>	<p>Team Presentation 6 Making It Right For next class: Read “What is News? Galtung and Ruge Revisited” by Tony Harcup and Deidre O’Neill. <i>Journalism Studies</i>, Vol. 2 (2), pp. 261-280.</p>
<p>17 – Oct. 24 Wednesday</p>	<p>What Is News? For next class: “Why the Penn State scandal stayed secret.” TV News Check. By Gary SInderson. (2011, Nov. 22). Retrieved from http://www.tvnewscheck.com/article/2011/11/22/55595/why-the-penn-state-scandal-stayed-secret/format/print</p>
<p>18 – Oct. 29 Monday</p>	<p>Team Presentation 7 Sports Journalism Ethics Guest Speaker: Renee Gork, WRUF AM 850 For next class: Read Noam Cohen’s “In Animated Videos, News and Guesswork Mix,” <i>New York Times</i>. Retrieved from http://www.nytimes.com/2009/12/06/business/media/06animate.html</p>
<p>19 – Oct. 31 Wednesday</p>	<p>Covering Celebrities For next class: Read Phillip Patterson and Lee Wilkins’ “Advertising Ethics: From Let The Buyer Beware to Empowerment” (Chapter 3) from <i>Media Ethics: Issues and Cases</i></p>
<p>20 – Nov. 5 Monday</p>	<p>Team Presentation 8 Advertising Issues For next class: Read Harcup, T. and O’Neill, D. (2001). What is news? Galtung and Ruge revisited. <i>Journalism Studies</i>, 2(2): 261-280.</p>
<p>21 – Nov. 7 Wednesday</p>	<p>Too Much Information? For next class: Look at the <i>Reporters Without Borders</i> website at http://www.rsf.org/-Anglais-.htm</p>
<p>22 – Nov. 12 Monday</p>	<p>No Class – Veterans’ Day</p>
<p>23 – Nov. 14 Wednesday</p>	<p>Thinking Beyond The Borders For next class: Read "Honest Truths: Documentary Filmmakers on Ethical Challenges in Their Work." <i>Center for Social Media</i>. American University at http://www.centerforsocialmedia.org/making-your-media-matter/documents/best-practices/honest-truths-documentary-filmmakers-ethical-chall; and "What to Do About Documentary Distortion? Toward a Code of Ethics." <i>International Documentary Association</i>. http://www.documentary.org/content/what-do-about-documentary-distortion-toward-code-ethics-0</p>
<p>24 – Nov. 19 Monday</p>	<p>Team Presentation 9 Ethics of Documentary Filmmaking For next class: Read <i>In NBC Interview, a Failure to Note Network Ties</i></p>

	at http://www.nytimes.com/2009/12/03/business/media/03gate.html
Nov. 21 Wednesday	No Class – Thanksgiving Holiday
25 – Nov. 26 Monday	Team Presentation 10 Media Ownership: Conflicted Interests? Read <i>Report Explores New Models for Journalism</i> at http://www.pbs.org/newshour/bb/media/july-dec09/journalism_10-21.html
26– Nov. 28 Wednesday	Final Thoughts and Review
27 – Dec. 3 Monday	Final Exam
28 – Dec. 5 Wednesday	Available for Individual Meetings

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Team Self-Evaluation Form
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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 tell the instructor anything else you think is important to know in assigning a final grade:
