Monday, Wednesday 10-11:15 a.m. RSJ Room 304
Instructor: Caesar Andrews
Office hours Room RSJ 303-C
(775)784-4702 office
(313)505-5121 cell
caesara@unr.edu
- Mondays, Wednesdays: 11:20 a.m.-12:30 p.m.
- Wednesdays, 2:20-3:30 p.m.
Students may schedule other days, times.

Textbook: *The Ethical Journalist*. By Gene Foreman.
Stylebook: *The Associated Press Stylebook*.
Ethics code references: prsa.org; spj.org.

Course expectations
Jour 305 Media Ethics will help students advance their ability to think through dilemmas and reflect on personal credibility. Students will examine alternative views, strengthen their ethical decision-making, and practice defending their perspectives both in classroom discussions and in written assignments. They will demonstrate increasingly sophisticated knowledge and understanding of media ethics.

Clear writing, accuracy and adherence to quality standards of style, grammar, punctuation and spelling are expected. Submission of all work by deadline is mandatory.

Class discussions will flow from The Ethical Journalist textbook and from scenarios drawn from current events, media industry developments and archives. The relevance of ethics in media innovation, diversity and audience interaction, all essential parts of the Reynolds School's mission, will be explored. The relationship between personal credibility and excellence in content and conduct will be emphasized.

Silver Core Objectives
This course satisfies Core Objective 12, Ethics: Students will evaluate the ethical principles in application of specialized knowledge, results of research, creative expression, or design processes. Students will demonstrate an ability to assess their own ethical values and the social context of problems, recognize ethical issues in a variety of settings, consider how ethical principles might be applied to ethical dilemmas, and consider the ramifications of various actions.
Student learning outcomes.
Upon completion of this course, students will be able to…
1. Demonstrate critical thinking: Anticipate, identify and resolve matters of ethics and credibility.
2. Express ethically sound rationale for decision-making: Exhibit awareness of alternative views and impact on stakeholders.
3. Demonstrate understanding of media ethics history, the role of codes, and current trends and developments affecting professional principles.
Semester grade key
- In-class participation 10 percent
- Assignments, including original case study 60 percent
- Teamwork 5 percent
- Midterm and final 25 percent

Grading scale:

93 - 100% = A
90 - 92.9% = A-
87 - 89.9% = B+
83 – 86.9% = B
80 – 82.9% = B-
77 – 79.9% = C+
73 – 76.9% = C
70 – 72.9% = C-
67 – 69.9% = D+
63 – 66.9% = D
60 – 62.9% = D-
Below 60% = F

Additional guidelines
- DEADLINES: Submit all assignments on time. Expect no credit if work is not turned in by deadline. Expect no exceptions.
- RESULTS: Demonstrate depth of thinking, clarity in writing, commitment to accuracy, and defense of decision-making. Also, pay close attention to professionalism in content and conduct.
- ORIGINALITY: Submit work that is your own. Always include proper attribution. Anyone caught plagiarizing will receive an F for this course and will be reported to UNR’s Office of Student Conduct. Other forms of cheating are likewise grounds for failing grades.

Assignments
- **QUIZZES**: Read chapters in advance. … POINTS: Up to 100 total.
  * Chapter 3, Feb. 2
  * Chapter 4 and 6, Feb. 4.
  * Chapter 5, Feb. 18
  * Chapter 18, Feb. 23.
  * Chapters 7 and 8, Feb. 25

- **GUEST Q&As**: For each speaker 1) Submit question; 2) Submit one-paragraph observation. … POINTS: Up to 100 total.
  - Madison Corney, Feb. 2
  - Bill Brown, Feb. 4
  - Sheri Fink, Feb. 9
  - Nicole Dion, March 11
  - Niki Gladys, April 1

- **CODE**: Build list of 10 steps for maintaining media credibility – your
personal code. (Background reading: Chapter 7; prsa.org ethics code; spj.org code.) Due Jan. 28, 11:59 p.m. … POINTS: Up to 25.

■■ JOURNAL: Compile 24 observations. Due Feb. 24. 11:30 a.m. … POINTS: Up to 25.

■■ TRAINT: Analyze case of a media professional or organization once considered credible, but eventually tainted. Due March 2, 11:59 p.m. … POINTS: Up to 50.


■■ DIVERSITY: Analyze Chapter 17. Due April 13, 11:59 p.m. … POINTS: Up to 50.

■■ TEAM: Pitch idea. Written summary: Due April 20. POINTS: Up to 50.

■■ WORLD: Select one nation; write report comparing media ethics in that country vs. U.S. Due April 22, 11:59 p.m. … POINTS: Up to 50.
WEEK-BY-WEEK

DEFINE ETHICS
Wednesday, Jan. 21  
- Summarize course expectations.  
  - Discuss Chapter 1:  
    Why Ethics Matters in Journalism.  
- Preview personal code of ethics. (Due Jan. 28)

Monday, Jan. 26  
- Take quiz, Chapter 2. (Bring device to access quiz on WebCampus.) … Discuss Chapter 2  
  Ethics: The Bedrock of a Society.

SUCCEED IN 305  
Wednesday, Jan. 28  
Bring device to access WebCampus  
- Think. Anticipate ethics.  
- Show awareness of multiple perspectives.  
  - Write with clarity.  
- Maintain high standards.  
- Manage WebCampus deadlines.  
- Achieve RSJ student outcomes.

DEVELOP PERSONAL CODES  
Monday, Feb. 2  
- Take quiz, Chapter 3. … Discuss.  
- Guest: Madison Corney, Channel 4 News reporter/anchor. … Submit question, reaction by 11:59 p.m.

BUILD FOUNDATION  
Wednesday, Feb. 4  
- Complete quiz, Chapters 4, 6. … Discuss.  
- Guest: Bill Brown, former Reno TV news anchor. … Submit question, reaction by 11:59 p.m.

UNDERSTAND ETHICS DURING CRISSES  
Wednesday, Feb. 9  
- Guest: Sheri Fink, New York Times reporter, author, physician, and recipient of Nevada's Robert Laxalt Distinguished Writer Award. … Submit questions, observations by 11:59 p.m.

ANALYZE 12 Angry Men  
Wednesday, Feb. 11- Screen film:  
1. Identify lessons for journalists.  
UNDERSTAND AUDIENCE
Wednesday, Feb. 18  – Take quiz, Chapter 5. …
Discuss Chapters 5 (public), 16 (deception).
- Complete screening: 12 Angry Men.

DEVELOP WEB ETHICS
Monday, Feb. 23  - Take quiz, Chapter 18. … Discuss.
- Read online ethics guidelines:

* DEADLINE: Journal, 11:30 a.m., Tuesday, Feb. 24

JUSTIFY DECISIONS
Wednesday, Feb. 25  - Take quiz, Chapters 7 and 8. … Discuss.

IDENTIFY SCOUNDRELS, ROLE MODELS
Monday, March 2  - Take quiz, Chapter 9. … Discuss.
- Review plagiarism, fabrication, misconduct;
media role models, standard-setters.

* DEADLINE: Taint, 11:59 p.m., March 2

CONSIDER POWER OF VISUAL IMAGES
Wednesday, March 4  - Take quiz, Chapter 19. … Discuss.
- Select example to discuss from Case 22 or 23.

COMPLETE MIDTERM PART 1, take home
* DEADLINE, WEDNESDAY, March 4, 11:59 p.m.

UNDERSTAND STRATEGIC COMMUNICATIONS AND ETHICS
Monday, March 9  - Share PR examples.
- Read codes of ethics in advance: American
Marketing Association; Public Relations Society
of America; and American Advertising Federation.

UNDERSTAND STRATEGIC COMMUNICATIONS AND ETHICS
Wednesday, March 11  - Read Chapter 11.
- Guest speaker, Nicole Rose Dion, strategic
communications. … Submit question, observation
by 11:59 p.m.

COMPLETE MIDTERM PART 2, in class, March 11.
Bring device to access WebCampus.
UNDERSTAND ADVERTISING AND ETHICS
Monday, March 23  - Follow the money.
                 - Share ad examples.

BALANCE CONTRADICTIONS
Wednesday, March 25 - Take quiz, Chapters 10 and 15. … Discuss.

DECIDE ON DEADLINE
Wednesday, March 30 - Consider the brain.
                      - Read excerpts:
                        2. Excerpts from Blink!, Malcolm Gladwell. Start with The Secrets of The Bedroom.

*DEADLINE: CASE OUTLINE, 11:59 p.m., March 30.

MANAGE ETHICS
Monday, April 1  - Select management case study in advance.
                  - Think about ethics from bosses’ perspectives.

* DEADLINE: PEER REVIEW, CASE OUTLINE, 9 a.m. April 1

COMPARE GLOBAL MEDIA ETHICS
Monday, April 6  - Complete quiz on First Amendment. As background, see sample quiz on splc.org.
                  - Dissect First Amendment.
                   - Discuss global media.

VET SOURCES
Wednesday, April 8 - Discuss Chapter 13.
                     - Share source examples.

* DEADLINE: SUBMIT FULL CASE STUDY, 11:59 p.m., April 8

EMBRACE MEDIA MISSION AND DIVERSE AUDIENCES
Monday, April 13 - Complete quiz, Chapter 17. … Discuss.

* DEADLINE: DIVERSITY CHAPTER ANALYSIS, 11:59 p.m., April 13
CATCH UP
Wednesday, April 15
- Present original case studies.
  - Review, revisit issues.

SEEK ULTIMATE CREDIBILITY: GREAT WORK
Monday, April 20
- Understand ethical power of excellence.
- Share examples of excellence.
- Present original case studies.
  - Pitch team project.

*TEAM DEADLINE, WRITTEN REPORT: 11:59 p.m., April 20

APPLY COURAGE, COMPASSION, GRACE
Wednesday, April 22
- Review case studies for Chapters 12, 14, 15.
- Review Serenity Prayer; Golden Rule.
- Present original case studies.
  - Pitch team project.

* DEADLINE: WORLD, 11:59 p.m., April 22

CHANGE
Monday, April 27
- Read Chapter 20.
  - Present original case studies.
    - Pitch team project.

Wednesday, April 29
- Present original case studies.
  - Pitch team idea project.

COMPLETE FINAL PART 1, take home
* DEADLINE, 11:59 p.m., April 29

Monday, May 4
- Present original case studies.
  - Pitch team project.
  - Wrap up regular coursework. Preview final.

FRIDAY, May 8
10:15 a.m.-12:15 p.m.
COMPLETE FINAL PART 2, May 8
RSJ AND ASSESSENT
http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML

Students’ understanding of ethics is assessed by the Reynolds School of Journalism as part of overall efforts to improve outcomes and sustain national accreditation. Related RSJ objectives are below.

**Learning Goal:** Demonstrate an understanding of professional ethical principles, and their historical development, and be able to work ethically in pursuit of truth, accuracy, fairness and diversity.

- **Learning Objective 1.** Students will demonstrate knowledge of professional codes of ethics and standards of truth, and their historical development.
- **Learning Objective 2.** Students will demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them, taking multiple perspectives into account.
- **Learning Objective 3.** Students will demonstrate an ability to explain their ethical reasoning about a particular dilemma completely and in terms that can be understood by a diverse group of people.

**MORE ON UNR POLICIES, PRACTICES**

*From university administrators*

**Student absences:** By NSHE policy in Title 4 Chapter 20 A, Section 3, paragraph 1, there are no official absences from any university class. It is the personal responsibility of the student to consult with the instructor regarding absence from class. In the event that a student misses a class because of an official university function or event or because of serious personal issues, the Office of the Vice President for Student Services may, at its discretion, send an explanation to affected faculty. The instructor shall make the final determination on whether the missed work can be done at a time other than during the regularly scheduled class period.

**Academic success services:** Your student fees cover usage of the Math Center (784---4433), Tutoring Center (784---6801), and University Writing Center (784---6030). These centers support your classroom learning; it is your responsibility to take advantage of their services. Keep in mind that seeking help outside of class is (a) sign of a responsible and successful student.

**Statement on audio and video recording:** “Surreptitious or covert video---taping of class or unauthorized audio recording of class is prohibited by law and by Board of Regents policy. This class may be videotaped or audio recorded only with the written permission of the instructor. In order to accommodate students with disabilities, some students may be given permission to record class lectures and discussions. Therefore, students should understand that their comments during class may be recorded.”

**Religious holy days:** It is the policy of NSHE (Title 4 Chapter 20 A, Section 3, paragraph 2, to be sensitive to the religious obligations of its students. Any student missing classes, quizzes, examinations, or any other class or lab work because of observance of religious holy days should, whenever possible, be given an opportunity during that semester to make up the missed work. The make---up will apply to the religious holy day absence only. It shall be the responsibility of the student to notify the instructor in advance in writing, if the student intends to participate in a religious holy day (that) does not fall on state holidays or periods of class recess. This policy shall not apply in the event that administering the assignment at an alternate time would impose an undue hardship on the instructor or the institution (that) could not reasonably have been avoided. 1/19/2015