SEARCHING FOR A PLACE IN THE JOURNALISTIC SUN:

A DELPHI STUDYOF FUTURE ETHICAL

ISSUES FOR THE NEWS MEDIA

By:

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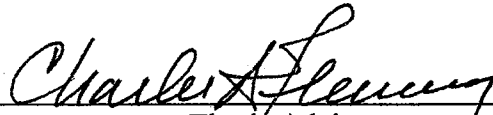
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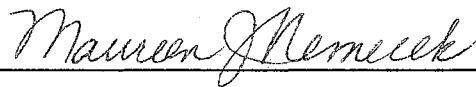University of Central Oklahoma
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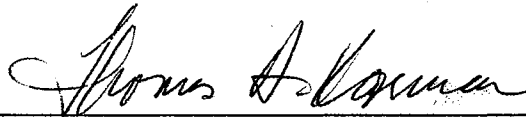
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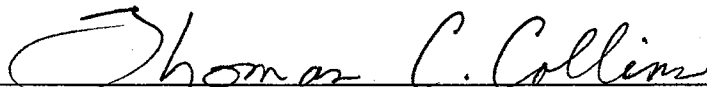
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PREFACE

This study offers views concerning the future direction of journalism/mass communication ethics primarily through the opinions of a panel of experts. Specifically, this study offers views on what ethical problems journalists (reporters, editors, producers, TV news anchors, managers, students, and educators) are likely to face in the near future, and offers some suggestions on how to deal with these prospective problems.

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CHAPTER I

INTRODUCTION

General

Objectivity and fairness are the two key words describing ethics in journalism. Or, at least, they are the two primary words used to describe ethics to young journalists as they prepare to enter the profession. Objectivity and/or fairness can be found in every code of ethics available to reporters, but the words beg the question of how much weight do these terms have in relationship to the "real world" of the professional journalist?

Due to problems of journalists accepting gifts from news sources, which the Society of Professional Journalists (SPJ) National Ethics Committee said could bias the reporter in favor of that source, the committee added the phrase: "A journalist should accept nothing of value from news sources ...[1]" in the 1972 revision of its code of ethics. Since the addition of that phrase, working journalists -- from novice reporters to publishers -- have argued exactly what "of value" means in terms of a reporter doing his or

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[1] Code of Ethics, Society of Professional Journalists, Chicago, IL, 1972.

her job. Does it mean not accepting a cup of coffee, or lunch, or football tickets, or professional discounts for services or merchandise[2]?

Other professional groups, such as Investigative Reporters & Editors (IRE), the American Society of Newspaper Editors (ASNE), and the Radio and Television News Directors Association (RTNDA), have experienced similar arguments in attempting to narrow the scope of ethical considerations in recent years.

Some news media professionals have openly questioned if ethics have a place within the journalistic profession. But other news media professionals and educators have asked: what are the ethical issues to be explored[3]? Do the issues go beyond objectivity and fairness into specifics, or do specifics appear to be too much governance in a profession which has no regulation or licensing, and therefore any ethical code cannot have an enforcement clause because it would violate a person's constitutional rights[4]?

Another aspect of this issue is the recent outcry of the general public concerning journalism ethics. Three of the 1992-93 cases where the general public openly complained about a lack of journalistic ethics through letters to the editors, radio and television talk shows and in other forums are: the NBC/General Motors case where the gas tanks of a GM pickup truck were rigged with explosives to make sure the gas tanks exploded[5]; accusations by Oklahoma Gov. David Walters that news reporters -- Especially *The Daily*

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[2] Floor arguments, the Society of Professional Journalists National Conference, Atlanta, GA, November, 1984; from SPJ Conference minutes.

[3] ibid.

[4] Stanford, Bruce, Address to the Society of Professional Journalists National Conference, Atlanta, GA, November, 1984; from SPJ Conference minutes.

[5] *Dateline NBC*, NBC News, November, 1992.

Oklahoman reporters -- hounded his son Sean after a drug-related arrest until the 20-year-old killed himself[6]; and the sometimes questionable reporting techniques used at Waco, TX, during the stand-off between the Branch Davidians and the FBI where reporters reportedly used illegal wiretap devices to eavesdrop on negotiations and events within Mount Carmel[7].

Issues like these create distrust by the public toward news entities because it does not appear the reporters are being fair or objective. Rather, it appears to the public that the reporters are engaging in competition, sensationalism, and, for television, a race for ratings.

Where do reporters learn about ethics and about making ethical decisions in news reporting? For reporters who have earned a bachelor's degree in journalism or mass communications, there is usually a section of the basic news reporting class which deals with the subject of ethics and making ethical decisions. However, these sections often deal only with fairness and/or objectivity, and not with some of the more complex issues which face a reporter, such as accepting gifts or services, staging or manipulating a photograph or video, reporting on friends or associates, or covering an issue which is personally abhorrent to the reporter (as an example: a reporter who is a very devout member for the Southern Baptist Church who is called upon to cover pari-mutual wagering).

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[6] *Eye to eye with Connie Chung*, CBS News, January, 1993.

[7] FBI Special Agent Bob Ricks, agent-in-charge of the standoff site, personal interview, April 23, 1993.

Professional journalists who do not have a degree in journalism, broadcasting, or mass communications usually do not have access to industry-specific ethics prior to joining the newspaper or broadcast station as a reporter. As a result, they must depend on the attitude of the newsroom for answering ethical questions, if the questions are even recognized by the reporter. If the news organization has a corporate code of ethics, the reporter will receive some training when joining the organization.

While on-the-job training may not be all bad, it does not always provide the critical thinking tools which can be provided in more formalized training, such as in an ethics course. However, even reporters, editors, and producers who have a journalism school background may not have the critical thinking skills necessary in dealing with ethical issues since many colleges and universities still limit ethics classes to graduate school or offer the course as an elective rather than as a requirement.

While ethics may not threaten the existence of journalism as a profession, it certainly influences public perception and public trust toward news outlets.

Background

Journalism codes have been under consideration by the industry since 1919, when Sigma Delta Chi (now SPJ) appointed a special committee "to reduce to a code of ethics as many as possible of these high motives and lofty principles which actuate leading journalists in the practice of the profession[8]." However, the first accepted code of ethics by and for journalists was not adopted until 1923 when the ASNE developed the Canons

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[8] Bostrom, Bert N. 1984. *Truth, talent and energy*. Chicago, IL: Society of Professional Journalists; 185.

of Journalism, which most journalists followed through the mid-1950s when other journalism associations began developing their own codes of ethics[9].

Many of the codes developed in the mid-1950s were the result of the Hutchins Commission report, *A Free and Responsible Press,* which was issued in 1947. Freedom of the press was determined by the commission to be "essential to political liberty" and that freedom was in danger unless it became an "accountable freedom" to the public good[10]. Almost a decade later, Siebert, Peterson, and Schramm[11] gave rise to the Hutchins Commission-inspired social responsibility theory of the press -- wherein the news media is responsible for its impact on society -- through publication of *Four Theories of the Press.* The social responsibility theory is ascribed to by journalists in the United States and the United Kingdom.

In the early 1970s, the US journalism profession was rocked by an ethics scandal. Reporters and editors were accepting gifts -- ranging from a bottle of liquor at Christmas to complete travel accommodations at Disneyland and other locations -- and continuing to cover the sources which gave the gifts. The result often was reporters failing to cover events in a fair and objective manner, even ignoring major stories, because the publicity could hurt their "friendly" source[12]. By 1975, all major news organizations and associations had new codes of ethics in place; but by 1984 many of the codes were under

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[9] ibid.

[10] Altschull, J. Herbert. 1984. Agents of power the role of the news media in human affairs. New York, NY: Longman; 180-181.

[11] Siebert, Fred S, Peterson, Theodore, and Schramm, Wilbur. 1973. *Four theories of the press.* Urbana, IL: University of Illinois Press; 73-74.

[12] ibid. Bostrom.

fire from journalists who did not care to obey the tenants of the codes[13]. At this time, SPJ General Counsel Bruce Sanford announced that since journalism is not a licensed or regulated profession, the codes could not be enforced[14].

For journalism or mass communications ethics courses, however, the focus has remained that of objectivity and fairness as the key words for students to remember. College textbooks up through the mid-1980s focused on the philosophical concepts of ethics, referring to the works of great philosophers. By the early 1990s, new textbooks began to focus more on case studies to compliment the issues of fairness and objectivity in what has been termed "situational ethics." Along with implementation of the Potter's Box, some students are being taught to think about moral issues from the field within the framework of news media fairness.

At present, journalism organizations are again looking at revising the various codes of ethics, and are calling on members for input; however, this process is expected to take a minimum of five years, if changes can be agreed upon by organizational memberships[15].

Statement of the Problem

The primary problem is that there seems to be a lack of communication or correspondence between the professional world and the academic world of journalism about what is wanted and/or needed in ethics education. As a result, what is being taught

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[13] ibid. 1984 SPJ Floor arguments.

[14] ibid. Sanford.

[15] Dan Bolton, chair, SPJ National Ethics Committee, personal interview, November 30, 1993.

in the undergraduate and graduate classrooms concerning news media ethics appears to be missing or too elementary for the problems encountered by the working news professionals. Fairness and objectivity are lofty and noble ideals, but other problems abound in the field which both coincide and conflict with fairness concepts. The current result is confusion within the profession, and with the new technology which is being applied in both the print and electronic media, the problems can only multiply. Professional organizations are slow to address the problems due to the built-in bureaucracy and the logistics of coordinating members in 50 states and/or around the world.

Purpose of the Study

This study offers a look at the prospective ethical problems which may appear in the immediate future of journalism. The purpose of this study is to identify the potential problems, rank the problems, and offer potential methods of resolving problems for news reporters, editors, and producers, based on the input of an expert panel consisting of 15 journalism educators and 19 news media professionals.

Research Questions

This study offers a panel of experts' opinions in response to the following questions: What ethical problems will probably arise in the journalism profession in the near future? How will the issues of technology and competition impact newsgathering

ethics? Using a Likert scale, what issues previously mentioned are likely to impose the greatest ethical dilemmas for journalists? And, how can journalists be better equipped to handle these potential situations?

Methodology

This study uses a Delphi Technique, designed mainly to identify future ethical problems and consider methods designed to help train journalists in resolving the problems. In this case, the Delphi Technique involves a series of comments by experts in the professional journalism field and college-level journalism educators. The professionals include reporters (both recent college graduates and experienced reporters), editors, television producers, managing editors, news directors and professional organization representatives from middle-market (500,000 to 1,000,000 circulation or broadcast audience) areas. The educators are college or university journalism instructors who have worked in newspapers or broadcast news.

This study consists of three rounds of surveys. The first round gathered the panelists' opinions as to what the future ethical problems may be and in what context they are likely to occur. A compiled list of problems were then presented in the second round for ranking in order of importance. The third round asked the same panelists to examine the ranked order of the top ten problems and offer methods of training to help news professionals and students to learn how to deal with the perceived problems.

The study has 15 journalism educators and 19 news media professionals as its panel. The first round of questions were sent on September 5, 1994 with a September 26, 1994 response date. The second round was sent out on October 29, 1994 with a November 21, 1994 response date. The third round was sent out December 30, 1994 with a January 25, 1995 response date.

Significance of the Research

This study offers professional journalists and journalism educators some guidance in preparing for ethical dilemmas encountered in the often frenzied pace of the newsroom. Because it consolidates many views by many experts, this study will give both professional journalists and educators perspective on how they can not only deal with existing problems, but also how to prepare for future problems which might arise out of a variety of situations. Professionals may learn new ideas and educators might consider what changes in curricula might benefit students preparing for a career in journalism.

Scope and Limitations

The Delphi Technique involves three rounds of surveys with experts in professional journalism and college and university journalism educators making opinion statements about journalism ethics. The main limitation of this study relates to the Delphi Technique. Although experts are selected based on their knowledge and expertise in the industry, they are not randomly selected. Therefore, the results cannot be generalized to a

larger population but must be accepted as the views of this particular panel. This study

recognizes the fact that the responses are the opinions of the panelists and not necessarily

a complete view of ethical problems facing journalism as a whole. In addition, the Delphi

limits the application of the responses to this time period only, making impossible future

evaluation of these responses as situations in the industry change.

Outline of Study

In this study, Chapter II consists of a review of literature, including research on

ethics in general and news media ethics in particular. Chapter III outlines the Delphi

Technique -- the research methodology and design for this study -- and briefly introduces

the expert panel. Chapter IV includes a presentation of findings, with analysis and

interpretation. Chapter V includes a summary, conclusions, plus recommendations for

educators and journalists, and further study.

CHAPTER II

MEDIA ETHICS: FINDING A PLACE IN THE SUN

Overview

This chapter begins with a discussion of media ethics -- why ethics are important, what prompted the concern for ethics and a look at the codes of ethics which impact journalism. In addition, this chapter will look at media ethics research, how ethics are being taught, code debates, long-term ethical issues, and new ethical considerations for the news media.

Also included in this chapter is a review of the relevant literature, focused primarily on the concern for ethics in the news media and teaching ethics in the journalism classrooms.

Background of the Problem

Within the journalistic community, ethics are not easy to define. Based in the First Amendment, United States journalists primarily work from a social responsibility theory of the news media. This theory includes an obligation of the press to provide a truthful,

balanced, and comprehensive account of the news.[16] Denise T. Elliott[17] argued that social

responsibility does not clearly delineate what individual journalists ought to do to meet

these perceived responsibilities. Therein lies the problem for most journalists, for everyone

has a different background and, therefore, a different idea of exactly what comprises or

should comprise journalism ethics. However, there is currently no industry-agreed upon

definition of journalism ethics, which is a major problem for anyone attempting to study

media ethics. As a working definition, ethics can best be explained as "the specific moral

choices to be made by the individual in his relationship with others" and as "the rules or

standards governing the conduct of the members of a profession".[18]

Charles Bailey said the problem does not so much relate to the content of

journalism, but to the conduct of journalists. As the press loses credibility with the public

it loses support from that public, and that loss is the single greatest problem facing

American journalism today.[19]

Christians, Rotzoll and Fackler said the relationship between the news media and

ethics is very slippery.[20] For generations, there has been confusion in the profession over

exactly what is and is not acceptable behavior. Since 1909, Bostrom said, journalists have

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[16] Siebert, Fred S, Peterson, Theodore, and Schramm, Wilbur. 1973. *Four theories of the press.* Urbana, IL: University of Illinois Press; 73-74.

[17] Elliott, Denise T. 1985. *Toward development of a model for journalism ethics instruction.* Ann Arbor, MI: University Microfilms International; 86.

[18] *American heritage dictionary of the English language.* 1969. Boston, MA: Houghton Mifflin Co.; 450.

[19] Bailey, Charles W. 1986. New Rules for a Changing Press? *Readings in mass communication.* (6th Ed.) Emery, Michael, and Smythe, Ted Curtis, eds., Dubuque, IA: Wm. C. Brown Publisher; 7-19.

[20] Christians, Clifford G., Rotzoll, Kim B., and Fackler, Mark. 1991. *Media ethics cases and moral reasoning.* New York: Longman; X.

recorded their debates concerning ethics and ethical behavior, and the debates continue.[21]

However, during the past 25 years the debates have shifted from questions of objectivity,

fairness and accepting gifts to dealing with technology, the journalist as the story, and

competition. Hoddings Carter III recently wrote:

> To put the matter in plain language, the domain of the mass media today is
>
> an ethical jungle in which pragmatism is king, agreed principles as to daily
>
> practice are few, and many of the inhabitants pride themselves on the anarchy of
>
> their surroundings.[22]

Or, as Philip Meyer explained, many journalists view ethics with a mixture of

humility and arrogance, insensitive to hypersensitive, and often all these feelings are

expressed by the same person.[23] John L. Hulteng said that journalists use the terms

"ethics", "principles", and "standards" on a daily basis, but they are rarely confronted with

the necessity to go beyond the labels and provide a definition; and when they do, it is

usually in the broadest of generalities.[24]

Journalists know their behavior is important, but then, so is getting the story.

Lambeth said journalists also know that any perception that they are "liberal" or

"conservative", "crooked" or "honest", "knowledgeable" or "guessing", will color a

reader or viewer's perception of the story's facts, and of all the stories by that reporter.

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[21] Bostrom, Bert N., *Talent, Truth and Energy*, Society of Professional Journalists, Chicago, IL, 1984; p. 185.

[22] Christians, Rotzoll, and Fackler; IX-X.

[23] Meyer, Philip. 1987. *Ethical journalism*. White Plains, NY: Longman; 3.

[24] Hulteng, John L. 1985. *The messenger's motives: ethical problems of the news media*. Englewood Cliffs, NJ: Prentice Hall; 5.

The lack of agreed-upon industry standards has had several specific results, most recently, a series of incidents involving journalists during the 1980s that raised the question of whether journalists were being unfair or downright unethical.[25]

Part of the problem, Meyer explained, is that journalists have not been adequately trained in the area of ethics, with many using the "I'll-know-it-when-I-see-it" or "the-ends-justify-the-means" approach.[26] In order to get an exclusive story, ethics may be damned; but then, so may be the reporter if the public finds out the information was obtained under false pretenses or stolen. To further compound the problem of education, Elliott said that an adequate model of journalism ethics instruction cannot be developed without an adequate model of journalism ethics within the industry.[27]

History shows the U.S. news media concern for its ethics came out of the evolutionary process of the American press, with particular emphasis on the "yellow journalism" period of 1895 to 1910.[28] The "yellow journalism war" between William Randolph Hearst and Joseph Pulitzer developed a style of sensational journalism which included fabricating facts, pseudoscientific stories, and playing up the morbid or unusual aspects of murder stories.[29] The newspaper war ended shortly after the Spanish-American War, in which Hearst and Pulitzer newspapers created a national war psychosis through their handling and creating of news which led up to the sinking of the battleship The

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[25] Lambeth, Edmund B. 1986. *Committed journalism an ethic for the profession.* Bloomington, IN: Indiana University Press; 3.

[26] Meyer, p. vii.

[27] Elliott, p. 86.

[28] Emery, Edwin, and Emery, Michael 1978. *The press and America, an interpretative history of the mass media.* (4th ed.) Englewood Cliffs, NJ: Prentice Hall; 243-455.

[29] ibid.

Maine. By 1910, when the wave of sensationalism subsided, journalists began to concentrate on the more intelligent use of headlines, pictures and printing.[30]

Following World War II, questions of journalistic integrity were again brought into the spotlight, this time by the Hutchins Commission, a panel of experts created *by Time Magazine* publisher Henry Luce[31]. Lead by University of Chicago chancellor Robert Hutchins, the panel specifically concerned itself with questions of whether news reports were unfair, slanted, and sensational rather than fair and factual. The commission concluded that freedom of the press was in danger for three reasons: (1) in the modern world the press had increased in importance and visibility; (2) the few who ran the press had not provided a service adequate to the needs of society; and (3) the few had sometimes engaged in society-condemned practices which, if continued, would lead to government regulation or control[32].

In its final 1947 report, *A Free and Responsible Press*, the commission insisted that the press provide five basic services:

- an accurate, comprehensive account of the day's news;

- a forum for exchange of comment;

- a means of group opinions and attitudes to one another;

- a method of presenting and clarifying the goals and values of society; and

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[30] ibid.

[31] Altschull.

[32] ibid.

- a way of reaching every member of society.[33]

In addition, the commission's report not only demanded the five basic services be met, but also that the news media present the truth behind the facts. Under the Hutchins Commission mandate, the news media not only received the ideology for investigative reporting, but the moral obligation to go beyond the objective facts, to seek out and to present all of the truth of what the reporters had uncovered. The report rejected sensationalism and demanded the news media be responsible and accountable to the American public.[34]

In 1956, Siebert, Peterson, and Schramm took the ideas of the Hutchins Commission and coined the term "Social Responsibility" for the news media. In *Four Theories of the Press*, the authors said the theory was the relationship between the press and the government or society as to "what the press should be and do"[35]. Specifically, Siebert, Peterson, and Schramm said the social responsibility theory called on journalists to be accountable for their actions in society, recognizing the danger of unrestrained liberty, as found in the Libertarian theory.[36]

Following publication of *Four Theories*, many news outlets began developing codes of ethics[37], although some professional organizations already had codes written. In developing Sigma Delta Chi (now SPJ) in 1909, the founders, sensitive to the public's

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[33] Altschull, J. Herbert. 1990. *From Milton to McLuhan the ideas behind American journalism*. New York, NY: Longman; 283-284.

[34] ibid.

[35] Siebert, Peterson and Schramm; 74.

[36] ibid.

[37] ibid. Altschull. 1984; 184-187.

view of newspapers following the Spanish-American War, determined one point for the

new association was "to advance the standards of the press by fostering a higher ethical

code, thus increasing its [ethics] value to the profession".[38] While many news groups

argued about ethics for the next few years, it was not until the ASNE developed the

Canons of Journalism in 1923 that a formal ethical code was developed for the

profession.[39]

The Canons of Journalism's chief author was H.J. Wright, founder of the *New

York Globe*.[40] Wright said the right of a newspaper to attract and hold readers is

restricted "by nothing but considerations of public welfare." Other key comments from the

canons are:

> The use a newspaper makes of the share of public attention it gains serves
>
> to determine its sense of responsibility, which it shares with every member of its
>
> staff. A journalist who uses his power for any selfish or otherwise unworthy
>
> purpose is faithless to a high trust. ... Freedom from all obligations except that of
>
> fidelity to the public interest is vital. ... Partisanship, in editorial comment which
>
> knowingly departs from the truth, does violence to the best spirit of American
>
> journalism; in the news columns it is subversive of a fundamental principle in the
>
> profession.[41]

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[38] Bostrom; 185.

[39] ibid.

[40] Emery & Emery; 511.

[41] ibid.

But just writing a single code did not suffice for the diverse mass communications industry. As radio, television, computers, and instant access programs were developed, journalists found the codes of ethics needed to change along with the times. Sigma Delta Chi, which had been using the Canons of Journalism, formally adopted its own code of ethics in 1951 after four years of debate; however, "situational ethics" of the 1960s called for more ethics study.[42] In 1964, the code debate reached a peak when some members of Sigma Delta Chi called for a study to "propose codes of ethics to govern the professional actions of members of the various media in their dealings with each other".[43] Then-incoming national president Ralph Sewell disagreed, saying the organization should continue to monitor ethics for journalists; but, he said, "We all knew what we should and should not do, what would and would not compromise us. I think we have followed this thing [ethics] out the window".[44]

Existing written ethical codes are often criticized for being of little help in making decisions.[45] Codes by the ASNE, SPJ, and the Associated Press Managing Editors (APME) list obvious values such as fair play, objectivity, a prohibition against plagiarism, a concern for appearances of conflicts of interest, and preservation of the "public's right to know".[46]

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[42] ibid.; 185-186

[43] ibid.

[44] ibid.; p. 187

[45] Meyer, p. 17.

[46] ibid., p. 18-19.

The existing APME code admonishes against favored treatment for advertisers while the ASNE and SPJ codes acknowledge the right of reply when a published report is critical of an individual or organization, and SPJ and APME have vague statements about privacy. All three groups differ on the right of confidentiality of news sources, with APME emphasizing the importance of avoiding attributions to unnamed sources, SPJ's code being cryptic saying the journalists "acknowledge the newsman's ethic of protecting confidentiality" and ASNE stating promises of confidentiality should not be given in the absence of "clear and pressing need", adding that once given such promises should be honored "at all costs".[47]

Ethics codes for the SPJ, ASNE, APME, Radio and Television News Directors Association, and Investigative Reporters and Editors, among others have continued to see changes -- including complete re-writes of their ethical codes -- during the years in an attempt to maintain ethical standards as the industry changes. At present, both the ASNE and SPJ are in the process of again completely re-writing their codes of ethics to between incorporate technological advances and the changing face of journalism.[48]

<center>Research on Journalism Ethics</center>

There are limited studies available on journalism ethics within the profession by the ASNE, the Association for Education in Journalism and Mass Communications (AEJMC), and some individuals; but most of the "research" done by journalists for journalists is

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[47] ibid., p. 20-23.

[48] Case, Tony. Fax, cd-rom, on-line services and newspapers. *Editor & Publisher*. 1994 (July 16); 12-13.

primarily in the form of case studies, primarily gathered by journalism educators, which are designed to foster ethical discussions. The majority of ethics research about journalism has been done by groups outside the profession, including the American Medical Association, Accuracy in Media and the American Psychological Association. Olen said most of this research has been published in such diverse publications as *TV Guide, The New Republic,* and *The Unte Reader.*[49]

One of the primary reasons there is so little research about journalism ethics is, as former *Columbia Journalism Review* editor James Boylan said, for a member of a news organization to offer such criticism is to "fowl (sic.) one's nest".[50] Carl Hausman tested this theory in his pilot study dealing with the issues of media self-criticism, self-censure, and whether journalists do feel reluctant to report on the sins of their colleagues.[51]

While many respondents to Hausman's study said journalists should learn to "take it" and employ self-criticism, journalists still prefer not to call attention to their ethical problems.[52] In addition, Hausman's study found a majority of the journalists interviewed agreed that media self-censure would be an effective deterrent to unethical journalistic practices, with respondents split on the question of such action being "media bashing" or not. Hausman said there was a strong correlation between news directors who felt they had observed journalists avoiding negative coverage of other journalists and those who agreed that the press "should learn to take it"; however, 60 percent of the journalists

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[49] Olen, Jeffrey. 1988. *Ethics in journalism.* Englewood Cliffs, NJ: Prentice Hall; xiii.

[50] Hausman, Carl. 1992. *Crisis of conscience: perspectives on journalism ethics.* New York, NY: HarperCollins; . 146

[51] ibid.

[52] ibid.; 147.

responding disagreed or strongly disagreed with the contention that they had frequently

observed other journalists avoiding stories which involve negative coverage of other

journalists.[53]

Hausman's study was a nine-question survey mailed to a listing of radio news

directors selected randomly from the *Broadcast/Cablecast Yearbook*. Radio news

directors were selected because they represented a relatively homogenous group. The

questionnaire responses were a five-part Likert scale ranging from "strongly agree" to

"strongly disagree" for each statement. The initial mailing was made to 249 news

directors, with 120 completed and returned. In addition to the numerical data, five news

directors wrote additional comments about the study questions.[54]

The 1985 ASNE survey on newspaper ethics found that nearly three-quarters of

adult readers who have the opportunity to compare their personal knowledge of and event

with newspaper coverage found the coverage accurate, but they were highly critical of the

coverage.[55] Of the readers responding to the survey, 41 percent of had lower opinions of

the newspaper's ability to tell the truth in general. These views were so strong that,

although they were the minority view, they offset the positive views of the majority who

found the newspapers performed well in their personal accuracy test.[56] Meyer said the net

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[53] ibid.; 147-151.

[54] ibid.; 195-197.

[55] Meyer; 159-160.

[56] ibid.

result is that even a small number of errors can inflict serious damage on a newspaper's reputation.[57]

The same survey found that newspapers cannot do a proper job if the editor is perpetually engaged in a popularity contest, especially since the ethical choice will usually be the unpopular choice. However, at the same time, the survey found that editors and publishers who showed sensitivity to ethical issues brought higher morale to the newsroom. The study showed staff members levels of confidence in the editor and/or publisher were bolstered by knowing the manager would be considerate of ethics problems.[58]

The ethics audit, as the survey was called by ASNE, was conducted by MORI Research Inc. of Minneapolis, MN.[59] The 172 question survey included a wide variety of questions concerning attitudes toward newspapers in general and some questions on specific matters related to ethics that were phrased for the newspaper the respondent read the most often. For each newspaper in the survey, questionnaires were sent to editors/publishers and staff members of the paper, plus readers in the circulation area. The interviewees were asked to evaluate their newspaper on a series of five-point semantic scales ranging from "extremely fair" for response 1 to "extremely unfair" for response 5. The final percentages were weighted by circulation so that readers rather than news people

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[57] ibid.

[58] ibid.

[59] ibid.; 159.

were represented in proportion. Because the survey included editors/publishers, reporters, and readers, each newspaper had the potential of three evaluations.[60]

Response rates for the two-stage, mail-and-telephone survey were 97.6 percent of the editors (325 of 333) for the first stage. Six editors refused and two were dropped from the sample because their newspapers closed during the study. Raw response rates for the mail survey, based on 331 newspapers, were 78.2 percent for editors, 71 percent for publishers, and 72.5 percent for state members who were not otherwise associated with a newspaper participating in the study. Only 22 of the 331 newspapers produced no response from any of the three persons contacted.[61]

In 1993 a study of viewer response to ethical issues in television news was conducted by AEJMC.[62] The AEJMC study found that television viewers do have opinions about the ethical treatment of news content, with clear differences in perceived expectations for broadcasting as opposed to print media. Specifically, broadcasters have the problems of whether or not to show explicit or graphic footage, providing airtime to terrorists and hostage-takers, and taking the chance of potentially showing violent or grisly footage during live coverage of a breaking news story.[63] By combining journalistic integrity with a greater sensitivity to the audience, the AEJMC survey indicated that broadcasters can better understand what might be considered problematic to viewers and

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[60] ibid.; 243-246.

[61] ibid.

[62] Lind, Rebecca Ann. Viewer response to Ethical Issues in Television News. *Journalism Monographs*, No. 142 1993 (December): 1.

[63] ibid.; 37-38.

consider different ways of handling difficult situations.[64] Broadcasters should consider

five items when making a decision of whether or not to air a story: 1) the gathering of the

information, 2) the portrayal of the information, 3) the impact or the results of the story,

4) legal factors, and 5) individual viewer factors. Also, "other commonly applied criteria

included newsworthiness, parameters within which the story should remain, and the

public's right or need to know."[65]

The study used a combination of open-ended interviews, self-administered

questionnaires, and a content analysis of interview transcripts. Respondents evaluated

examples of five ethically controversial local TV news stories. After a 30-minute

telephone interview, respondents filled out a survey and mailed it to the researcher. A

total of 225 interviews were conducted, the interviews were audio taped, and the tapes

were transcribed. Interviewees also were sent a copy of the sample stories that served as

the basis of the interview. Pretests showed that, given the multiple problems that were

present in each story, the quality and depth of the responses were significantly improved

when the interviewee could easily refer back to the story under consideration.[66]

Legal Restraints of Journalism Ethics

While ethics codes are considered to be helpful to the profession, there are legal

problems with enforcement of the professional organization codes, and therefore, with

journalism ethics as a whole.

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[64] ibid.

[65] ibid.; 38-39.

[66] ibid.; 9-10.

When SPJ tried to enforce its Code of Ethics in 1987, the membership was told by its general counsel that it would be a violation of a member's Constitutional rights to try to enforce the SPJ code.[67] As explained by SPJ legal counsel Bruce Sanford, the organization -- like IRE, RTNDA, and the ASNE -- is a voluntary organization, there is no requirement to belong to the organization in order to be a journalist. In addition, there are no industry standards, no collective code of ethics which must be followed by every news media practitioner. Therefore, to force ethical behavior on a voluntary member of an organization would be a violation of the person's right to privacy and the pursuit of happiness.[68]

However, Sanford said, if a person is employed by a news media outlet in which the employer has set an established code of ethics, the person must agree to follow that code of ethics because it is a condition of the employment. The problem arises when there is either no code or a weak code that does not spell out specific rights and obligations to the reporter/editor/producer.[69]

The difference in the two situations is that in one case the person accepts a code and its consequences for failing to maintain the code as a condition of employment, and the employer has a right to punish the employee for failing to maintain the established ethical behavior. In the other case, members of a voluntary organization do not have to comply with the organization's code because it is viewed by the courts as a voluntary measure, the person has a choice of following the code or not according to his or her own

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[67] November 19, 1987 memorandum from Bruce Sanford, SPJ general counsel, to the SPJ Board of Directors.

[68] ibid.

[69] ibid.

moral mandates.[70] In teaching ethics, Sanford said legal points must be made clear so students understand that journalism ethics are not always enforceable and to emphasize that every person is responsible for their own decisions.[71] On the other hand, court decisions in libel, censorship, and other media cases often create, or leave open, ethical issues for the journalist.[72]

While some lawyers feel a journalism group's code of ethics are perfect for "blowing" or destroying a journalist's defenses in a libel suit, Sanford said there is no record of a libel case where a plaintiff's lawyer "scored points" by arguing a journalist should lose a libel suit because he or she breached a code of ethics.[73] Stanford said that journalism's ethics codes are not case specific, nor can the codes be if they are to be useful to journalists in sorting out the ethical issues inherent in the myriad of different situations. Codes, he said, should strive to describe ideals, goals, responsibilities and evils. "Rules, hard and fast or otherwise, don't belong."[74]

Legal codes have grown out of the power of states to license and regulate lawyers to protect their clients, but Sanford said under the First Amendment no such condition exists for journalists.[75] "And, perhaps, as a result, journalists bear an especially heavy and practical responsibility of self examination."[76]

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[70] ibid.

[71] Olen; 33.

[72] Lambeth; 132.

[73] Sanford, Bruce. Codes and law: do ethics codes hurt journalists in court? *The Quill*. No. 82 Vol. 9 1994 (November/December); 43.

[74] ibid.

[75] ibid.

[76] ibid.

Long-Term Issues

Even the appearance of a conflict of interest has been a debating point of journalism ethics since ethical code debates began in 1909.[77] Ethics codes from ASNE, SPJ, APME, and the RTNDA all caution against any conflict of interest; but as Hulteng explained:

> This theme is as universal as any of those set out in the numerous
>
> guidelines endorsed by the people who work in the business of gathering, editing
>
> and disseminating the news. Yet in practice the ethic of independence is
>
> respected with widely varying degrees of fidelity.[78]

Hulteng said incorporated into the issue of conflict of interest are: accepting "freebies" from sources, accepting junkets or trips from sources, moonlighting or doing paid extra work for a non-media company, broadcasters as pitchmen, awards from non-media organizations, and the reporter or editor as the story. All of these issues can be conflicts of interest because they can put the reporter in debt to a source so that the

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[77] Bostrom; 185.

[78] Hulteng; 26.

reporter may not cover the source fairly or may not seek the truth if the source is involved.[79]

If every opinion was carefully retained on the opinion page, Harwood[80] said there would be little concern, noting it is impossible to retain opinion "caged" to one page.

Every news judgment is based on a sense of social values and priorities. The news columns and every department of the modern daily newspaper convey opinions of local and national columnists, the critics whose commentaries frequently spill over into the arena of public affairs, the opinions of cartoonists (Garry Trudeau, for example) and other illustrators whose work appears throughout the paper, the opinions of Art Buchwald and other humorists whose main work is political commentary.[81]

Meyer said the problem of conflict of interest can be "extremely subtle."[82] While there are some clear-cut cases, such as the R. Foster Winans case (a *Wall Street Journal* reporter who used information he obtained for his "Heard on the Street" column about stocks to create a system of insider trading, which led to his dismissal from the *Journal* and a prison term for illegal activity), most ethics cases are subject to a personal sensitivity index.[83] The actual problem is not the content of journalism, but the conduct of the

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[79] ibid.

[80] Harwood, Richard. Keeping the press objective: reflections of an ombudsman. *Current.* 1993 (June); 18-21.

[81] ibid.

[82] Meyer, 62.

[83] ibid.; 64-65.

journalist; because ultimately, it all bears on the credibility of the journalists and their employers.[84] Bailey explained:

> That is why these problems are so important. As the press loses credibility
> with the public it loses support from that public. That loss is the single greatest
> problem facing American journalism today. By every indication it will continue
> to be so over the next few years. The press has proved it can resist almost any
> government attack as long as it can count on public support. But if it loses that
> support -- and it has already lost some of it -- it will sooner or later lose
> everything.[85]

And if a news organization's credibility is eroded, Goodwin said it makes no difference whether the news staff is fair and accurate because the audience will come to doubt what is offered by that organization.[86] Most news managers and reporters avoid any activity that could put them into a position that seems they are favoring or disfavoring some group or groups in their news decisions. However, he said, there are some news managers and reporters who involve themselves in community activities, at least to a degree.[87]

The problem of conflict of interest coincides with the issues of accuracy, fairness, and objectivity. Because conflicts of interest often involve emotion or personal prejudice,

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[84] Bailey, Charles W. 1986 New Rules for a Changing Press? *Reading in mass communication concepts and issues in the mass media.* (6th ed.) Emery, Michael, and Smythe, Ted Curtis, eds. Dubuque, IA: Wm. C. Brown Publisher; 8.

[85] ibid.

[86] Goodwin, H. Eugene 1983. *Groping for ethics in journalism.* Ames, IA: Iowa State University Press; 59.

[87] ibid.; 63.

Klaidman and Beauchamp[88] said it is unreasonable to expect even the most objective

persons to be totally uninfluenced. Therefore, a reporter may be motivated to pursue a

story from a tangle of emotion and reason, putting accuracy, fairness and objectivity in

jeopardy.[89] The underlying question is whether news reporters should be pushing a point

of view, whether there is commitment to a message rather than simply to coverage.

Objectivity means to organize and write a story so not to suggest or express a preference

for one set of values over another. Fairness, however, does not always entail giving equal

weight to the views of those on either side of an issue.[90]

Cunningham explains there are at least two levels of serious ethical engagement at

stake for the journalist: the joint responsibility of the media and its audience who elect to

be treated the way they are and the issue of mishandling the family of truth values:

truthfulness, accuracy, validity, objectivity, authenticity, realism and honesty.[91]

> We expect these to be present both as ends and constraints in media
>
> reports; and yet the critical literature is in agreement that this is far from being
>
> the case. Too often, in the name of newsworthiness and human interest, the
>
> messenger is tempted to settle for a cluster of lesser epistemic values: attention,
>
> mere credibility, and the appearance of objectivity.[92]

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[88] Klaidman, Stephen, and Beauchamp, Tom L. 1987. *The virtuous journalist.* New York, NY: Oxford University Press; 44

[89] ibid.

[90] ibid.; 46.

[91] Cunningham, Stanley B. A Place in the Sun: Making Room for Media Ethics. *Journal of Mass Media Ethics.* Vol. 8, No. 3 1993; 147-155.

[92] ibid.

In speaking about the death of her husband, Pennsylvania State Treasurer R. Budd

Dwyer (Dwyer committed suicide during a press conference on Jan. 22, 1987), Joanne

Dwyer[93] said that fairness by the press will not always leave the correct or historical story.

Dwyer said while the news media avoided "yellow journalism" in covering the suicide,

they avoided the issues behind the event.

> I believe in reporting the truth. The truth should be reported. But the
> truth has to be reported not only through the eyes of one person. You and I
> could see the same thing, and each believe it is true, but that does not necessarily
> mean it is so. I believe there should be more investigation beyond what anyone
> sees or hears, because no two people see or hear the same thing. Hence, I think
> we must investigate a little bit more because what we perceive as the truth is not
> always exactly the truth.[94]

John Seigenthaller said there are five points every journalist "worth his or her

byline" believes in: serving readers as the First Amendment gives the right; be fair; be

accurate; correct errors; and avoid any conflict or potential conflict of interest.[95]

But avoiding conflict of interest is becoming more difficult with the excess of "hit-

and-run journalism" being practiced in the United States, Berger states:

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[93] Behringer, Fred. Widow praises, criticizes press, calls for more ethical standards. *Ethics Under Fire 1987-88 journalism ethics report*. Chicago, IL: Society of Professional Journalists; 5.

[94] ibid.

[95] Seigenthaler, John. News junkie interviews himself on ethics. *Neiman Reports*. Vol. XLVII, No. 1 1994 (Spring); 64-70.

Increasingly, the expose offered as fact amid screaming headlines and hard-charging video are carefully packaged products of attorneys, handlers and assorted public relations professionals. The principals are virtually never available for direct questioning, lest they commit the unpardonable sin of "stepping on the message".[96]

While reporters do trip over each other in search of morsels of a story, Berger said the problem is compounded by a lack of knowledge among reporters about basic legal terms "or a bald-faced willingness to corrupt the meaning in pursuit of a story."[97]

In his "Ten Commandments" of the press, Paul Johnson[98] listed discovering and telling the truth as the number one issue journalists must demand and meet, but he cautioned the truth-telling must be balanced with a sense of responsibility or it can become dangerous without informed judgment. But even informed judgment can cause some journalists to use deception while gathering news. Among some in the mass media, the ends may not always justify the means in newsgathering, but sometimes it is difficult to resist using unethical means when the means are employed to achieve a worthy goal.[99]

While deception in the news may not be commonplace in some areas, it is still a tactic employed by some. Journalists differ about how much deception can be used or if it should ever be used between a reporter and a news source.[100] Meyer separates deception

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[96] Berger, Jerome. Hit-and-run journalism. *Neiman Reports*, Vol. XLVII No. 1 1994 (Summer); 67-70.

[97] ibid.

[98] Johnson, Paul. The media and truth, is there a moral duty? *Current*. 1992 (December); 4-7.

[99] Bovee, Warren G. The end can justify the means -- but rarely. *Journal of Mass Media Ethics*. Vol. 6, No. 3 1992; 135-145.

[100] Hulting; 81.

into two categories: intrusive deception and subtle deceptions.[101] Intrusive deception is

classified as a situation where journalists pose as someone they are not (longshoreman,

schoolteacher, whorehouse customer, law enforcement officers, etc.) in an attempt to gain

information that might not otherwise be available to them. In 1977, the *Chicago Sun-*

Times was not given a Pulitzer Prize for investigative reporting because the judges

determined the story was based on an unethical invasion of privacy. The *Sun-Times*

reporting team operated the Mirage Bar for four months documenting bribery and tax

fraud among building inspectors and other municipal authorities. *Washington Post*

executive editor Benjamin C. Bradley, a member of the judging panel, said of the decision,

"in a day in which we are spending thousands of man-hours uncovering deception, we

simply cannot deceive."[102] However, a Pulitzer for reporting had been awarded to a

reporter who posed as a mental patient.[103]

Subtle deception includes areas such as bugged meetings, concealed identity[104] or,

as in the case of the Branch Davidian-FBI standoff near Waco in 1993, electronic

eavesdropping on cellular telephone traffic and reporting the conversations as "informed

sources."[105] Bolton argued that deception in principle is wrong, yet journalists have

discovered circumstances which warrant its use. The solution, he added, is innovative

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[101] Meyer; 78-886.

[102] ibid.; 79.

[103] Bolton, Dan. Code of ethics: a complex world suggests yet another revision. *The Quill*. 1994
(November/December); 42, 84.

[104] ibid.

[105] personal interview with FBI Special Agent Bob Ricks, April 23, 1993.

guidelines in codes of ethics, and inclusion of a "how to" list of questions to resolve these ethical issues.[106]

In addition to deception, another long-term ethical problem for journalists has been the issue of privacy, an issue which is re-emerging as new technology improves a journalists' ability to tap into more and more people's personal lives through computer data bases. *Boston Globe* ombudsman Gordon McKibben said that while classical ethics issues of conflicts of interest concern editors and academics, the issues do not seem to concern the news consuming public much at all.[107] Where readers get involved McKibben said, is when they view a story as being "unfair" or "slanted", intrusions of privacy, and the powerful beating up on the powerless.[108]

"The ethical judgment call in privacy complaints usually boils down to this -- does the public 'need to know' override the hurt and sometimes danger rendered to the subject of the piece?" McKibben asked.[109] He quotes *Globe* managing editor Alfred Larkin Jr. as saying that privacy and ethics issues are always on the edge of the newsroom, with legal questions overhanging, and editors needing to be aware of the interrelationships of these issues now more than ever before. Privacy issues, he said, are becoming more and more important to readers and lawyers.[110]

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[106] Bolton.

[107] McKibben, Gordon. The ombudsman as ethicist. *Nieman Reports*. Vol. XLVII No. 1 1994 (Spring); 86-88.

[108] ibid.

[109] ibid.

[110] ibid.

The problem of balance in ethical decision making for journalists is especially acute when the issue is protection of privacy or some other values that require some restraint in publishing, Meyer said. A news reporter's First Amendment duty is to get the facts, shed light, and publish despite pain and discomfort, it is a duty that is in direct conflict with the right to privacy. While, Meyer concedes, there is no Constitutional right to privacy, he quotes U.S. Supreme Court Associate Justice William O. Douglas in a 1952 dissent which calls for the "right to be left alone."[111]

Klaidman and Beauchamp[112] cite John Stuart Mill's The Harm Principle in the privacy argument. The Harm Principle states that while it is difficult to determine a set of right and wrong exercises of liberty, some valid restrictions are necessary, and they all turn on protecting persons against the harmful actions of others. Whether a particular harm outweighs a particular liberty depends on considerations, such as the gravity of the harm, the significance of the liberty, the efficiency with which a liberty-limiting intervention can occur, and the resources available for such an intervention.[113]

It is difficult to apply the harm principle unless it is clear what counts as harm, wrote Klaidman and Beauchamp. Damage to property or reputation are broad enough, but other definitions do not make it clear if something is actually harm or an embarrassment, and privacy can fall into the gray area.[114] But many journalists automatically reject some privacy issues as a form of censorship, such as a proposed ban

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[111] Meyer, 77.

[112] Klaidman and Beauchamp; 94-95.

[113] ibid.

[114] ibid.

on naming rape victims.[115]   Klaidman and Beauchamp noted that some journalists and

lawyers might argue that imposing bans on certain materials under a privacy label amounts

to prior restraint, for if lawmakers can prohibit the media from making one fact public it

could open the door to more official censorship.[116]

Privacy is an issue which is growing with new technology as government and

businesses put more personal information about people on databases, which are easily

accessible through a computer with a modem. Or, as Neil Postman said of privacy and

technology:

> From millions of sources all over the globe, through every possible channel
>
> and medium -- light waves, airwaves, ticker tapes, computer banks, telephone
>
> wires, television cables, satellites, printing presses -- information pours in.
>
> Behind it, in every imaginable form of storage -- on paper, on video and audio
>
> tape, on discs, film, and silicone chips -- is an ever greater volume of information
>
> waiting to be retrieved. Like the Sorcerer's Apprentice, we are awash in
>
> information. And all the sorcerer has left us is a broom. [117]

New Technology and Ethics

Technology has been part of journalism since the introduction of the telegraph, and

technological advances including the telephone, radio, television and satellites have

determined how content would be gathered and organized for the news, with the results

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[115] Ticker, Bruce S. Ban the naming of rape victims? *Editor & Publisher*. 1994 (August 13); 48.

[116] ibid.

[117] Postman, Neil. 1993. *Technopoly the surrender of culture to technology*. New York, NY: Vintage Books; 69.

shaping the values which governed the process.[118] The 1947 Hutchins Commission study

found that each change in communications technology led to a new organization within

the mass communications industry.[119]

Improved technology is providing a new list of ethical concerns for journalists,

including digital enhancing of videotape and still photographs, computer database

reporting, and real time reporting for both electronic and print mediums. At the same time

that technology is enhancing the ability to collect facts and information, it has also

permanently altered the nature of news competition, creating literally hundreds of new

outlets for news. This combination of greater economic stakes and accelerated

competition puts a wrenching strain on a system shaped by more structured times.[120]

In the past, truth, accuracy and integrity are all concepts that have defined and

defended news photography, but it is possible the public will no longer be willing to accept

images with honesty and integrity due to the ability to electronically change the image.[121]

Bolton[122] said the ethical problems of digital enhancing come in the form of deception.

"Ask yourself whether the intended action misleads or distorts the image through

emphasis, omission, or technological manipulation. Is the resulting image a true

representation of the event portrayed?"[123]

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[118] Kovach, Bill. Who's going to make the decisions? Who's going to set the values? *Neiman Reports*. Vol. XLVIII, No. 1 1994 (Spring); 3-5.

[119] ibid.

[120] Kovach, Bill. From the curator: new ethical questions for a new age. *Neiman Reports*. Vol. XLVIII, No. 1 1994 (Spring); 42-43.

[121] Sherer, Michael D. Manipulating Forest Gump. *The Quill* 1994 (November-December); 34.

[122] Bolton, 1994; 42.

[123] ibid.

Digital manipulation can enhance photographs, but the electronic photography can sacrifice truth telling for an image.[124] Van Riper said that in journalism, the difficulty over digital manipulation is more a moral question than an artistic dilemma; however, the quandary leads electronic photographers to the very heart of photojournalism. Photos can become suspect, he said. It is with ease that a photo can be scanned into a computer, its information digitized, its final incarnation altered. Every change on the computer screen creates a new original, and while very innocent, it is also insidious too. The changing of photos harkens back to the totalitarian regimes that could remove "nonpersons" from a photograph with crude techniques; but now those removals can be made seamlessly with the touch of a computer button. "The computer doesn't care," Van Ripen said. "And it doesn't leave fingerprints."[125]

Currently, the National Press Photographers Association (NPPA), SPJ, and ASNE are all being asked to revise their codes of ethics to incorporate language concerning the use of digital enhancing of photographs and videotape.[126]

With the "information superhighway" or international, interactive computer network, database reporting means everything from being able to check government files from the reporter's newsroom (or home) computer to doing interviews through E-mail to designing electronic newspapers and television reports for the computer literate.[127]

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[124] Van Riper, Frank. A cautionary tale: digital manipulation can not only improve photos but also raises questions of credibility. *Neiman Reports*. Vol. XLVIII, No. 1 1994 (Spring); 19-20.

[125] ibid.

[126] Sherer.

[127] Leccese, Mark. Speed Zone Ahead. *The Quill*. 1994 (January/February); 23-26.

Electronic record-keeping has become a common concept in government and has created grave concerns for privacy advocates. The Supreme Court has expansively interpreted the privacy restrictions of the federal Freedom of Information Act when applied to computerized records, but in balancing the individual's privacy and the public's right to know, the Court rejected a case-by-case analysis, instead allowing broad determinations for classes of information.[128] Individual states, however, have tended to engage in ad-hoc balancing of access and privacy interests in computer records cases. For example, the Michigan Supreme Court restricted the release of computer tape with student names and addresses used to produce the Michigan State University directory, noting, "form, not content, affects the nature of information."[129]

The main product, said David M. Cole,[130] is that the new technology will allow for more content for reporters, editors, artists, and photographers. But amid the talk about fax, CD-ROM and on-line services, news executives stress that technology is a means of building on the success ink on paper has long enjoyed.[131] News executives say that technology will serve to enhance the existing base by helping them meet the consumer's needs, with the choice of the medium left to the consumer.[132]

The amount of new technology is creating a paradigm shift in the news industry. Greater space and concern for reader's views are providing an opening for the voice of the

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[128] Ritter, Bob. 1994. New technology and the first amendment. *SPJ Reports*. Greencastle, IN: Society of Professional Journalists; 19.

[129] ibid.

[130] Cole, David M. Information evolution. *The Quill*. 1994 (January/February); 20-22.

[131] Case, 1994; 12-13.

[132] ibid.

public and a concern for the ethics of a reporter expressing a personal opinion while on-line "talking" to the public.[133] One projection is that technology will continue to blur the line between news and entertainment.[134]

But like digital enhancing of photographs, database reporting is not yet mentioned in any code of ethics, although SPJ and the Associated Press Managing Editors are being asked to do so.[135] Bolton said the problem with database reporting is that it can infringe on privacy, adding "To say journalists should not invade the privacy of others is the ideal. But if they did not, they could not do their job."[136]

Because of the new technology, reporters now say they are being pushed by editors and producers to do something they were taught against doing before -- going to press or broadcasting live without making sure they have all the facts.[137] The cost of technical equipment and the push to use the new technology can often push reporters into putting stories out that may not be fair, objective, or truthful because the reporters must have something -- anything -- to say during a live shot or computer report from the scene.[138]

Questions of accuracy with the new technology can impact a news organization's credibility. A 1988 Yankelovich survey asked "in which of these do you have great

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[133] Christopher, L. Carol. Closing the gap: anxiety rises as news organizations scramble to fill electronic niches. *The Quill.* 1994 (January/February); 27-29.

[134] ibid.

[135] Bolton.

[136] Bolton.

[137] Tallent, Rebecca J., and Smethers, J. Stephen. Feeding the beast: Waco coverage driven by technology, competition. *The Quill.* 1993 (November/December); 21.

[138] ibid.

confidence?" Doctors received the highest rating at 71 percent while news on television

had a 55 percent confidence rate, newspapers a 50 percent confidence rate and news

magazines a 38 percent confidence rate. In late 1993, the same question was asked and

doctors fell to a 63 percent confidence rate; news on television fell to a 25 percent

confidence rate, newspapers fell to a 20 percent confidence rate and magazines fell to a 12

percent rate.[139] "No matter the forum of future delivery, if we don't have a product as

journalists that is of value, it will not be delivered by anybody at any price," said Davis

Merritt Jr., editor of *The Wichita Eagle*.[140]

The anti-press mood may be linked to the industry's cynicism and coverage of

issues that may lead to the destruction of traditional news forms.[141] News directors and

newspaper editors are finding new ways to open up their coverage to public participation,

usually through connection with the Internet. This connection is allowing readers and

viewers to ask if journalism is acting in the public interest or under a news agenda which

favors the media.[142]

Tabloid Journalism, Checkbook Journalism and Sensationalism

Between mid 1993 and mid-1994, there were several stories which the main

stream news media covered along with the so-called tabloid press, including the Tonya

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[139] Merritt, Davis Jr. The emerging electronic democracy. *Neiman Reports*, Vol. XLVIII No. 1 1994 (Spring); 53-57.

[140] ibid.

[141] Glaberson, William. Raking muck: news as the enemy of hope. *The Dallas Morning News*. 1994 (November 6); p. 30.

[142] ibid.

Harding-Nancy Kerrigan assault, the Michael Jackson child molestation charges and the O.J. Simpson murder trial. With "legitimate" news operations network magazine shows such as "20/20", "Dateline NBC" and "48 Hours", *Los Angeles Times* critic David Shaw said the main stream media is feeding into the public frenzy for "infotainment" rather than information or entertainment[143]. "The syndicated tabloid shows in particular seem willing to broadcast virtually any story, the sexier and the stranger the better, if only to fill that nightly void (and, not incidentally, drive those nightly ratings)."[144]

Shaw said there is no question that networks such as CNN have pressured more instant access to news and that there is increased pressure to publish or air stories about which the news organization may have reservations.[145] James P. Gannon[146] said there are now powerful forces at work reshaping the news media which results in combining the attributes of the tabloid newspaper and the TV talk show into a lowest common denominator form of journalism "that cheapens our product and trivializes our professional purpose."

Gannon said there is a "new food chain" in journalism: that if a sensational story appears anywhere, it appears everywhere, a result of a deterioration of standards because the news is now driven by ratings and profits, and newspaper editors taking their cues from television.[147] Where the tabloidization of news leads, warns Lou Prato, is the forcing

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[143] Shaw, David. Surrender of the gatekeepers. *Neiman Reports.* Vol. XLVIII, No. 1 1994 (Spring); 3-5.

[144] ibid.

[145] ibid.

[146] Gannon, James P. Warning: entertainment values threaten journalism's health. *Editor & Publisher.* 1994 (August 27); 48.

[147] ibid.

of legitimate news organizations to pay for news, otherwise known as "checkbook journalism".[148]

"The practice of paying sources has become so rampant in television that it now threatens the fundamental credibility of TV news," Prato said.[149] "Network news divisions and local stations, despite their loud denials, also pay in one form or another. Although they may not openly pay in cash, many use consulting fees, travel and entertainment expenses and other such covert arrangements." Other arrangements can include chartered air travel for the subject or a family member and the news crew riding along for the interview. Even amateur photographers have started charging local and network stations for news footage, shopping for the highest price for the tape.[150]

In the Amy Fisher case, checkbook journalism helped lead the nation's news media into sensationalism while covering the trial. With an assist from the *New York Post*, the case was propelled into the national spotlight, partially due to its subject (a high school girl's fatal attraction to an older man) and the timing of the case shortly after two other highly publicized sex-oriented trials, William Kennedy Smith and Mike Tyson.[151] By the end of the trial, all the principles in the case had sold their stories to a variety of organizations, including "A Current Affair", "Inside Edition", on radio shock jock Howard Stern's talk show and "Hard Copy" before the story was re-created by all three major

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[148] Prato, Lou. Tabloids force all to pay for news. *American Journalism Review*. 1994 (September); 56.

[149] ibid.

[150] ibid.

[151] Carveth, Rod. Amy Fisher and the ethics of headline docudramas. *Journal of Popular Film and Television*. 1994 (September); p. 121-127.

networks as a "movie of the week."[152] Critics of sensationalized stories say the line

between news and entertainment becomes increasingly blurry with these types of stories.

Even legitimate news organizations have difficulty with re-creations and docudramas

alleging to depict events, as witnessed with "Dateline NBC" in which a GM truck was

rigged with explosives to make a point about the truck's safety, a move anchor Jane

Pauley later termed "a mistake."[153]

Changing the Ethics Codes

In 1975, the APME and SPJ last changed their codes of ethics, but within the past

two years both groups have again begun to look at changing their respective codes from

"red light" to "green light" codes.[154] APME Ethics chair David Hawpe, editor of the

Louisville Courier-Journal, coordinated his association's revision efforts,[155] which creates

a code with six "core ethical values." In the final version, the code addressed

multiculturalism and technology, but remained sparse on detail, stating that "no statement

of principles can prescribe decisions governing every situation."[156] The new code also

called for a clear distinction between news and advertising, expands language on conflict

of interest and community involvement. There are also changes in language from the

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[152] ibid.

[153] Pauley, Jane, keynote address to the Society of Professional Journalists Convention, September 16, 1994, Nashville, TN.

[154] Personal interview with Dan Bolton, past chairman of the Society of Professional Journalists Ethics Committee, November 3, 1994.

[155] Bolton, Dan. Changing ethics APME considers new, expanded guidelines. *The Quill*. 1993 (November/December); 32; and Case, Tony. APME retreats on strict ethics code. *Editor & Publisher*. 1994 (August 13); 18-19.

[156] Case ibid.

almost minor "newspaper men and women" in the first line to "news and editorial staff

members"; to a more complex re-phrasing of the statement that newspapers should be a

"constructive critic of all segments of society" to the revised addition "it should reasonably

reflect, in staffing and coverage, its diverse constituencies."[157]

During the APME's draft process, the association surveyed members as well as

non-journalists invited to day-long seminars in Hartford, Sacramento, Kansas City, and

Nashville.[158] The APME process encouraged the SPJ Ethics Committee, when it decided

to rewrite that society's code, to follow a similar pattern.[159] Following the SPJ 1994

national conference in Nashville, the ethics committee asked for a 12-member task force

with the criteria for membership being talent and diversity (sexual, racial/ethnic,

geographical, professional/academic, etc.) The task force planned to discuss changing the

SPJ code to a "green light" code through public meetings in various cities throughout the

United States in 1995.[160]

Bolton said the time is right for the change because journalists need a document

that is both readable and flexible, plus one that prepares reporters to make difficult ethical

on deadline.[161]

Linda Burton said she has heard that journalism needs to be "redefined" because

"the American people didn't have much respect for journalists anymore."[162] Burton said

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[157] Case ibid.

[158] Bolton, 1993.

[159] Bolton, personal interview.

[160] SPJ Ethics Committee minutes, Nashville Conference, September 16, 1994.

[161] Bolton, 1994.

[162] Burton, Linda. Let's fix it! *Family Circle.* 1994 (June 7); 168.

the profession should restore higher values instead of redefining, and the higher values should include the right of the press to violate the public trust.[163]

Research in Teaching Ethics

In his work, *Groping for Ethics in Journalism*, H. Eugene Goodwin complains about the inadequate education of journalists.[164]

Ignorance and incompetence will continue to pollute the news process unless news media owners and executives recruit and retain better educated and smarter journalists. They should insist that journalism schools turn out graduates with background knowledge in one or more areas in addition to their journalistic skills plus a solid underpinning of instruction in the ethics, laws, and history of journalism.[165]

Goodwin continues that there is "greater competence in the average university than in the average newsroom," and that reasonably equipped faculty and libraries -- along with experience -- offer would-be journalists the opportunity to develop the tools needed to combat "the ignorance that mars American journalism today."[166]

Research for teaching journalism ethics ranges from "worksheets" in ethics instruction to discussions of privacy and balance to current issues through books and

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[163] ibid.

[164] Goodwin, H. Eugene. 1983. *Groping for ethics in journalism*. Ames, IA: Iowa State University Press; 277.

[165] ibid.

[166] ibid.; p. 278.

articles in professional and education journals. However, an exhaustive work about how

journalism ethics is actually taught in the classroom is Denise Elliott's 1984 dissertation.[167]

In her work, Elliott described the three basic types of ethics instruction: (1)

confrontation of ethics problems, with the primary question asked being "why" a situation

could be resolved in a certain manner; (2) teaching ethics in a community with shared

values, developing critical thinking skills and stimulating moral awareness; and (3)

teaching ethics in social context, incorporating philosophical principles with why certain

approaches are valid to solve an ethical problem.[168]

"It makes very little sense to talk of how to teach ethics best if one is unsure of

what 'it' entails," Elliott said. "An adequate course in journalism ethics must rest on a

complete theory of journalism ethics."[169] In her study, Elliott offered a tri-foundational

theory of ethics within the profession. The theory rests on the function of press in society,

on the meaning of what it is to be part of an identifiable professional group, and on the

moral obligation that each individual prescribes for him/herself.[170] To teach this theory,

Elliott said ethics instructors must realize the first foundation concerns the precepts within

society, and that the press wields great power within society based on the philosophical

and political justification through its Constitutionally protected freedoms and

responsibilities; that the second foundation is the obligations which follow from journalists

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[167] Elliott; 85.

[168] ibid.; 86 - 99.

[169] ibid.

[170] ibid.

being recognized as an encompassing group; and the third foundation is that journalists are autonomous as moral agents.[171]

Since her dissertation, many other academics have written about teaching journalism ethics, in particular, how to develop an ethics curriculum. But the primary source of material for teaching ethics still comes from professional and academic journals. Such as in *Journalism Educator*, which reported a 56 percent increase in ethics courses for journalism schools, departments and programs between 1984 and 1994.[172]

According to Lambeth, Christians and Cole, fostering moral reasoning skills and surveying current ethical practice were the most frequently checked course objectives by the 164 instructors who participated in the survey. Other areas of concern include evaluation of the collective media performance and key media and society issues to the cultivation of individual critical thinking skills, with more emphasis on "micro" rather than "macro" issues of moral reasoning. A total of 102 schools, or nearly 40 percent of the survey, said they do not offer separate ethics courses, most commonly because "ethical issues are discussed as they arise in other courses", "no room in the curriculum," and "insufficient budget".[173] Lambeth, Christians and Cole concluded:

> If this is a correct interpretation, it may reflect the absence of a critical
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> mass of scholarship as well as of teaching materials that integrate professional

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[171] ibid.; 158-161.

[172] Lambeth, Edmund B., Christians, Clifford, and Cole, Kyle. Role of the media ethics course in the education of journalists. *Journalism Educator*. Vol. 49, No. 3 1994 (Autumn); 20-26

[173] ibid.

with social ethics, and that focus attention on the impact of organizational culture and management decisions on moral decision-making.[174]

In describing their preparation for the classroom, Lambeth, Christian and Cole found that 45.1 percent of the instructors said they had a particular interest in ethics but no formal training; 17.1 percent said they had formal ethics training; and 34.1 percent reported both formal training and a particular interest in ethics. The remaining 3.6 percent responded "other" or "not applicable". The study also found that 78 percent of the instructors were male and 22 percent female, seven percent were minorities although among instructors hired within the past 10 years, 36 percent were female and 12.5 percent were minorities. In their conclusions, the authors suggested the recruitment of more minorities and women as ethics instructors for the purposes of diversity.[175]

In "The Theory and Practice of Educating Ideologically Unreliable Journalists," Sue Lafky said journalism educators are not immune from incorporating in their classrooms the western industrialized society ideology that individualism is nurtured in both the classroom and the workplace.[176] "This possessive individualism is one reason for the romantic myth of individual journalists who can secure good working conditions for themselves, engage in singular battles to right society's wrongs, or even oust presidents from their seats of power."[177]

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[174] ibid.

[175] ibid.

[176] Lafky, Sue A. The theory and practice of educating ideologically unreliable journalists. *Journalism Educator.* Vol. 48 No. 2 1993 (Summer); 17 - 25.

[177] ibid.

To provide an ethics education that will provide the social criticism and social change needed, Lafky gave 14 suggestions drawn from the writings of feminists and critical scholars to help communications educators in teaching ethics. These changes include: working in a classroom which allows for diversity, giving all students a voice regardless of race, gender, or class; establishing a norm of sharing sources; including more than mainstream media into the classroom, asking students to read African-American, Native American, Hispanic or Jewish newspapers; and selecting textbooks carefully, understanding the political economy of the textbook industry, considering texts that offer labor's side of the story.[178] Teaching techniques that encourage independent and critical thinking are needed, Lafky said,[179] somewhat echoing Elliott.

Brian Richardson[180] said the tendency among working journalists to view ethics negatively, and ethical decision making as an attempt to inhibit their work, is in part attributable to the way ethics is taught in some undergraduate journalism programs. Richardson wrote:

> If journalists hate ethics, I suspect it is because most of them see ethics as
> an exercise in which somebody who does not know anything about what
> journalists do tells them they cannot do it. As teachers of journalism ethics, we
> must share the blame for that perception, erroneous as it might be, because many
> of us still teach ethics that way.[181]

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[178] ibid.

[179] ibid.

[180] Richardson, Brian. Four standards for teaching ethics in journalism. *Journal of Mass Media Ethics*. Vol. 9, No. 2 1994; 109-117.

[181] ibid.; 109.

Richardson added that journalism ethics instructors must change from teaching "red light ethics" to teaching "green light ethics", and offered four standards which should be met:

- Ethics should be affirmative;

- Ethics should be systematic;

- Ethics should be integrative; and

- Ethics should be definitive.[182]

Basically, Richardson argues that ethics should be taught in a manner which tells future journalists what they should do rather than what they should not do.[183] He also said prospective journalists should be offered a workable, flexible and defensive way to proceed to make ethical decisions; they should understand that doing ethics should be inseparable from doing good journalism; and through the use of appropriate and challenging case studies, instructors should show that ethics is a systematic process which includes right and wrong answers.[184]

By teaching ethics in a "green light" fashion, Richardson said journalists can still do their job while understanding that a commitment to telling the truth and utilization of moral reasoning can minimize the potential harm while telling what needs to be told.[185]

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[182] ibid.; 110.

[183] ibid.; 111.

[184] ibid.; 111-115.

[185] ibid.; 116.

The "green light" ethics approach for journalism schools is the same approach being recommended by SPJ's Bolton in the restructuring of the code of ethics. It is possibly another in the encouraging trend that shows increased cooperation between journalism schools and the professional media, a partnership that focuses on generating new knowledge.[186]

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[186] Stein, M.L. Encouraging trend. *Editor & Publisher*. 1994 (August 27); 9-10.

CHAPTER III

METHODOLOGY

Overview

This chapter deals with the research plan involved with this study, including a description of the Delphi Technique as a data collection method for investigating the existing ethical problems in the journalistic profession.

Research Methodology

The Delphi Technique was developed in the 1960s by the Rand Corporation as a method to eliminate the influences of personal interaction among members of a group.[187] In the first practical use of the Delphi, researchers collected the advice of seven experts to develop an industrial target system for nuclear weapons. The Delphi operates under three distinct characteristics: anonymous responses, controlled feedback and statistical group response. With the Delphi, the results are anonymously reported back to each member, with a feedback allowance on each issue with the questionnaire.

A Delphi is normally used as a predictive tool, and it will be used as such in this case. No one can precisely predict exact future events, and this study does not promise to

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[187] Harrell, Allen T. 1978. *New methods in social science research.* New York, NY: Praeger Special Studies; 120.

reveal every ethical issue which may be encountered by journalists in future situations. By using the Delphi to examine what may be the future ethical problems for journalists, the responses will help develop possible solutions to the most critical issues.

Sampling of Subjects

Since the Delphi Technique does not require a randomized selection of subjects, the participants in this study will be selected using the following criteria: that the participants be either a working journalist or a college-level journalism educator with an interest in ethics; working journalists will all be selected from medium to large markets, or newspapers and television and radio stations within a minimum 500,000 to a maximum 1,000,000 circulation or broadcast audience; and that all journalism educators have experience as a newspaper or broadcast reporter prior to joining the educational ranks. There were 27 people invited to become panelists for each group, or a total of 54 people initially invited to participate in the study.

Selection of the panelists was made from professional organization rosters -- such as SPJ, IRE, and the Poynter Institute for Media Studies -- journalism faculty listings and industry trade journals. The concept was to assemble a panel of people with a wide variety of experiences in newspapers, broadcast and education.

Study Participants

The study incorporates responses from both professional journalists and journalism educators. Agreeing to participate from the working media side of the panel were:

Jerry Bohnen, KTOK-AM, Oklahoma City, OK

Leo Henning, WGEM-AM & FM, Quincy, IL

Lance Wallace, *The Macon Telegraph*, Macon, GA

Con Psarras, KUTV-TV, Salt Lake City, UT

Tim Barker, *The Tulsa World*, Tulsa, OK

John E. Mollwitz, *The Milwaukee Journal*, Milwaukee, WI

Kevin Z. Smith, *The Dominion-Post*, Morgantown, WV

Walt Borges, *Texas Lawyer*, Austin, TX

Ted Wendling, *The Plain-Dealer*, Cleveland, OH

David V. Hawpe, *The Courier-Journal*, Louisville, KY

Kenn Vennit, Primo News Service, Hamden, CT

Frank Gibson, *The Tennessean*, Nashville, TN

Mike Nickel, *The Marin Independent Journal*, San Anselmo, CA

Andy Shaw, KETK-TV, Tyler, TX

Nancy S. Remsen, *Bangor Daily News*, Bangor, ME

Anita Weier, *Corporate Report Wisconsin*, Madison, WI

Steven Kalb, KDKS-AM & FM, Pittsburgh, PA

Rob Mennie, WDTN radio, Dayton, OH

Russ McCasky, KWTV-TV, Oklahoma City, OK

Terry Rindfleisch, *The LaCrosse Tribune*, LaCrosse, WI

Christy Carlo, KHBS-TV, Fort Smith, AR

Al Sandubrae, KARK-TV, Little Rock, AR

Dan Bolton, *The Glendale News-Press*, Glendale, CA

Educators who agreed to participate were:

Dr. Donald W. Gilmor, University of Minnesota, Minneapolis, MN

Dr. Ralph Barney, Brigham Young University, Provo, UT

Mr. Jim Highland, Western Kentucky University, Bowling Green, KY

Dr. Lillian Lodge Kopenhaver, Florida International University, North Miami, FL

Dr. Maurine Beasley, University of Maryland, College Park, MD

Dr. Cliff Rowe, Pacific Lutheran University, Tacoma, WA

Dr. Sara Stone, Baylor University, Waco, TX

Dr. Marsha Della-Gustina, Emerson College, Boston, MA

Dr. Ralph Izard, Ohio University, Athens, OH

Dr. Jay Black, University of South Florida, St. Petersburg, FL

Ms. Marty Tharp, Colorado State University, Ft. Collins, CO

Dr. Caroline Dow, University of Evansville, Evansville, IN

Dr. Ted Frederickson, University of Kansas, Lawrence, KS

Dr. Robert Buckman, University of Southwestern Louisiana, Layfayette, LA

Dr. Denise Elliott, University of Montana, Missoula, MT

Dr. Anne Nunamaker, Howard University, Washington, D.C.

Ms. Deborah Hurley, Metropolitan State College of Denver, Denver, CO

Mr. Hubert Brown, University of Nebraska - Lincoln, Lincoln, NB

Mr. David J. Bishop, University of Michigan, Ann Arbor, MI

On the professional media side of the panel, 23 of the invited 27 agreed to participate, three chose not to participate, and one person changed employment with the notice arriving too late to join the study. Of the educators, 19 elected to participate and eight declined. A list of those who were invited, and their responses, are included in Appendix A.

Several of the educators who declined, including Dr. Jacqueline Sharkey of the University of Arizona, Dr. Louis Hodges of Washington & Lee University, and Dr. Tony Atwater of Rutgers University, said they were too busy with other projects to participate. One professor, Dr. Clifford Christians of Indiana University, is on sabbatical; and two professors, Dr. Spencer Klaw of Columbia University and Dr. Wilma Crumley of the University of Nebraska, have retired and decided not to participate. One professor did not return a response card from either request mailing. Of the professionals who declined, Helene King of WTZ-TV in Baltimore, MD, said she was too busy to participate. Others who declined did not provide a reason for declining. Judy Vance of KGTV-TV in San

Diego, CA, had moved, but her response card was not returned by her former employer in time to invite her participation at her current station.

To protect the anonymity of the participants, each panel member was given a code number. The working press panelists were given the letter "P" and a number (such as P10), and the educators were given the letter "A" and a number (such as A3). Each person received a coded response sheet for all three rounds which carried their code letter/number.

Research Instrument

This study was conducted in three rounds of questionnaires as the research instruments for the Delphi Technique. The first and third rounds consisted of open-ended questions designed to gather a variety of opinions from the participants. The second round was an evaluation and ranking of the first round responses. The final (third) round was an attempt to find problem-solving alternatives for the issues raised during the course of the study.

In Round I, the panelists were asked to express their opinions about the future ethical problems which may exist within the journalism profession and in what context the problems are most likely to occur. Specifically, the panelists were asked to list the issues they believe will be ethical considerations to be made by journalists in the near future, including the specific topics of the impact of competition and technology on

newsgathering. The Round I instrument and verbatim responses are included in Appendix E and J.

Round II asked each panelist evaluate and rank the responses which were gathered in Round I. This round used a five-point Likert scale to note which ethical considerations are most likely to be a "major concern" or "not a concern" in determining major impact on ethical considerations within the profession. The Round II instrument is included in Appendix G and the responses are in Appendix K.

During Round III, participants were asked to provide problem-solving methods for the top ten problems which were discovered during Round II. Open-ended questions were used to encourage free responses. Panelists were also asked to provide biographical information in this Round. The Round III instrument and the verbatim responses are found in Appendix I and L. The biographical information on the participating panelists can be found in Appendix A.

Each round was personally addressed to the participants and included a cover letter over each questionnaire. The Round I cover letter was an introductory letter explaining the purpose of the study, the need for the study, the promise of anonymity among the respondents during the study, the purpose of Round I, the response deadline, the phone number and address of the researcher, and a statement of appreciation. Cover letters for Rounds II and III expressed appreciation for the respondent's prior response, the purpose of the round, the response deadline, and the address and phone numbers of the researcher. The Round II letter also asked participants for a short biographical sketch or resume to allow for proper credit. In addition, the Round III letter thanked each

participant for his or her participation in the study. Copies of the standard formats used in the letters are included in Appendixes B, C, D, F, and H.

The specific questions considered during the Rounds were:

Round I.

1. What do you think are the ethical questions to be faced by journalists in the near future? Please limit your responses to no more than five problems and do not attempt to rank the problems or offer solutions; these issues will be dealt with in Rounds II and III.

2. How will the issues of technology and competition impact newsgathering ethics? For both issues, please briefly explain how you think a reporter's ethics could be affected and what effect these issues could have on readers/listeners.

Round II.

Likert scale - what issues mentioned in Round I are likely to pose the greatest ethical dilemmas for journalists? The scale was a five-point scale ranging in preference from "major concern" to "not a concern" for each of the 95 issues that were determined from Round I.

Round III. (Listing of top ten dilemmas)

1. How can journalists be better equipped to handle these potential situations?

Timeline for Study

Round I was mailed on September 5, 1994 with a September 26 response date.

Round II was mailed on October 29, 1994 with a November 1 response date. Round III

was mailed on December 30, 1994 with a January 25, 1995 response date.

Pilot Studies

Three experienced journalists offered their advice on the structure (question

wording and placement) and tested the time required for the Round II instrument. The

participants in the pilot study were: Ann Dee Lee, a writer/produce for Presbyterian

Health Foundation in Oklahoma City and a former reporter, producer, and assignment

editor for KOCO-TV in Oklahoma City; Arnold Hamilton, Oklahoma bureau chief for *The*

Dallas Morning News and an adjunct professor of journalism at Southern Nazarene

University in Bethany, OK; and Dennie Hall, an assistant professor of journalism at the

University of Central Oklahoma, a free-lance reporter for *The Daily Oklahoman* and a

former reporter and editor for *The Banner* in Nashville, TN. All three influenced the

changes made in the instrument before its use in Round II.

Research Design

For this Delphi study, 34 experts in the news media predicted the ethical considerations which journalists are likely to face in the near future, and suggested possible solutions for dealing with the expected problems.

The "experts" were selected based on separate criteria for working members of the news media and educators. Working press were selected on their experience in the field, their interest in ethics, and the size of their audience (50,000 to 1,000,000 circulation or broadcast audience). The reporters, editors, and news managers were also selected to provide a range of field experience (two reporters graduated college since 1990 and have less than five years field experience) to more than 20 years experience in the profession. Educators were selected due to their interest in ethics and their previous experience as a working journalist before entering academia. The study also tried to be representative of the gender and racial mix of the respondents for both groups.

Mail questionnaires, including stamped, self-addressed return envelopes, the option of using a facsimile return or an electronic mail return, were used to collect the data.

Round I

Panelists were asked to identify problems they believe will confront journalists in the near future. In addition to the limit of five statements for Question 1, they were also asked in Question 2 to identify and explain the impact that competition and technology are likely to have on news reporting ethics.

Round I's instructions asked the panelists to make predictions in five main areas in Question 1 and specifically two areas in Question 2, but they were not asked to set any priority on those listings. The instructions stated the priority listings would be conducted in a later round.

Round II

The responses from Round I were recorded anonymously and then consolidated and paraphrased into five general categories to be sent anonymously as part of Round II. The participants viewed all the predictions made in Round I and were asked to rate each one using a five-point Likert scale from "major concern" to "not a concern" the ethical issues likely to be of importance in the future. They were asked to mark an "X" on the point in the scale which most reflected their opinion.

Round III

In Round III, participants were asked to suggest possible solutions to those problems which made the top ten list of future ethical issues likely to be faced by journalists. The open-ended format of this round, as in Round I, was designed to encourage uninhibited response. The panelists were also asked to provide biographical information.

Data Collection Plan

A letter asking the experts for their participation in a Delphi study concerning future ethical issues for journalists was mailed on June 10, 1994. The deadline for reply was August 1, 1994. The initial letter was mailed to 54 potential panelists. A goal of 40 panelists was set for this study. A second letter was sent out on July 20, 1994. The deadline for the final formulation of the panel was August 10, 1994. Round I questionnaires were mailed on September 5, 1994, with a deadline of September 25, 1994. Round II questionnaires were mailed on October 21, 1994 with a deadline of November 21, 1994. Round III questionnaires were mailed on December 30, 1994 with a deadline of January 25, 1995.

Data Processing and Analysis

Round I, the listing of predicted ethical problems, were reported as nominal data. The frequency of the listed statements were tabulated. A master list of predicted problems was compiled for distribution as Round II. Those responses considered similar were consolidated. No statistical test was warranted, as the experts were not randomly selected.

The responses from Round II -- the ratings of likely ethical problems -- were tabulated as score data, with the mean for each group (working media and educators) determined for each question. Each panelist's ranked responses were scored on a system of one point for each first place, two points for each second place, three points for each

third place, four points for each fourth place, and five points for each fifth place mark.
Totals were tabulated for use in Round III, for comparison to the means, and as the basis
of a cluster analysis to determine which participants in the study think alike and which
ones think differently. The cluster analysis was used to determine the similarities and
differences between the educators and the working news media.

Round III responses -- possible solutions to the ethical problems expected to be
faced by journalists -- were considered nominal data, with frequency tabulated and similar
answers noted.

Summary

A panel of experts in the news media was selected based on an individual's
experience, interest in ethics, and position as a reporter, editor, manager, or educator, and
willingness to comment publicly on the future ethical issues facing the industry.

In the Delphi's Round I, the respondents listed and briefly described their ideas
about future ethical concerns for journalism. In Round II, each rated the significance of
the concerns expressed in Round I. Finally, in Round III, the panel members offered
possible solutions to those top ten problems identified as major ethical issues likely to face
journalists in the near future.

CHAPTER IV

ANALYSIS OF DATA

General

Forty-two professional journalists and educators initially agreed to participate in this study. Round I questionnaires were mailed to all 42. Three people officially dropped out during Round I. Five others did not respond to the Round I questionnaire and did not respond to follow-up phone calls or facsimile letters. Thus, 34 of the original 42 returned Round I for a response rate of 80 percent.

Round II questionnaires were sent to all 34 remaining participants. During the round, one person failed to return the questionnaire after repeated contact attempt via telephone and facsimile letters. Thus, 33 of the 34 participants returned questionnaires for a return rate of 97 percent.

For Round III, questionnaires were sent to the remaining 33 participants. All 33 participants returned the questionnaires for a response rate of 100 percent.

Panelists were asked to answer two open-ended questions for this round. The first asked them to list the most important ethical questions journalists are likely to face in the immediate future, with a limit of five issues per person. The second asked them to predict what roles technology and competition would have in media ethics and for them to briefly explain how technology and competition would impact ethical considerations.

Potential problems/issues

The 34 panelists listed 225 answers to the questions of what possible ethical problems journalists will face in the future. Similar answers were consolidated into a master list of 95 (see Appendix G) for use in Round II. Because the answers between the two questions frequently overlapped or the respondents used question 2 to expound on question 1, the master list reflects answers for both questions. The answers were categorized into five groups: competition, management, privacy, technology, and other issues. This listing illustrates the number of panelists who referred to each topic, either specifically or generally. The 95 problems are listed below in the order in which they appeared on the Round II questionnaire.

Competition

Problem 1. As we find more avenues of news dissemination, competition will increasingly hinder the ethics of newsgathering.

Three people listed or mentioned this.

"Competition is dependent on technology," said one respondent. "As our ability to move words and pictures compresses, so does the time reporters have for news gathering. Until editors realize that credibility is based on getting stories right and complete, and not on being first, we have little chance to reverse the trend."

Problem 2. In the broadcast media, "glitz and gore" will increasingly attract the attention of viewers, with more stations specializing in the format and coloring the viewer's vision of the world.

Six people listed or mentioned this.

"No longer is the level-headed, cool delivery of news the norm of television. We see in many markets that stations specializing in these formats ("glitz and gore") moving up in the ratings. Obviously, this is against all the best ethics of newsgathering and objectively. And it also does affect the viewer because it colors his view of the world. These are real problems for journalists, but also for those whom they serve." said a respondent.

Problem 3. Journalists will need to avoid sensationalizing stories in the face of ratings and dollars, even when pushed by the boss.

Six people listed or mentioned this.

"With the pressure on to get the news and get it out to the audiences first, reporters will increasingly be pushed to go with the story without getting all of the facts or really confirming sources," one respondent said.

Problem 4. The quickness of information transmission could give the reporter false data. There could not be enough time given to check and double check the facts before going to print or on the air live. It could create a potential frenzy of reporters going live without all the facts nor time to digest and analyze the situation.

Six people listed or mentioned this.

"Competition has always been a concern and a reason to cut corners when it comes to reporting," said one respondent. "Too often 'get it quick' takes priority over how to get it. We invade privacy, use deception, lie, use inappropriate anonymous sources. It will only get worse as competition increases. Readers expect you to be ethical, but who among us is willing to run a box on the front page saying we missed the story because we took time to be considerate to our sources and the privacy of others?"

Problem 5. Money drives every business, and journalism is a business. The more big business owns media outlets, the more pressure there will be to produce high ratings and circulation numbers. Therefore, a reporter's ethics could be severely compromised by scooping the other outlets with not checking the facts, more sensational, borderline stories and misleading information.

Five people listed or mentioned this.

"Competition forces news directors and managing editors to make snap decisions concerning breaking news," said one respondent. "For the audience, competition produces both pros and cons. It's good because the traditionally strong news operations must work harder to stay ahead, and weaker news organizations are fighting to attract viewers. However, live TV and snap decisions may mean more violence and graphic pictures being brought into living rooms whether viewers want it or not."

Problem 6. Competition will only get more fierce with the information superhighway and the attempt to program 500 channels.

Two people listed or mentioned this.

"The technology above (database research) will increase the pressure for depth. It will also increase pressure for exclusivity and 'juice details'. Throw in the ratings pressures and tabloid issues, and you have the potential for a major crash on the super information highway," said a respondent.

Problem 7. Journalists will have difficulty maintaining traditional journalistic integrity in the face of increased competition from the so-called "tabloid press." Both print and broadcast media will be compromised as "trash/tabloid TV" issues appear to become legitimized by the public.

Twelve people listed or mentioned this.

"Competition has always been a factor in newsgathering," said one respondent. "The only difference is now tabloids are paying sources who are then snubbing the

traditional media to go talk to Hard Copy. This is an ethics cesspool created by competition."

Problem 8. In terms of competition, reporters may not be as careful to be fair and accurate. They may ignore policies, such as not naming victims or kids, because the competition has already done so (or may be expected to do so).

Six people listed or mentioned this.

Problem 9. In the future, competition will cause a very curious phenomenon: it will cause some of the very best journalism (when reporters/editors are pushed into expanding their journalism service) and some of the very worst journalism (when they lower the quality of the product to gain increased audience numbers).

Two people listed or mentioned this.

Problem 10. The recent trend of featuring "fluff" stories over hard news may increase. News critics feel the media went with the flimsy stories for the sake of entertainment, ratings and sales, rather than the importance of the subject.

Two people listed or mentioned this.

Problem 11. Some people feel the fierce competition from the so-called tabloid TV shows has already pulled journalism organizations too far into entertainment in order to compete.

One person listed or mentioned this.

Problem 12. As the media restructures itself, intense competition will raise questions of journalists pandering to their audience for survival.

Four people listed or mentioned this.

Problem 13. Competition will be a big factor in ethics, and it will be on all levels of competition within journalism. Striving for money will make journalism even more competitive.

One person listed or mentioned this.

"Competition will be a big factor in ethics," said the respondent. "And it will be competition on all levels -- newspaper vs. newspaper, newspaper vs. television station, television station vs. television station, and legitimate media vs. tabloid media. Striving for the almighty dollar among those businesses will make what journalists do even more competitive."

Problem 14. Deadline pressures have increased because the number of competitors have increased, and news organizations are putting out stories before the information is evaluated. This leaves the news at the mercy of Public Relations professionals, which makes the information muddier and less objective.

Two people listed or mentioned this.

Management

Problem 15. As news outlets are increasingly owned by non-journalists, the business appears to be driven more by the bottom line rather than by the First Amendment. Business and journalism ethics are not necessarily compatible and many reporters will feel disenfranchised.

Four people listed or mentioned this.

Problem 16. Reporting and writing critically about big business will be difficult since big business will own most of the media outlets.

One person listed or mentioned this.

"On the management side, increased access to governmental electronic data bases opens up all sorts of questions about whether a news medium can sell that information, totally or in parts, to other (perhaps even non-journalistic) businesses," said a respondent.

Problem 17. Building and maintaining an ethical newsroom culture in a corporate-dominated system will become more difficult as many properties will be managed from a distance.

One person listed or mentioned this.

" ... it seems likely that as reporters, editors and others feel the pinch of public complaints, they will become increasingly bothered about the ethics of their leaders," the respondent said.

Problem 18. In the future, fewer funds will be allocated to the news product, which will hamper the newsroom's ability to mirror the community it serves.

Two people listed or mentioned this.

Problem 19. The increased speed of communication between a reporter and the public may jeopardize editorial policy.

One person listed or mentioned this.

Problem 20. Many news outlets have embarked on a mission to tear down the walls between the newsroom and advertising operations. It has been reported that some outlets solicit money from advertisers for stories that spotlight a company product and support future sales without telling the viewer.

Four people listed or mentioned this.

"Many newspapers and television stations have embarked on a mission to tear down the walls between their news and advertising operations," one respondent wrote. "Some television stations have actually solicited money from advertisers to support stories that highlight a company product and future ad sales -- without telling viewers about the financial entanglement. Can a serious journalist maintain the integrity of his/her news story when he/she has conflicting loyalties? Can a reporter be loyal to his viewers, who are consumers relying on accurate and neutral reports, and to his advertisers, who are relying on favorable coverage -- and whose money the station relies on for its financial well being? Do we want reporters producing the best stories advertisers' money can buy?"

Problem 21. When journalists micro-cover a community, the larger news organizations may begin to see the kinds of ethical dilemmas that have long faced small town newspaper editors.

One person listed or mentioned this.

"Car accidents and high school soccer matches will be covered regularly, where they are generally ignored by the "macro" stations," the respondent said. "The relationship with the news audience will become increasingly intimate."

Problem 22. Public journalism, coupled with downsizing, may create room for conflicts of interest to develop in the newsroom and for those problems to be tolerated.

One person listed or mentioned this.

Problem 23. With changes in ownership of media outlets, there will be real questions raised about some of the business partnerships and conflicts of interests in the newsrooms.

One person listed or mentioned this.

Privacy

Problem 24. Due to the amount of information on the information superhighway, a reporter's ethics could be affected because they might be able to secure information that might be questionable, causing a continual collision of privacy and ethical issues.

Fifteen people listed or mentioned this.

"Citizens feel they are being invaded whenever journalists attempt to interview them about certain controversial stories. As a reporter, I've always been torn about my responsibilities and rights and how they might infringe on someone's privacy," said one respondent. "At what point do I invade their privacy? What responsibility do I owe a private citizen? How would I feel if a journalist investigated me and reported my background, my errors, my debts and such? The link is whether this private citizen is a "public" citizen and whether what they're doing affects the public."

Problem 25. With more information available on the information superhighway, there is a real question of how much information should remain private. The ethical problem will be how reporters should use the information in a responsible way.

Six people listed or mentioned this.

"With hostility to the media fairly widespread, our invasions of privacy in the name of public interest will result in more criticism," said one respondent. "Also, the information highway offers many opportunities to invade privacy that will require some thoughtful consideration."

Another respondent said, "The public is also going to get riled up about issues of privacy. We now have the capacity to know and report the most private information about almost anyone, and some lines have been crossed. Ironic, isn't is, that a bunch of journalists who a decade or so ago got bent out of shape over "Uncle Sam's Super Information Bank" have now embraced all the governmental and private electronic databases and other sources that contain more information than Uncle Sam would have gathered? Couple this with grocery stores and other marketers who trace every one of our transactions and tie them to psychographic and demographic characteristics and what do you have? A brave new world of our own making, not created by big brother. There will be an inevitable backlash to this, as we will seek increased privacy and a loss of community."

Problem 26. The public is wary of intrusion into private lives of public figures. Some people feel there needs to be a distinguishing line concerning how much and in what way journalists use the material they DO obtain.

Four people listed or mentioned this.

"Databased research will allow further probing into the backgrounds of people's corporations. Privacy issues become impacted here. What is "fair game," is there slander associated with the super information airway? Who is allowed to access what?" asked one respondent.

Problem 27. With the increasing use of computers in the newsroom, an editor or producer will be able to access everything in the reporter's computer, and concerns over privacy and the reporter's work product will become an issue.

One person listed or mentioned this.

Problem 28. Journalists should be held to the same moral standards of the "public servants" they cover.

One person listed or mentioned this.

Problem 29. The right to know versus the right to privacy will be an increasingly delicate balancing act with the increased use of available technology.

Twelve people listed or mentioned this.

"As I sit here in my office, I have the ability to reach out and do a rather complete records search of an individual's criminal history, credit, medical information, the companies in which stock is owned, the automobiles and homes owned by that individual, etc.," said one respondent. "There is a real question about how much of that information should remain private, but as a reporter, I will use it as long as it is available. I will also resist efforts to close those records. The reader wants all of the dirt as long as it does not involve that reader or a member of the reader's family. There is a tremendous demand for

private information as evidenced by the Simpson case, the availability of the Tonya

Harding sex tape, and the popularity of Star, National Inquirer and Hard Copy.

"The ethical problem is how to use the information in a responsible way, but we all

know some outlets will stretch the truth."

Technology

Problem 30. With digital manipulation of photos, it is possible to use new technology to

change photographs, enhance photographs, create composite photo illustrations and

distortions that can arise with such photo illustrations.

Twenty one people listed or mentioned this.

"It is all too easy for a photographer/editor/artist to sit in front of a computer and

refine a photo to meet design needs. It it's not already possible, it won't be long before

the same technology will allow for the creation of photos depicting events that weren't

even actually observed by a reporter and maybe some that never happened," said one

respondent.

Another respondent said, "Photo manipulation: this area is fraught with danger,

even when the photos are only for entertainment use."

Problem 31. Alterations of photos could mislead the reader; therefore it is critical a strong

ethics code be implemented with regard to digital imaging of photographs.

One person listed or mentioned this.

"People do believe photographs and, therefore, alterations of photographs can mislead the reader," the respondent said. "With regard to the increase of photographs in print media today, people look more to photographs in many instances to get information. Therefore, it is critical that strong ethics codes be implemented with regard to digital imaging of photographs."

Problem 32. With high-tech editing equipment now available, trying to determine the truth factor involving the use of videotape will become increasingly more difficult.

One person listed or mentioned this.

Problem 33. As the use of live broadcasting becomes more common, it will create a problem for journalists who are unable to edit the content, such as graphic violence, prior to airing.

Five people listed or mentioned this.

"The rush to be "first" so that a news medium can benefit from promotion of that fact, will lead to even more shoddy reporting as live capabilities increase," said one respondent. "A reporter who wants to make his boss happy may compromise his integrity for the sake of more rapid financial and job promotions. We're already seeing young reporters favor style over substance in live shots for TV."

Another respondent said, "With the pressure on to get the news and get it out to the audiences first, reporters will increasingly be pushed to go with the story without getting all the facts or really confirming sources."

Problem 34. In order to use and promote new high-tech equipment, news organizations may find their reporter's ethics are compromised by the "dazzle" of the new equipment.

One person listed or mentioned this.

"Technology is going to allow us to do more and do it faster than ever before," the respondent said "But that is not an excuse for sloppy news gathering or decision-making. Fast is fine, but our products must still be accurate."

Problem 35. Journalists can now do complete computerized searches of an individual's personal record. Future issues will include legitimate uses of computerized data.

Five people listed or mentioned this.

"As access increases to information from all sorts of sources, it will become much easier for reporters/editors to graze through other people's data bases and extract little pieces of information. In the past, it was considered mandatory to credit sources of information; now, it will be very easy to forget this need."

Problem 36. The use of hidden cameras will continue to be a pressing ethical issue.

Four people listed or mentioned this.

"With video cameras getting smaller and smaller, the subject of undercover/hidden cameras must be addressed," said one respondent. "Is it ethical to spy on people with a camera?"

Problem 37. With the additional technology available, there is more of a possibility of copyright abuse.

One person listed or mentioned this.

Problem 38. If we can change images, the credibility of newspapers will be destroyed.

One person listed or mentioned this.

Problem 39. Computers will make it easier to avoid face-to-face contact with sources, and will change the relationship between the reporter and the source.

Two people listed or mentioned this.

"Likewise, it will become more and more accepted that "interviews" will be conducted through various types of computer hookups. A reporter will send questions to a source, then do a story based on response authenticity and, in fact, who is making the response. Reporters may find themselves quoting a person who did not respond. This is what makes it an ethical dilemma."

Problem 40. Eavesdropping equipment may make it possible to invade people's privacy.

Two people listed or mentioned this.

Problem 41. The greatest impact of technology lies in the likelihood that increased attention and money will be committed to technology without an equal investment in developing the skills and attitudes that underlie the traditional journalistic package.

Two people listed or mentioned this.

Problem 42. The distribution of information through an increased number of channels threatens to eliminate the positive aspect of gatekeepers.

Three people listed or mentioned this.

"If there are fewer gatekeepers once "real time" reporting develops, there will be even more tendencies for newsmakers to stage and manipulate news than there are today," said one respondent. "Terrorists and hijackers, let alone politicians and celebrities and prosecutors and defense attorneys and other purveyors of pseudo-events, will rely on journalists to give them a voice in the world ... in essence, encouraging journalism to become a "common carrier"."

"Another form of competition that must be addressed is that represented by the distribution of information through means that lie outside the normal channels of mass media," said another respondent. "I'm not saying this alternative distribution of information is inherently bad, but I do think it threatens to eliminate the positive aspects of the "gatekeepers" who brought to the news process a measure of shared meaning and shared values. As much as media consumers may have complained about the news judgment with which they disagreed, I think they assumed the information they were getting carried with it a measure of credibility that resulted from the decisions made by journalists throughout the news-gathering process. I wonder if they will be able to find that same credibility in the less structured distribution of information that may result from the new technologies."

Problem 43. Internet and the myriad of governmental and commercial databases are increasing as news sources. However, it is difficult to verify information on these sources: a 12-year-old computer "geek" has the same "voice" as an MIT astrophysicist, and their opinions are hard to separate.

Two people listed or mentioned this.

"With the possibility that virtually everyone can join the public debate via Internet and other electronic networks, how can journalists, with finite, limited resources, separate fact from falsehood in the flood of information?" asked one respondent.

Problem 44. Tapping telephone lines to report intimate conversation between a public figure and a paramour will continue to be an issue.

One person listed or mentioned this.

Problem 45. The ethics of a reporter using information accidentally received in a fax transmission, especially if the transmission is not addressed to them, will be a problem.

One person listed or mentioned this.

"What should a reporter do if he/she receives a fax by accident that contains newsworthy information, possibly a real "scoop"?" the respondent asked. "I think some reporters would consider this a lucky accident; others would think it unethical to use material not addressed to them. The issue of whether electronic transmission is comparable to private correspondence or to publication to a wide audience comes into play here. I don't think the issue has been decided at this point. Also this issue raises the question of whether the audience should be told how the reporter has gotten the news."

Problem 46. Reader-response mechanisms will continue to create ethical problems. Many such columns and talk shows are anonymous and anyone can make accusations against anyone while hiding behind anonymity. The formats also create a situation where misinformation is passed along by both the reader/caller and the host.

Three people listed or mentioned this.

Problem 47. Journalists in the electronic era will be tempted to "create" news products to gain attention for their messages.

Two people listed or mentioned this.

Problem 48. Future audiences will be more demanding and journalism will become more a function of information processing with less editorial oversight attached. A steady stream of information will pour through home monitors.

Three people listed or mentioned this.

Problem 49. Televised executions and violent situations must be handled with care. Live TV is forcing snap decisions, which means more violence and graphic pictures being brought into living rooms whether the viewers want it or not.

One person listed or mentioned this.

Problem 50. New information technologies have the potential of further dividing the citizenry between rich and poor, literate and illiterate into the information haves and have nots.

Three people listed or mentioned this.

"In time, computer technology may fragment and personalize the audience so that informationally advantaged members of the public will be able to order what they want in whatever detail they want," said one respondent. "The informationally disadvantaged will remain dependent on television and talk radio."

Problem 51. The technical requirements of new information technologies may force the certification or licensing of journalists to ensure sufficient expertise and access to sophisticated networks.

One person listed or mentioned this.

"This may sound foolish, but governments around the world are running scared," the respondent wrote. "They look at what information is spread around the world on various computer networks, and they fear rebellions could multiply. Talk of a "modem tax" have inundated lawmakers with hundreds of thousands of paper mail and millions more electronic messages about ousting those same members of Congress. Surely "balanced" reporters are needed on these networks to be the guardians of truth and fairness. Will journalists bow to the pressure to serve government in the name of serving the people? And, stickier, will the modern-day employers of journalists?"

Problem 52. Parent companies are creating a single on-line service that involves competing newsrooms. It is an issue likely to affect more companies operating under joint operating agreements, especially in determining where does one cross the line (between competitors).

One person listed or mentioned this.

"If anyone thinks that one ownership would solve the problems, that person doesn't understand the dynamics in place here. It is an issue that is likely to affect more companies operating under joint ownership or joint operating agreements."

Problem 53. Decisions must be made on who will control the electronic distribution of content of competing newspapers, especially when the papers share the same on-line system

One person listed or mentioned this.

Problem 54. The problems of different on-line services (CompuServe, America OnLine, Prodigy), creating a "publisher" type of service (such as Prodigy) versus a "utility" type of service (such as InterChange and CompuServe). A publisher will defend to the death the right to publish, but a utility says it only carries what its users want transmitted.

One person listed or mentioned this.

Problem 55. Long-range telephoto lenses and advanced microphones can pick up a person without their knowledge. Some people feel journalists should tell the targets an image or whisper can be picked up and later seen and heard by the world.

Two people listed or mentioned this.

Problem 56. Good ethical decision making has suffered and will continue to suffer with each advance of technology, especially with the new immediacy the technology brings to the profession.

Four people listed or mentioned this.

"Handing a broadcaster a mike to call the action in a tense police stand-off calls for enormous presence of mind," said one respondent. "Flying around for an hour in a helicopter invites meaningless observations. Television anchors diving under their desks

for cover during live coverage of an aftershock provided quite a useful demonstration compared to the hour of chatter that preceded this little episode."

"By turning on a camera and beaming the pictures to a satellite and subsequently around the world, we are not reporting," said another respondent. "We are just showing. There must be some attempt to explain the pictures and to avoid invading someone's privacy. There is also an awful lot of misinformation that gets passed on in live reports. The O.J. Simpson chase on the California highway is a perfect example of this."

Another respondent said, "Continued advancements in technology, along with increased competition, are going to put more emphasis on the need for journalists throughout the newsroom to seriously consider the consequences of their actions."

Problem 57. Technology eliminates much of the traditional newsgathering process. As this process continues, ethical lapses are likely to become equally easy.

One person listed or mentioned this.

Problem 58. Journalists will not know enough to deal with the complex issues of privacy, coverage, etc. raised by technology. They are likely to ignore the drift toward more personal communications and continue on as before.

One person listed or mentioned this.

Problem 59. Journalists will not be knowledgeable enough to recognize and satisfy the smaller, more specialized audiences which gather (form) through high technology.

One person listed or mentioned this.

Problem 60. More people who are not trained as journalists will be considered to be journalists. Journalists may fail to recognize they need to find a specialized niche that fits the new paradigm, and other people may fill the niche if journalists persist in the fiction that the media are staying the same.

Two people listed or mentioned this.

Problem 61. Technology will increase the pressure for depth in news stories. It will also increase the pressure for exclusivity and "juicy details." Throw in ratings pressures and tabloid issues, and there is the potential for a major crash on the information highway.

One person listed or mentioned this.

Other Issues

Problem 62. Reporters are increasingly moving away from complete objectivity in reporting by letting readers/viewers know their opinions and how they feel about what they are reporting.

Two people listed or mentioned this.

Problem 63. Reporting fairly and accurately about people and issues of ethnic diversity is a problem. Journalists need to come to grips with the demands of diversity in a way that benefits society as a whole.

Three people listed or mentioned this.

Problem 64. There should be fairness in the naming of sexual assault victims by all media.

Four people listed or mentioned this.

"A case can be made for covering fast-breaking events of legitimate public interest, but sensitivity is a factor that must be included in the equation," one respondent wrote. "Should a rape victim be identified? In my day they were not. The standards seem to be changing -- but should they?"

Problem 65. There is an increased possibility of plagiarism as a result of expanded databases.

Three people listed or mentioned this.

Problem 66. Buying stories, or "checkbook journalism", seems to be a growing trend, and is both a current and future ethical problem for journalists.

Nine people listed or mentioned this.

"Because sources have gotten greedier and savvier, they aren't telling their stories for free," said one respondent. "They know that the tabloids (TV and print) will pay for their story, so that's where they will go with their scoop. Newspapers and TV news programs will have to contend with paying to get the story first, or at all."

Another respondent said, "Of course there are the old issues of "co-opting by source," but it fails in a new area such as "paying for interviews" which may corrupt witnesses and sensationalize information."

Problem 67. Employed journalists who hold second jobs and who do outside writings or accept fees from potential conflict of interest sources to supplement inadequate salaries will become a problem.

Three people listed or mentioned this.

"Temptations to supplement inadequate incomes from journalism jobs by accepting fees from potential conflict-of-interest sources for PR work "on the side" or speeches," said one respondent about the issue.

Problem 68. Editors and educators need to be more concerned with bringing better-than-competent young people into the profession and keeping them there in the face of less-than-competitive salaries, limited opportunities for growth and advancement, and increased demands for production that are based on other than journalistic considerations.

One person listed or mentioned this.

Problem 69. There will be more tendencies (or opportunities) for newsmakers to stage and manipulate the news than there are today.

One person listed or mentioned this.

Problem 70. At a time when journalists are given new tools and new independence, we're expected to have better decision making skills. The pace of journalism is intensifying far faster than the pace of ethics instruction.

Four people listed or mentioned this.

Problem 71. Conflicts of interest that raise doubts about credibility will continue to be a problem. This includes writing a feature story about a family member, covering a beat in which a family member holds and office, accepts gifts, favors, or freebies from news sources.

Two people listed or mentioned this.

Problem 72. The profession needs to make an attempt to define the boundary between news and entertainment.

Five people listed or mentioned this.

"Five hundred channels need to be filled, and what better way to fill them than infotainment?" asked one respondent. "It's cheap, easily produced, eyecatchable, and pandering to the voyeur in us all. Thus we will see ever more blurring of the lines between information and entertainment. Already, millions of Americans think they're watching news when they view Hard Copy, Rescue 911, Current Affairs, and other tabloid shows. Unfortunately, the path the established networks and local news operations have taken is to mirror the tricks of the infotainment programs. This is in part because the nets are losing their share of the audience, and in their death throes the nets are casting about for whatever will give them ratings."

Another respondent said, "The proliferation of talk shows with lurid subject matter is the most obvious example. Are these shows hosted by bonafide journalists? Even if they were, is the subject matter newsworthy or mere titillating. The word exploitive comes to mind. The same trend can be seen in the print media."

Problem 73. Ethical quandaries may shift from those involving the personal behavior of journalists to the whole process of reporting. There will be increased pressure from consultants and spin doctors for reporters to get "behind" the surface and explore a

candidates' and other public figure's psychological profiles and the construction of themselves in terms of public image.

One person listed or mentioned this.

Problem 74. There is a perception that the media focuses too strongly on social problems without attention to solutions. It is not a call for good news, but a feeling that the media prefers trashing to rebuilding.

One person listed or mentioned this.

Problem 75. Children and their access to inappropriate messages will be on the ethics agenda in the interactive era.

One person listed or mentioned this.

"Indecent and violent entertainment programs and graphic coverage of violent news stories will pose ethical problems for media managers," the respondent said. "Our courts have recognized a distinction between print and broadcast media in ruling that indecent material may be forbidden or punished on radio and television because they intrude into the home and are easily accessible to children. Now that many American newspapers and magazines have gone "on line" and can be carried into the home electronically on the same fiber optic line that carries video images, our newspapers, books and magazines will have to wrestle with the problem of controlling access of children to messages that are indecent, violent or otherwise inappropriate. The same problem is apparent with advertising messages."

Problem 76. Local news will become "micro" news as the vehicles for delivering the news expand and splinter larger markets. Consequently, reporters will focus more attention in terms of specific, as opposed to general, news interest. The relationship with the news audience will become more intimate.

One person listed or mentioned this.

Problem 77. In the future, there will be less public and management tolerance of reporters withholding names of confidential sources; while at the same time a penchant by some reporters/news organizations for using anonymous sources or publishing rumors.

Two people listed or mentioned this.

Problem 78. Questions of using deception and its use to get information will continue to plague the industry.

One person listed or mentioned this.

Problem 79. Docudramas or simulated TV events that allege to bear (or report) the truth will continue to confuse viewers and create problems for journalists. Even with labeling, the simulations can blur the line between reality and fiction.

Three people listed or mentioned this.

Problem 80. News organization owners may turn to market research (cheaper and easier to do) and replace editorial judgment.

One person listed or mentioned this.

Problem 81. Piracy of satellite signals and computer data may lead to future deterioration of journalism ethics.

One person listed or mentioned this.

Problem 82. A pressing issue for television news departments will be to respect someone's anonymity or desire not to be shown on camera.

One person listed or mentioned this.

Problem 83. With the increased celebrity of members of the news media and the attendant perks and privileges, it will be difficult for journalists not to get caught up in the glamour of the business.

Two people listed or mentioned this.

Problem 84. Threats of lawsuits regarding libel and slander are a growing menace to our profession, interrupting and interfering with aggressive news organizations who have strong reputations based on investigative efforts.

One person listed or mentioned this.

Problem 85. Some law enforcement communities feel that journalists have more of an obligation to protect federal agents, who might be preparing an advance on a hostile location, than the obligation to the public's right to know.

One person listed or mentioned this.

Problem 86. Some people feel the media allow viewer/reader interests to dictate what will take up major space on newscasts/front pages, therefore increasing the journalists role in the justice system.

One person listed or mentioned this.

Problem 87. As the media's efforts to involve readers and viewers increase, news organizations include opinions from a few unscientifically chosen readers or viewers as part of the news package as if those opinions represent the entire community.

Three people listed or mentioned this.

Problem 88. Not many journalists have learned how to make good ethical decisions and fewer involve the thinking required to determine what, for them, constitutes right and wrong, the essential underpinning of good ethical decision making.

Three people listed or mentioned this.

Problem 89. Journalists need to establish the process, not just the rules, for ethical decision making.

Two people listed or mentioned this.

Problem 90. Many of the tabloid TV, infomercial offerings, made-for-TV "true life" stories and the like are not journalism but masquerade as journalism. Journalists and viewers will need to determine whether what is shown as journalism actually is journalism to let the public know the facts.

Two people listed or mentioned this.

Problem 91. The American population is growing rapidly in terms of cultural makeup in the 1990's and most mass media organizations have yet to catch up with the cultural makeup of the 1970's. Consistently reflecting the world from one point of view, not just on the editorial page but on the front page as well, is an ethical problem. The challenge will be to cover various groups in challenging and not patronizing ways.

One person listed or mentioned this.

Problem 92. As the time is shortened between decision and action, there will be more of a need for those who can make ethically defensible decision even more quickly than before. It will make consistent journalism ethics education even more urgent.

One person listed or mentioned this.

Problem 93. Journalists, even specialists, have succeeded in remaining generalists in their approach to covering their topics in an era when more specific information and interpretation is going to be necessary.

One person listed or mentioned this.

Problem 94. There will be a temptation for journalists to segregate news rather than offering the best to readers.

One person listed or mentioned this.

Problem 95. Women in the newsroom and two-career families have expanded into a conflict-of-interest issue. A spouse's career does affect news judgment, and a future concern will be how newsrooms deal with a family influence on news reporting.

One person listed or mentioned this.

"For example, in [name of city] we had a wife who was promotions director of the public TV station who was running for office on the Republican ticket. Her husband was news director at the CBS station. Neither stepped out of their duties even 'during' the campaign. Conflict of interest? Yes, but it can be more subtle than this and still be a problem."

Round II

Panelists were asked to rate the 95 issues identified in Round I on a five-point scale from "major concern" to "not a concern." Each participant's mark on the scale was determined to be worth a set number of points, with "major concern" worth one point, the second space worth two points, the third space worth three points, the fourth space worth four points and the fifth space, "not a concern" was worth five points. The lower the total score for a statement, the higher rating the question received. For example, a statement with an overall mean score of 1.60 was rated higher in the final analysis than a statement with a score of 2.60.

To find the most pressing possible future ethical issues for journalists using a consensus of educators and working media, the mean scores for both groups were averaged together to find the top ten issues from the 95 statements. The final ten issues were determined based solely on the mathematical calculations, which helped to determine not only the specific issues of importance, but also which categories are considered to be the most important by the panelists. This method was selected over other possible methods of calculating the results from Round II because it allowed for the greatest

crossover of ideas and beliefs between the two groups while still presenting a consensus of need for the industry.

In the following section, the statements are repeated, followed by the mean scores of the working media, then followed by the mean scores of the educators. The next number will be the difference in the mean scores between the two groups, and the final number is the total mean scores for the two groups combined.

<u>Example:</u>

Working Media Mean	Educators Mean	Mean Difference	Overall Mean
2.44	1.73	.71	2.12

The average difference between the two groups was .33, meaning that any statement where the groups differed by a mean of .33 or more shows a strong disagreement between the working media and educators. Two statements showed total agreement with zero difference between the means (statements number 8 and 69).

Competition:

<u>Problem 1.</u> As we find more avenues of news dissemination, competition will increasingly hinder the ethics of newsgathering.

2.44	1.73	.71	2.12

Problem 2. In the broadcast media, "glitz and gore" will increasingly attract the attention of viewers, with more stations specializing in the format and coloring the viewer's vision of the world.

1.83   2.0   .17   1.90

Problem 3. Journalists will need to avoid sensationalizing stories in the face of ratings and dollars, even when pushed by the boss.

2.33   1.73   .60   2.06

Problem 4. The quickness of information transmission could give the reporter false data. There could not be enough time given to check and double check the facts before going to print or on the air live. It could create a potential frenzy of reporters going live without all the facts nor time to digest and analyze the situation.

1.88   1.16   .72   1.75

Problem 5. Money drives every business, and journalism is a business. The more big business owns media outlets, the more pressure there will be to produce high ratings and circulation numbers. Therefore, a reporter's ethics could be severely compromised by scooping the other outlets with not checking the facts, more sensational, borderline stories and misleading information.

2.9   2.2   .70   2.60

Problem 6. Competition will only get more fierce with the information superhighway and the attempt to program 500 channels.

2.61	2.73	.12	2.66

Problem 7. Journalists will have difficulty maintaining traditional journalistic integrity in the face of increased competition from the so-called "tabloid press." Both print and broadcast media will be compromised as "trash/tabloid TV" issues appear to become legitimized by the public.

2.05	1.86	.19	1.96

Problem 8. In terms of competition, reporters may not be as careful to be fair and accurate. They may ignore policies, such as not naming victims or kids, because the competition has already done so (or may be expected to do so).

2.33	2.33	0.00	2.33

Problem 9. In the future, competition will cause a very curious phenomenon: it will cause some of the very best journalism (when reporters/editors are pushed into expanding their journalism service) and some of the very worst journalism (when they lower the quality of the product to gain increased audience numbers).

2.72	2.86	.14	2.78

Problem 10. The recent trend of featuring "fluff" stories over hard news may increase.

News critics feel the media went with the flimsy stories for the sake of entertainment, ratings and sales, rather than the importance of the subject.

| 2.72 | 2.86 | .14 | 2.78 |

Problem 11. Some people feel the fierce competition from the so-called tabloid TV shows has already pulled journalism organizations too far into entertainment in order to compete.

| 2.44 | 2.06 | .38 | 2.27 |

Problem 12. As the media restructures itself, intense competition will raise questions of journalists pandering to their audience for survival.

| 2.55 | 2.06 | .49 | 2.33 |

Problem 13. Competition will be a big factor in ethics, and it will be on all levels of competition within journalism. Striving for money will make journalism even more competitive.

| 2.83 | 2.86 | .03 | 2.84 |

Problem 14. Deadline pressures have increased because the number of competitors have increased, and news organizations are putting out stories before the information is evaluated. This leaves the news at the mercy of Public Relations professionals, which makes the information muddier and less objective.

| 2.4 | 2.26 | .18 | 2.36 |

Management

Problem 15. As news outlets are increasingly owned by non-journalists, the business
appears to be driven more by the bottom line rather than by the First Amendment.
Business and journalism ethics are not necessarily compatible and many reporters will feel
disenfranchised.

      2.33   2.2   .13   2.27

Problem 16. Reporting and writing critically about big business will be difficult since big
business will own most of the media outlets.

      3.0   2.46   .54   2.75

Problem 17. Building and maintaining an ethical newsroom culture in a corporate-
dominated system will become more difficult as many properties will be managed from a
distance.

      2.61   2.26   .35   2.45

Problem 18. In the future, fewer funds will be allocated to the news product, which will
hamper the newsroom's ability to mirror the community it serves.

      2.38   2.33   .05   2.36

Problem 19. The increased speed of communication between a reporter and the public may
jeopardize editorial policy.

      2.77   3.2   .43   2.96

Problem 20. Many news outlets have embarked on a mission to tear down the walls between the newsroom and advertising operations. It has been reported that some outlets solicit money from advertisers for stories that spotlight a company product and support future sales without telling the viewer.

2.11   2.2   .09   2.15

Problem 21. When journalists micro-cover a community, the larger news organizations may begin to see the kinds of ethical dilemmas that have long faced small town newspaper editors.

3.44   3.2   .24   3.33

Problem 22. Public journalism, coupled with downsizing, may create room for conflicts of interest to develop in the newsroom and for those problems to be tolerated.

2.44   2.2   .24   2.33

Problem 23. With changes in ownership of media outlets, there will be real questions raised about some of the business partnerships and conflicts of interests in the newsrooms.

2.66   2.13   .53   2.42

Privacy

Problem 24. Due to the amount of information on the information superhighway, a reporter's ethics could be affected because they might be able to secure information that might be questionable, causing a continual collision of privacy and ethical issues.

2.66   2.13   .53   2.42

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Problem 25. With more information available on the information superhighway, there is a real question of how much information should remain private. The ethical problem will be how reporters should use the information in a responsible way.

2.27   2.0   .27   2.15

Problem 26. The public is wary of intrusion into private lives of public figures. Some people feel there needs to be a distinguishing line concerning how much and in what way journalists use the material they DO obtain.

3.05   2.46   .59   2.78

Problem 27. With the increasing use of computers in the newsroom, and editor or producer will be able to access everything in the reporter's computer, and concerns over privacy and the reporter's work product will become an issue.

3.61   2.13   1.48   2.93

Problem 28. Journalists should be held to the same moral standards of the "public servants" they cover.

2.9   2.8   .10   2.87

Problem 29. The right to know versus the right to privacy will be an increasingly delicate balancing act with the increased use of available technology.

2.27   2.26   .01   2.27

Technology

Problem 30. With digital manipulation of photos, it is possible to use new technology to change photographs, enhance photographs, create composite photo illustrations and distortions that can arise with such photo illustrations.

2.22   1.13   1.09   1.72

Problem 31. Alterations of photos could mislead the reader; therefore it is critical a strong ethics code be implemented with regard to digital imaging of photographs.

2.05   1.46   .59   1.78

Problem 32. With high-tech editing equipment now available, trying to determine the truth factor involving the use of videotape will become increasingly more difficult.

2.61   1.86   .75   2.27

Problem 33. As the use of live broadcasting become more common, it will create a problem for journalists who are unable to edit the content, such as graphic violence, prior to airing.

2.55   1.8   .75   2.21

Problem 34. In order to use and promote new high-tech equipment, news organizations may find their reporter's ethics are compromised by the "dazzle" of the new equipment.

2.72   2.26   .12   2.66

Problem 35. Journalists can now do complete computerized searches of an individual's personal record. Future issues will include legitimate uses of computerized data.

2.27   1.86   .41   2.09

Problem 36. The use of hidden cameras will continue to be a pressing ethical issue.

2.55   2.53   .02   2.54

Problem 37. With the additional technology available, there is more of a possibility of
copyright abuse.

2.72   2.13   .59   2.45

Problem 38. If we can change images, the credibility of newspapers will be destroyed.

3.05   2.46   .59   2.78

Problem 39. Computers will make it easier to avoid face-to-face contact with sources, and
will change the relationship between the reporter and the source.

2.38   2.53   .15   2.45

Problem 40. Eavesdropping equipment may make it possible to invade people's privacy.

3.05   2.73   .32   2.90

Problem 41. The greatest impact of technology lies in the likelihood that increased
attention and money will be committed to technology without an equal investment in
developing the skills and attitudes that underlie the traditional journalistic package.

1.83   1.93   .10   1.87

Problem 42. The distribution of information through an increased number of channels
threatens to eliminate the positive aspect of gatekeepers.

2.55   2.53   .02   2.54

Problem 43. Internet and the myriad of governmental and commercial databases are increasing as news sources. However, it is difficult to verify information on these sources: a 12-year-old computer geek has the same "voice" as an MIT astrophysicist, and their opinions are hard to separate.

2.33   2.13   .20   2.24

Problem 44. Tapping telephone lines to report intimate conversation between a public figure and a paramour will continue to be an issue.

3.5   3.33   .17   3.42

Problem 45. The ethics of a reporter using information accidentally received in a fax transmission, especially if the transmission is not addressed to them, will be a problem.

3.33   3.2   .13   3.27

Problem 46. Reader-response mechanisms will continue to create ethical problems. Many such columns and talk shows are anonymous and anyone can make accusations against anyone while hiding behind anonymity. The formats also create a situation where misinformation is passed along by both the reader/caller and the host.

2.33   2.4   .07   2.36

Problem 47. Journalists in the electronic era will be tempted to "create" news products to gain attention for their messages.

3.38   2.86   .52   3.15

Problem 48. Future audiences will be more demanding and journalism will become more a function of information processing with less editorial oversight attached. A steady stream of information will pour through home monitors.

2.66   2.2   .46   2.45

Problem 49. Televised executions and violent situations must be handled with care. Live TV is forcing snap decisions, which means more violence and graphic pictures being brought into living whether the viewers want it or not.

1.88   2.06   .18   .96

Problem 50. New information technologies have the potential of further dividing the citizenry between rich and poor, literate and illiterate into the information haves and have nots.

2.05   1.53   .52   1.81

Problem 51. The technical requirements of new information technologies may force the certification or licensing of journalists to ensure sufficient expertise and access to sophisticated networks.

3.22   3.86   .64   3.51

Problem 52. Parent companies are creating a single on-line service that involves competing newsrooms. It is an issue likely to affect more companies operating under joint operating agreements, especially in determining where does one cross the line.

3.05   3.13   .08   3.09

Problem 53. Decision must be made on who will control the electronic distribution of content of competing newspapers, especially when the papers share the same on-line system

3.33	2.8	.53	3.09

Problem 54. The problems of different on-line services (CompuServe, America OnLine, Prodigy), the publisher versus the utility. A publisher will defend to the death the right to publish, but a utility says it only carries what its users want transmitted.

3.0	3.2	.20	3.09

Problem 55. Long-range telephoto lenses and advanced microphones can pick up a person without their knowledge. Some people feel journalists should tell the targets an image or whisper can be picked up and latter seen and heard by the world.

2.94	3.13	.19	3.03

Problem 56. Good ethical decision making has suffered and will continue to suffer with each advance of technology, especially with the new immediacy the technology brings to the profession.

2.33	2.8	.47	2.54

Problem 57. Technology eliminates much of the traditional newsgathering process. As this process continues, ethical lapses are likely to become equally easy.

2.11	2.46	.35	2.27

Problem 58. Journalists will not know enough to deal with the complex issues of privacy, coverage, etc. raised by technology. They are likely to ignore the drift toward more personal communications and continue on as before.

2.77   2.6   .17   2.69

Problem 59. Journalists will not be knowledgeable enough to recognize and satisfy smaller, more specialized audiences which gather through high technology.

3.33   3.6   .27   3.45

Problem 60. More people who are not trained as journalists will be considered to be journalists. Journalists may fail to recognize they need to find a specialized niche that fits the new paradigm, and other people may fill the niche if journalists persist in the fiction that the media are staying the same.

Question 60 was deleted from the survey due to accidental omission of the first line from the original printout.

Problem 61. Technology will increase the pressure for depth in news stories. It will also increase the pressure for exclusivity and "juicy details." Throw in ratings pressures and tabloid issues, and there is the potential for a major crash on the information highway.

2.83   2.46   .37   2.66

Other Issues

Problem 62. Reporters are increasingly moving away from complete objectivity in

reporting by letting readers/viewers know their opinions and how they feel about what

they are reporting.

2.33   2.53   .20   2.42

Problem 63. Reporting fairly and accurately about people and issues of ethnic diversity is a

problem. Journalists need to come to grips with the demands of diversity in a way that

benefits society as a whole.

2.44   1.73   .71   2.12

Problem 64. There should be fairness in the naming of sexual assault victims by all media.

2.4   2.2   .24   2.33

Problem 65. There is an increased possibility of plagiarism as a result of expanded

databases.

2.05   2.0   .05   2.03

Problem 66. Buying stories, or checkbook journalism, seems to be a growing trend, and is

both a current and future ethical problem for journalists.

1.94   1.8   .14   1.87

Problem 67. Employed journalists who hold second jobs and who do outside writings or

accept fees from potential conflict of interest sources to supplement inadequate salaries

will become a problem.

2.44   2.6   .16   2.51

Problem 68. Editors and educators need to be more concerned with bringing better-than-

competent young people into the profession and keeping them there in the face of less-

than-competitive salaries, limited opportunities for growth and advancement, and

increased demands for production that are based on other than journalistic considerations.

1.72   1.6   .12   1.66

Problem 69. There will be more tendencies for newsmakers to stage and manipulate the

news than there are today.

2.33   2.33   0.00   2.33

Problem 70. At a time when journalists are given new tools and new independence, we're

expected to have better decision making skills. The pace of journalism is intensifying far

faster than the pace of ethics instruction.

2.05   1.4   .65   1.75

Problem 71. Conflicts of interest that raise doubts about credibility will continue to be a

problem. This includes writing a feature story about a family member, covering a beat in

which a family member holds and office, accepting gifts, favors, or freebies from news

sources.

2.72   2.2   .52   2.48

Problem 72. The profession needs to make an attempt to define the boundary between news and entertainment.

2.16	1.73	.43	1.96

Problem 73. Ethical quandaries may shift from those involving the personal behavior of journalists to the whole process of reporting. There will be increased pressure from consultants and spin doctors for reporters to get "behind" the surface and explore a candidates' and other public figure's psychological profiles and the construction of themselves in terms of public image.

2.55	2.46	.09	2.51

Problem 74. There is a perception that the media focuses too strongly on social problems without attention to solutions. It is not a call for good news, but a feeling that the media prefers trashing to rebuilding.

2.44	2.53	.09	2.48

Problem 75. Children and their access to inappropriate messages will be on the ethics agenda in the interactive era.

2.27	2.2	.07	2.24

Problem 76. Local news will become "micro" news as the vehicles for delivering the news expand and splinter larger markets. Consequently, reporters will focus more attention in

terms of specific, as opposed to general, news interest. The relationship with the news audience will become more intimate.

2.72   2.4   .32   2.6

Problem 77. In the future, there will be less public and management tolerance of reporters withholding names of confidential sources; while at the same time a penchant by some reporters/news organizations for using anonymous sources or publishing rumors.

2.44   2.53   .09   2.48

Problem 78. Questions of using deception and its use to get information will continue to plague the industry.

2.38   2.33   .05   2.36

Problem 79. Docudramas or simulated TV events that allege to bear the truth will continue to confuse viewers and create problems for journalists. Even with labeling, the simulations can blur the line between reality and fiction.

1.94   1.8   .14   1.87

Problem 80. News organization owners may turn to market research (cheaper and easier to do) and replace editorial judgment.

1.83   2.26   .43   2.03

Problem 81. Piracy of satellite signals and computer data may lead to future deterioration of journalism ethics.

3.0   2.8   .20   2.90

Problem 82. A pressing issue for television news departments will be to respect someone's anonymity or desire not to be shown on camera.

2.88   2.46   .42   2.69

Problem 83. With the increased celebrity of members of the news media and the attendant perks and privileges, it will be difficult for journalists not to get caught up in the glamour of the business.

2.22   2.53   .31   2.36

Problem 84. Threats of lawsuits regarding libel and slander are a growing menace to our profession, interrupting and interfering with aggressive news organizations who have strong reputations based on investigative efforts.

2.5   3.0   .50   2.72

Problem 85. Some law enforcement communities feel that journalists have more of an obligation to protect federal agents, who might be preparing an advance on a hostile location, than the obligation to the public's right to know.

2.44   2.8   .36   2.60

Problem 86. Some people feel the media allow viewer/reader interests to dictate what will take up major space on newscasts/front pages, therefore increasing the journalists role in the justice system.

3.11   2.73   .38   2.93

Problem 87. As the media's efforts to involve readers and viewers increase, news organizations include opinions from a few unscientifically chosen readers or viewers as part of the news package as if those opinions represent the entire community.

2.72   2.93   .21   2.81

Problem 88. Not many journalists have learned how to make good ethical decisions and fewer involve the thinking required to determine what, for them, constitutes right and wrong, the essential underpinning of good ethical decision making.

1.94   1.4   .54   1.69

Problem 89. Journalists need to establish the process, not just the rules, for ethical decision making.

2.11   1.4   .71   1.78

Problem 90. Many of the tabloid TV, infomercial offerings, made-for-TV "true life" stories and the like are not journalism but masquerade as journalism. Journalists and viewers will need to determine whether what is shown as journalism actually is journalism to let the public know the facts.

2.05   2.06   .01   2.06

Problem 91. The American population is growing rapidly in terms of cultural makeup in the 1990's and most mass media organizations have yet to catch up with the cultural makeup of the 1970's. Consistently reflecting the world from one point of view, not just on the editorial page but on the front page as well, is an ethical problem. The challenge will be to cover various groups in challenging and not patronizing ways.

 2.5 1.93 .57 2.24

Problem 92. As the time is shortened between decision and action, there will be more of a need for those who can make ethically defensible decision even more quickly than before. It will make consistent journalism ethics education even more urgent.

 1.94 1.46 .48 1.74

Problem 93. Journalists, even specialists, have succeeded in remaining generalists in their approach to covering there topics in an era when more specific information and interpretation is going to be necessary.

 3.27 2.8 .47 3.06

Problem 94. There will be a temptation for journalists to segregate news rather than offering the best to readers.

 3.5 2.8 .70 3.18

Problem 95. Women in the newsroom and two-career families have expanded into a conflict-of-interest issue. A spouse's career does affect news judgment, and a future

concern will be how newsrooms deal with a family influence on news reporting.

3.66   3.53   .13   3.60

Analysis of Round II Data

Analysis of this section shows the top twelve ranked items are (in order, number one through twelve):

Statement 68: Editors and educators need to be more concerned with bringing better-than-competent young people into the profession and keeping them there in the face of less-than-competitive salaries, limited opportunities for growth and advancement, and increased demands for production that are based on other than journalistic considerations.

Statement 88: Not many journalists have learned how to make good ethical decisions and fewer involve the thinking required to determine what, for them, constitutes right and wrong, the essential underpinning of good ethical decision making.

Statement 30: With digital manipulation of photos, it is possible to use new technology to change photographs, enhance photographs, create composite photo illustrations and distortions that can arise with such photo illustrations.

Statement 92: As the time is shortened between decision and action, there will be more of a need for those who can make an ethically defensible decision even more quickly than before. It will make consistent journalism ethics education even more urgent.

Statement 4: The quickness of information transmission could give the reporter false data. There could not be enough time given to check and double check the facts before going to print or on the air live. It could create a potential frenzy of reporters going live without all the facts nor time to digest and analyze the situation.

Statement 70: At a time when journalists are given new tools and new independence, we're expected to have better decision making skills. The pace of journalism is intensifying far faster than the pace of ethics instruction.

Statement 31: Alterations of photos could mislead the reader; therefore it is critical a strong ethics code be implemented with regard to digital imaging of photographs.

Statement 89: Journalists need to establish the process, not just the rules, for ethical decision making.

Statement 50: New information technologies have the potential of further dividing the citizenry between rich and poor, literate and illiterate into the information haves and have nots.

Statement 41: The greatest impact of technology lies in the likelihood that increased attention and money will be committed to technology without an equal investment in developing the skills and attitudes that underlie the traditional journalistic package.

Statement 66: Buying stories, or "checkbook journalism", seems to be a growing trend, and is both a current and future ethical problem for journalists

Statement 79: Docudramas or simulated TV events that allege to bear (or report) the truth will continue to confuse viewers and create problems for journalists. Even with labeling, the simulations can blur the line between reality and fiction.

Because statements 88 and 92 and statements 30 and 31 were similar, they were combined into one statement. These became statements 2 and 3 in Round III, making a total of 10 statements for the final round.

Cluster Analysis of Round II Responses

Although there was significant disagreement in 37 of the 94 statements in Round II, there was still a question of whether the working media and educators do think alike. A cluster analysis was used to see if any of the working media and educators, as a whole, think alike. During the surveys, each participant was given a code number to protect his or her identity. The working media were given a "P" followed by a number (for example, P11) and the educators were given an "A" and a number (for example, A4). The cluster analysis of the data shows the participants are divided into six distinct groups, with each group possessing a different point of view:

Group I -- A1, A2, A3, A5, A6, A7, A11, A13, A14, P5, P8, P9, P12, P13, P15, and P19

Group II -- A9, A10, A15, A16, P6, and P20

Group III -- A18, P7, and P21

Group IV -- A12, P2, P4, P17, and P18

Group V -- P1 and P10

Group VI -- P14 and P15

The typal representatives, or the person who best embodies the philosophy of the group, were determined for each group. The typals were: for Group I, P8; for Group II, A10; for Group III, P7; and for Group IV, A12. Since Groups V and VI only had two respondents each, no typal representative could be determined. Four of the six groups have members of the working media and educators; therefore, as a whole, journalism educators and working journalists do tend to think alike when considering these 95 ethical statements.

To see if the different groups agree on any of the major issues, the answers of the typal representatives were compared for the top ten issues identified in Round II. The greatest variance or disagreement between the groups was in Statements 2, 7, and 8 respectively dealing with: the ability of journalists to make defensible ethical decisions; that journalists need to establish a process for making decisions; and the impact of increasing attention and money to technology without an equal investment in developing the skills and attitudes that underlie the traditional journalistic product.

Between the typal representatives on Statement 2, the ability of journalists to make defensible ethical decisions, the responses ranged from major concern (Groups I and II), concern (Groups III, IV and V) to a minor concern (Group VI). The groups were almost equally diverse with Statement 7, that journalists need to establish a process for making decisions, with Group II saying the statement is a major concern, Groups IV and VI stating it is a concern, Group I saying it is a minor concern, and Groups III and V giving a

neutral response. Statement 8, the impact of increasing attention and money to technology without an equal investment in developing the skills and attitudes that underlie the traditional journalistic product, found the responses a little closer together with Groups II, V and VI saying it is a major concern, Group I saying it is a concern, and groups III and IV giving a neutral response.

On all the other statements, the typal representatives were in much closer agreement. As whole, therefore, many journalists and journalism educators do think alike on the ethical issues presented in Round II; however, differences do occur on a question-by-question basis between individuals, as previously discussed. While the first four groups have a mix of academic and working press respondents, the final two groups are working press only. In particular, members of the final two groups are newsroom managers, which may be due to the issue raised in Round I by some participants, that news managers are usually either removed from the news process and/or they hold a business rather than journalistic background.

The two people who think the least alike are A12 and P12, an educator who has a print journalism background and a broadcast manager. Although both these people come from the same region of the country, they appear to disagree on many of the issues presented to the panel.

<center>Round III</center>

Panelists were asked to respond to ten open-ended statements for this round. The statements were the top issues cited in Round II. The panelists were asked to provide possible solutions for the top ten predicted ethical problems cited in Round II. If a panelist felt the industry can do little to solve a problem, they were asked to state so.

Statements and Possible Solutions

Statement 1. Editors and educators need to be concerned with bringing better-than-competent young people into the profession and keeping them there in the face of less-than-competitive salaries, limited opportunities for growth and advancement, and increased demands for production that are based on other than journalistic considerations.

Responses: Consensus for a solution to this statement was fairly weak among the respondents. Where there was consensus, the respondents said journalism management should raise salaries or that reporters should participate in collective bargaining to increase salaries; there should be improved understanding of journalism ethics by journalism managers; there should be a stronger alliance between schools and the industry, particularly in the area of internships (four respondents called specifically for better, more defined internships where students are able to work whether or not their product is aired or printed); and for journalists to actively recruit young people into the profession at an earlier age, possibly as early as middle school or junior high (one respondent even suggested elementary school). A few of the respondents said the problem could be

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improved if editors and managers were better at offering encouragement, helping to create opportunities for young reporters. Other responses included: rewards for outstanding reporting or editing by news organizations; rotate staffs, making everyone a generalist; micro-publishing and creating a niche for in-depth reporting specialties; a call for management not to burn-out the staff; placing a greater value on news gatherers; "grow your own" reporters through recruitment of colleges and universities; sabbatical leave for experienced journalists who are on the verge of burn-out; elimination of language skills tests; empowering students through a green-light approach to journalism classes; the new electronic media (in which a whole new set of journalists is created) will rekindle the "fire in the belly"; a call for educators to use professional standards in the classroom; and improved free-lance opportunities for young reporters to supplement their incomes.

One working news respondent said there are "too many journalism graduates" and recommended that some of the journalism schools should be shut down while an educator said the schools should refuse to supply the industry with students until salaries are raised and conditions improved.

One respondent said, "Placing greater value on those who gather the news is inevitable because these people are the absolutely beginning in the process of providing information. Right now we continue to exploit reporters but the quality of reporting is essential to its competitiveness. Hiring experienced, capable reporters who ask the right questions of the right people will lead to a more competitive (original, thorough, creative) product. In the future it won't matter as much to a reporter how his/her information is disseminated -- it will be broadcast, faxed, e-mailed and printed. Getting the information

first and right will become critical. I see a fall out as those who are not specialists at information gathering become less important due to the ease of presenting information. Sadly, what this aggressive new information gatherer will lack is seasoning lost by careless regard for an entire generation of journalists who were driven from the profession before they reached their prime."

Statement 2. Not many journalists have learned how to make good ethical decisions and fewer involve the thinking required to determine what for them constitutes right and wrong, the essential underpinning of good ethical decision-making. As we are given more technology and new independence, which shortens the time between decision and action, we're expected to have better decision-making skills.

Responses: The universal response from almost every participant was better education, either through the classrooms (specifically, many respondents called for a mandatory ethics class for journalism undergraduates), the profession (through organizational and newsroom workshops), involving managers/owners in ethics discussions (specifically, training managers and editors in the decision-making process), and involving the general public through education of news consumers.

A few respondents said management must be responsible for newsroom ethics, especially in setting and maintaining standards. Other responses included: more Socratic-style ethics courses; for educators and management to stress balance and fairness rather than objectivity; that ethics is a learning process, not a science, so people should study ethical issues while not under deadline pressure; for educators to offer more case studies; for educators to teach students to think rather than just obey rules; for employers to hire

qualified people; for journalists to increase their role as gatekeepers; and encouraging

every newsroom to have its own code. Two respondents called for a national ethics

enforcement plan or a return of a National News Council to enforce media ethics.

Statement 3. With digital manipulation of photos, it is possible to easily use new

technology to change photographs. Increased technology will create more concern over

the ease of enhancing photos, composite photo illustrations and distortions that can arise

with photo illustrations.

Responses: The majority of the respondents said "Just don't manipulate photos". Other

responses included: a strong code or set of guidelines (both mandatory and voluntary were

listed) which address photo enhancement; for news organizations to label changed photos;

training people not to alter the truth in any form, that journalists have a duty to protect

data integrity; educating the public about the terminology involved in photo manipulation;

involve photographers and graphic artists in ethical discussions; firing anyone who "fakes"

or sets up a picture; to pass legislation making such manipulation illegal; that detection of

such manipulation may become available and journalists may be regulated by outside

industry sources through prosecution and punishment; industry self-monitoring through

additional ombudsmen, reader representatives, etc.; that digital manipulation is equal to

"dodging" and "burning" in the darkroom, but it required education to explain why it isn't

ethical; and using full disclosure of the alteration.

One respondent said they did not see this as an overwhelming problem; one person

said they did not have the background to answer the question, and another said that

imposing statutory bans on electronically altered photos may infringe on the First

Amendment and "could prove more destructive than the ethical violations themselves. The best solution for this abuse is massive jury awards against offending media and in favor of plaintiffs in false-light privacy suits."

One respondent said "only the moral conscience of those who handle photos will save them. These folks and others will have to dilute their selfishness and step outside themselves to serve, rather than to manipulate. When a photo is digitally altered, the audience is manipulated as much as the photo."

Statement 4. The quickness of information transmission could give the reporter false data. There could not be enough time given to check and double check facts before going to print or on the air live. It could create a potential frenzy of reporters going live without all the facts nor time to digest and analyze the situation.

Responses: Again, there was no clear consensus within the responding parties. Some people said the problem is a management problem that must be addressed and dealt with by the managers who purchase the equipment, that managers are responsible for making sure the reporters double-check the facts, and that managers must be willing to stop a story. Several respondents said a failure to double-check facts is simply sloppy reporting and should not be tolerated, and that reporters should take the time to digest facts before reporting them.

At least two respondents said the problem needs to be addressed by a news council or a new Hutchins Commission. Others said that standards should be developed by the industry to prevent ethical problems; that in the future, newspapers, wire services, networks and bulletin boards may shift their emphasis to provide depth rather than speed;

that good editors -- who are trained in ethical decision-making -- should be hired to handle the breaking news; that a safeguard person should be established through whom the reporter must check facts; that media watch critics should be used to observe the media, perhaps even developing an accuracy rating scale; that newsrooms should establish a policy of not going live until the facts have been checked; and reporters should be taught two old axioms: "When in doubt, leave it out" and "Get it fast, get it first and get it right."

Other responses were: using libel laws as a deterrent; telling reporters that unverified information will only be used in rare instances, and the public will be told it is not verified; that reporters should use unverified information as background only; that the technology which provides speed of transmission also provides ability to rapidly double-check facts; that journalists should include discussions of rapid transmission and unverified fact reporting in continuing education discussions; and that a higher level of knowledge will be needed by reporters and editors so they can be sensitive to the possible error they can cause.

"Do they do this now?" asked one respondent. "Sometimes, in the heart of competition, it's difficult not to 'pull the trigger' on unconfirmed info, especially when less ethical counterparts are doing likewise. Resist, my children, if it's wrong you come out on top. If not, you're behind. But only for a time. Next week, no one in the public will know you held off and got beat on X story. That's why stations have to run house ads telling you who got the story first, no one remembers."

One respondent said the public does not care which news organization is first with a story. "'Journalistic scoops' are a false concept," the respondent said. "Our audiences

really don't care who has the story first. We do, and that's OK. But, we can't let our enthusiasm overcome our common sense. Competition is responsible for much that is good about journalism; competition is also responsible for much that is bad about journalism. Among the bad is the problem of being in such a hurry that we forget other journalistic values such as accuracy, fairness, etc. We do a disservice when we believe that it is better to be first with a bad story than to wait and get it right."

Statement 5. With the additional technology available, there is more of a possibility of copyright abuse.

Responses: The consensus on this statement was very clear: better education for reporters. "Reporters don't understand" the problems of copyright, said one respondent.

Another solution offered by several respondents was referenced to the legal profession, that cases handled by lawyers and legal remedies will bring the topic to better light and greater understanding by journalists, especially after a news organization is successfully sued for copyright infringement. Other suggestions were: tolerance on the part of creators and sensitivity on the part of infringers; assign people in the newsroom to be responsible for logging the use of outside material and raising a copyright issue when needed; that there is more potential for enforcement and for gadgetry that prevents abuse, perhaps a time date stamped record; that reporters must use extra care to use their own research; that management must stay current with the technologies and problems which can arise in news products; sending copyright laws to media law firms with explanations; setting up a defense fund for journalists for copyright cases; strong ethical guidelines; post signs on computers -- warning labels -- to clearly label copyright; Congress should re-

write the copyright laws; attorneys for media organizations must continue to be updated

on the latest case law to keep their clients in a proactive attitude; and some respondents

saying they do not know anything about the issue to respond or that not much can be

done.

One respondent said while copyright abuse can be a problem with new technology,

it may stem from a lack of familiarity with the new technology on the part of the media.

"That may be a self-correcting problem to a degree," the respondent wrote. "To the

extent it isn't corrected, I suspect that copyright laws will be expanded or interpreted to

cover the perceived violations."

Statement 6. New information technologies, while vital in a fast-paced global economy,

have the potential of further dividing the citizenry between rich and poor, literate and

illiterate into the information haves and have nots.

Responses: Again, there was a very high consensus on this statement. The majority of the

respondents said the problem is a basic issue for the federal government, public schools

and public libraries to spread technology information to the public.

Other responses were: it has the potential, but it won't happen in practice; while

currently true, we "can take solace in the fact" that as technologies advance, they become

less expensive; one of the reasons broadcast will survive is because of this fact, with

broadcasters challenged to grow with the technology and not ignore the "have nots";

because TV and radio cannot provide the depth of a newspaper, it is important to preserve

daily newspapers (rather than changing them all to online services) to keep the country

informed and knowledgeable; and charge journalists to give a voice to the voiceless and to

work to maintain information lines to the poor; make it economically attractive for the media to maintain a service through less expensive channels with simpler use.

Three respondents said they did not have an answer, and one respondent said it was inappropriate for them to answer. "This is not an issue properly addressed by a journalist, particularly one who works in an over-the-air local broadcast organization, which is perhaps the most available vehicle for news to all socio-economic classes," the respondent said.

Another respondent said technology will soon be inexpensive enough to be available to all. "Motivating the have-nots will be the problem," the respondent said. "Society needs to see to its education needs, which it is not doing."

Statement 7. Journalists need to establish a process, not just the rules, for ethical decision making. This will challenge journalists as well as provide them with concrete examples of what they can and cannot do, plus provide helpful guidelines for reporters/editors/producers who are faced with an ethical quandary.

Responses: Education was again the primary answer provided by respondents. Many respondents said there should be improved media ethics education within the schools, starting in the common schools and continuing through college, plus there should be continuing education for working news media professionals through newsrooms and professional organizations.

The issue of a news council or a professional organization review was again addressed as a possible solution for the problem by at least two respondents; three

respondents mentioned the ethics work by SPJ, *Doing Ethics In Journalism*, as a

guideline; one respondent said that since no two ethical issues are alike, a comprehensive

manual isn't practical or necessary -- but, that ethical decisions should not be free-lanced,

they should be discussed with an editor or management; journalists should institute

programs to police themselves; to find good answers, journalists should learn to ask good

questions; software programs could be created to help journalists learn what processes

exist in terms of media standards and policies; managers should be involved in an ethics

dialogue with reporters to help the reporter with decisions; every newsroom should

establish it own code, set of rules; and journalists need to learn how a process of decision-

making can help them -- they don't want rules.

One respondent said a process would be an excellent tool, but asked, "who will

design such a process?" Another respondent said people must first recognize that today's

rules of journalism are flawed, then journalists can discuss and identify a reasoning

process.

Disagreement was also sparked by this statement from some respondents. One

respondent said, "While free speech, like other freedoms, carries with it responsibility, that

responsibility cannot be imposed. Witness the legal and medical professions, where both

self-regulation and governmental regulation of ethics have largely failed. Ethical limits in

these professions and in journalism can be taught -- and should be -- by stressing

responsibility to society."

Another respondent said they did not see anything like the statement happening,

while another -- stressing the voluntary nature of ethics codes -- said only those who

choose to practice ethics will do so. After detailing how juvenile offenders become career criminals, the respondent said, "Some of our fellow journalists, similarly, have never learned right from wrong when it comes to ethics. I fear they can never be taught. So the emphasis should be placed on the education of the aspiring journalist at the college level. Perhaps there, sound thinking can be learned."

Statement 8. The greatest impact of technology lies in the likelihood that increased attention and money will committed to technology without an equal investment in developing the skills and attitudes that underlie the traditional journalistic product. This threatens to leave the media consumers long on flash and dash that goes into the modern packaging of the information, but short on the content they deserve to find in that package.

Responses: There was little consensus for this statement. Some respondents talked about journalists needing to control the tools of the trade, with journalists, graphic artists and technical people working together on the technology, and that journalists should be in control of the product, not the technicians.

Other respondents said: news organizations should "hire qualified journalists" as a solution to prevent problems; the public, ratings and the marketplace now decide the content of news and the direction of the packaging; that graphics experts should not be managing editors; that rigorous training of journalists and self-criticism are essential to curbing excesses by the industry; that educators and editors should demand content, not just flash and dash; journalists should point out the correlation of doing good journalism and making money to owners and managers; the industry should establish an independent,

non-governmental ratings system for accuracy; and that the hiring process for journalists should include an ethics briefing for that organization.

Other responses were: journalists should make a personal commitment to develop their skills; journalists should avoid sensationalism despite the packaging; journalists should spend more time thinking about what they are doing and what it means; someone in the newsroom must be given the authority to sop a story or process; all groups -- reporters, editors, photographers, artists, etc. -- should be brought together before and while developing the story to insure consistency of purpose; continued education is essential for journalists; that technology is a delivery tool and journalists must still be able to write and provide content for that tool; like *USA Today*, substance has started to follow form and owners will change to prevent from losing their audience; there is still a need for media literacy training for the public; as we learn more about technology, we learn how to use it more effectively; media critics are important, and we nee more American Journalism Reviews and Columbia Journalism Reviews, but it costs money.

One respondent said the products are now market driven, so there is not much journalists or educators can do. One respondent said the issue was not a problem, and another respondent said the challenge is in the balance. "This is an old argument that has not been proven to be true," the respondent said. "The challenge lies in the balance. Balance between technology and people. Balance between leadership and teaching. Balance between explosive growth and thoughtful discussion. The packaging or delivery of the message is largely irrelevant, if the message (story) is transmitted accurately and fairly."

Statement 9. Buying stories, or "checkbook journalism", seems to be a growing trend, and is both a current and future ethical issue for journalists.

Responses: Again, there was strong consensus that this is a management problem which should be addressed by the news managers, publishers and station owners, and that the practice should be stopped.

As for reporters, respondents said that honest journalists should not use checkbook journalism. One respondent said reporters should keep talking about and exposing "news payola" by various news organizations, forcing a type of disclosure to the public about newsgathering.

Other responses were: to make the practice illegal; two people said that news organizations should tell audiences when they pay for stories, and if they don't, another news service should report on their (original news organization) not disclosing the information; bought information carries a taint that may itself become part of the story; that video bought from an amateur should be labeled as such; excluding those who buy news from the definition of "journalist", calling them "TV movie advance people" instead; traditional journalists need to investigate the tabloid media and where they got their information, and include that in the story; a strong offense by the traditional media against the tabloid media telling the public that buying stories is unethical and inaccurate; the only hope is that public opinion will destroy the credibility of people who participate in the practice; the practice is not just limited to the tabloid media as the network news magazines are now participating, it is an issue that critics need to continue reporting on; professional journalists must continue to make the public understand the difference

between entertainment and news; the solution lies in the proliferation of newsroom policies against checkbook journalism; it will take more than some revisions in the codes of ethics to bring about change; keep talking about it; and as long as there is a market for publications and programs that pay sources, there will be organizations that fill that market position.

One respondent said this is a key feature of a free-enterprise society, and that journalists will have to develop strategies for generating information in alternative ways if they cannot or will not pay for stories.

Another respondent pointed out that some cash-strapped governments are asking with greater frequency for a percentage of the income gained by access to information. "Some agencies are themselves searching for online services that pledge to rebate a portion of the revenue they receive," the respondent wrote. "The public's information should be available to all, but will it only be available to those willing to pay?"

Another respondent said that checkbook journalism is not a problem. "I'm not persuaded that the public is badly served by this practice," the respondent said. "I can't recall a single instance where checkbook journalism hindered public understanding of a critical issue. It's usually employed in the flash and dash realm. Who cares who get paid -- and pays for -- such materials."

Statement 10. Docudramas or simulated TV events that allege to bear the truth will continue to confuse viewers and create problems for journalists. Even with labeling, the simulations can blur the lines between reality and fiction.

<u>Responses</u>: Strong consensus was also seen in this statement by the respondents. Almost every respondent said that viewers should be warned the following is a docudrama or simulated TV event, and that such labels for such events should be mandatory.

Some of the respondents called for an outright ban on docudramas and simulations. Other responses were: the lines (between information and entertainment) are blurred and it is up to journalists to clear them up; there is little the industry can do about this, it must be made clear when you are seeing a re-enactment, and hopefully the public will clue in; the distinction between news and entertainment must be made up front and repeated; if news directors and producers took a stand, this stuff would stop ... the problem is, they won't stop because their bosses think it's OK; call attention to it and ridicule the newspapers and TV stations who use it; viewers are smart enough to know the difference; and simulations do confuse viewers even if they are labeled ... there is no way to enforce ethics in this area; docudramas always confuse viewers ... as a profession, we have a responsibility to educate the citizenry to be more discriminating information consumers.

Also: this practice is only slightly less offensive than checkbook journalism; the easy answer is that docudramas aren't journalism, so don't pose a journalistic problem; write columns, speak to civic clubs, tell people what real news is all about; every effort must be made, largely by the media as a whole, to identify and explain any distortions of what is purported to be only fact, including that within their own journalistic products; the solution, it would seem, would be for journalists to first get straight what their fundamental role in society should be, and then act upon an articulated sense of moral

duty; and that journalists and others need to step away from self-serving behavior and determine what is needed to serve the audience to produce valid social decisions.

Two respondents disagreed with the majority. While one said if a docudrama plays fast and loose with the facts, those who dispute the facts should take the case to the court of public opinion, assuming the falsity is not grounds for actual litigation. "I cannot see a solution to this that is not destructive of First Amendment rights," the respondent said.

Another respondent said, "I'm not convinced the public is completely fooled by docudramas. Some will be confused, but many will know the difference. education again provides the key to overcoming what I consider to be a fad -- education of journalists themselves and education of media consumers."

CHAPTER V

SUMMARY, CONCLUSIONS AND
RECOMMENDATIONS

General

In the faster and faster paced world of electronic communication and instant

access, how are journalists expected to deal with ethical issues that arise in the course of

reporting? While the expected ethical problems outlined in this study are not inclusive of

what will appear on the ethical horizon for reporters, editors, and producers, the panelists

agree that problems do and will exist that need to be addressed by everyone connected

with a news product.

During the early 1990s, news media organizations have begun looking at the codes

of ethics and have attempted re-writing the codes to better comply with the demands of

the changing newsrooms. The code unveiled in 1994 by the Associated Press Managing

Editors raised a furor among members as being too restrictive or too lenient.[188] In late

1994, the SPJ ethics committee began working on what Dr. Lou Hodges[189] called a "green

light" code, a code which states more what a journalist can do rather than what they

cannot do. SPJ's Ethics Committee Chair, Dan Bolton, said he learned from the APME

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[188] Case, Aug. 13, 1994; 18-19.

[189] Lou Hodges, Ph.D., chair of the Society of Professional Journalists task force for re-writing the SPJ Code of
Ethics, personal interview, September 17, 1994, Nashville, TN.

situation and formed a separate task force to investigate and keep membership informed about potential changes in the SPJ code.[190]

Some news media observers say rewriting the existing ethics codes is enough. But, others maintain that ethics -- like the mass media in general -- are changing as the technology and newsgathering techniques are changing. Several of this study's panelists pointed this out, that as technology and competition changes, so do a reporter's ethics, especially if the reporter, editor or producer have never been taught to think about ethics. Therefore, it is not enough to write and re-write codes, the profession must do more for its participants, viewers and readers.

The purpose of this study was to identify and seek solutions to the future ethical issues facing journalists.

Using the Delphi Technique, this study sought a consensus on these issues based on the opinions of a panel of experts in the news media and mass communications/journalism educators. The Delphi Technique is designed especially for generating expert opinion/predictions and for helping the researcher reach conclusions without the inferences caused by a physical gathering of the experts involved. An advantage of the Delphi Technique includes the anonymity of the participants and the equality in the opportunities of each person's chances to respond.

Thirty-three experts completed full participation in the study (eight dropped out during Round I and one dropped out during Round II). The final group consisted of 18

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[190] Bolton, Dan, personal interview, September 17, 1994, Nashville, TN.

working media (reporters, editors, anchors and managers) and 15 journalism educators. Each person was asked to respond to three rounds of questionnaires. In Round I, the panelists were asked to identify up to five ethical issues they believe would be a concern for journalists in the future. Panelists were also asked to specifically address the possible impact of technology and competition in this round. Round II asked the panelists to rate the 95 named issues on a five-point Likert scale. The results of this round established the top ten future ethical issues the panel considered to be the most important for the news media. In Round III, the panelists were asked to suggest solutions to those ten problems that made the listing from Round II.

Summary and Conclusions

Thirty-four panelists originally participated in this study. One person, who failed to respond to Round II, was dropped out, but that person's answers to Round I are included in the verbatim responses of Round I (Appendix J). The remaining 33 panelists completed Rounds II and III.

The 34 panelists responded with a total of 235 individual answers as to the most important problems in the Round I questionnaire. These responses identified a total of 95 specific problems relating to competition, management, privacy, technology, and other issues. One of the striking items of Round I was the number of people who said that digital manipulation of photos is and will continue to be a major ethical issue for journalists. In Round II, the problem was also identified by the educators as the top issue of concern; however, the professionals strongly disagreed with the educators as to the

importance of the issue. While educators said in Round III that digital manipulation should be banned or that ethics codes or laws should be written to prohibit the practice, the working media responses said for editors to "just say no" to the practice or to use it as little as possible, only when it would be warranted with the story.

On the other hand, the top issue of concern identified by the professional journalists, the concept of bringing better-than-competent young people into the field in the face of less than competitive salaries and lack of advancement, received luke-warm reviews from the educators. In Round III, the professionals called for more communication between the schools and the profession, and while that was echoed by some educators, other educators questioned if this was indeed an ethics issue of an issue of management within the media.

In addition, the two groups disagreed strongly almost more often than they agreed on the issues: 41 of the 95 questions in Round II had strong disagreement between the two groups about the importance of the questions. Specifically, the opinions of the educators reflected a more academic philosophy with educators saying the issues were of greater concern in 68 of the 95 questions.

Of the top ten issues presented in Round III, five of the issues dealt with technology: photo manipulation; the quickness of technology transmission giving a reporter false data, potential for copyright abuse, the potential for dividing the citizenry into the information haves and have nots, and increasing technology without an equal investment into the reporting/newsgathering skills that underlie the journalistic product. Specifically, the panelists, in consensus, recommended (in no particular order):

- Education, not just at the college level, but a form of continuing education to help professionals understand the changes and learn how to deal with the technology to improve the product without sacrificing facts or the truth.

- Education of news managers as well as students and professional journalists. More and more managers do not come from the newsrooms and they need to understand the differences between newsroom ethics and business ethics.

- That managers are responsible for both the technology and insisting reporters be accurate; therefore, managers should be trained in media ethics and in providing accurate reporting as well as the technological tools for gathering and reporting the facts more quickly.

- Specifically to the copyright issue, reporters, editors and managers should be educated about copyright laws and practices. Several of the respondents said they could not answer the problem because they did not know anything about the issue. It is not an issue to be left only to attorneys, but the basis of the laws should be understood by every journalist and media manager.

- Journalists should work with governments, public schools, and public libraries to spread the information technologies to the public. Although most respondents in the study said this was primarily an issue for government, schools, and libraries to answer, journalists should insure that some technology (radio, television, newspapers) still provide information to the technological indigent.

- Journalists should also be trained in the overall tools of the trade, not just the technology, to provide accurate information and to have control over the final product. Rigorous training and self-criticism were named by one respondent as "essential to curbing excess by the industry."

Also included in the top ten issues were two statements dealing with making ethical decisions and establishing a process for making ethical decisions. The consensus of the panelists recommended:

- Education through the classroom, professional organizations, individual newsrooms, involving news managers, and the general public concerning news ethics.

- Improved media ethics education starting in common education and continuing through higher education.

- The possibility of re-creating a National News Council or professional organization review board to monitor media ethics.

The top issue, recruiting better-than-competent young people in the face of less-than-competitive salaries and limited opportunities brought the following responses from multiple respondents (in no particular order):

- Managers and media organizations should raise salaries or that journalists should resort to collective bargaining to increase salaries.

- Early and aggressive recruitment of young people by the profession.

- Better use of internships for students, resulting also in better communication between the industry and schools as to the needs of the profession.

- That managers and news organizations should do better at offering encouragement, offering assistance, and helping to create opportunities for young reporters.

The final issues, checkbook journalism and use of docudramas brought a strong consensus of responses from respondents (in no particular order):

- That neither checkbook journalism nor docudramas should be used by responsible journalists or responsible journalistic organizations.

- That organizations which use "news payola" should be exposed by other news organizations.

- News organizations that do use checkbook journalism and/or docudramas should tell their audiences.

- News organizations need to make a better distinction between news and entertainment; and that it should be made clear to an audience if a story was bought or if they are seeing a re-enactment.

Discussion

American journalism is not a homogenous group of professionals. While the majority profess a devotion to the First Amendment of the U.S. Constitution, that is often where the similarity ends between print and electronic reporters, editors and producers, managers of news organizations, and educators of print and electronic media students. Ethics discussions often bring acrimonious debate into the journalism arena, and despite their disagreement in this study, 18 of the participants have the advantage of studying, being involved in a professional organization's ethics committee, or otherwise expressing an interest prior to participating in this study.

Common ethical issues frequently argued among journalists include: accepting "anything of value" from a source (from the SPJ Code); invading a person's privacy; manipulating photographs; using deception to get a story; stealing or lying for a story; and buying a story either with money or through promises of other compensation.

This study wanted to see what future ethical issues the news media may be facing, or if there are any new issues on the horizon, and how educators and professional can begin to deal with prospective problems. Some respondents said the future issues are not new, just old issues in a new guise. Competition and technology, two standard debate topics, appear to be pressing issues in the near future. With continued changes in technology helping to fan competitive fires (especially in television news), the combination of technology and competition can lead to old ethical issues being transformed through new issues; for example, being able to manipulate videotape the way photographers can easily manipulate a still photograph.

Other future issues deal with decision making, such as how a journalist can make consistent, ethically defensible decisions; buying stories or "checkbook journalism", and the use of docudramas in news. These issues can impact the integrity of a news organization or individual journalist because without credibility, a news report cannot be believed by the public, and the ability or inability to make ethically defensible decisions by a reporter, buying stories, and using docudramas, which can distort reality, are all credibility issues. The statement identified as the most important ethical issue -- bringing better than competent young people into the profession -- is crucial because without active recruitment of the best and brightest writers, the profession will attract lesser talented and qualified people, decreasing the quality of the entire journalistic product.

Although the top issues were a consensus of the whole group of respondents, there was a difference between what the working media thought was the most important future issue and what the academics said was the most important future issue. The working media's responses said the most important future ethical issue will be the bringing of more young people into the profession, the educators said the top issue will be the manipulation or enhancement of photos. While the academics fairly well agreed with the working media the bringing of young people into the profession is a pending major issue, the working media strongly disagreed with the educators about their top choice. The issue of photo manipulation did not make the top ten issues of the working media. In talking with respondents, one of the working media members said that photo manipulation is already part of the media and ethical decision about it may be "a little late". Conversely, one educator questioned if bringing young people into the profession is truly an ethics issue.

Missing from the top ten issues are the commonly argued concepts of privacy, using deception to obtain a story, and a reporter being influenced by a source. Apparently, the group believes these issues are either being resolved or will never be resolved.

Although not everyone agreed with how to solve the problems, the primary consensus of the panel was for more ethics education in the classroom (starting in high school, some said), in professional organizations, in newsrooms, for managers, and for the general public in order to create a better, more ethically aware product.

Journalists must learn to make tough, ethical decisions to deal with the problems which arise out of their work. The more they work with the ethics process, the better their end product will be. Professionals and students must learn the basics of how to think through ethical dilemmas, and working media should at least be offered ethics workshops to keep their skills sharp and learn more about new dilemmas. Managers need to fully understand the ethical problems faced by the news staff, especially in light of new, faster technology which helps create an instant news product.

Media consumers should also be brought into the process to gain a better comprehension about the news product, which can help them decide what news source to read/watch/listen to for reliable information. It will be up to the consumer, after all, if checkbook journalism and docudramas are continued and become staples in the industry.

Many of the suggestions for change or for correcting future ethical problems were suggestions to "not do it" in cases of checkbook journalism, docudramas, and manipulating photos; to teach about copyright abuse and to make editors responsible to

oversee copyright laws are followed; and to teach basics for making ethical decisions. Again, the common thread in all the suggestions is education, finding new methods to teach students, working press, media educators, news managers/owners, and the public about media ethics. This can be done through required ethics classes in undergraduate journalism schools and through professional organizations. This could also be accomplished if a free-standing media study center -- similar to the Silha Center in Minnesota or the Poynter Institute for Media Studies -- offered such instruction to the various groups.

<div align="center">Recommendations for Implementation</div>

This study was designed to draw a consensus of news media experts about the future ethical issues facing journalists. No one, not even experts, can accurately predict a future aspect of any industry. But this study should be of interest to news media professionals and educators as they prepare for a future that must change for the sake of survival.

Journalism professionals and educators should take note of the types of problems that the experts in this study have listed. These are by no means the only problems that the journalism profession faces, but they are among many of the ethical problems outlined in trade and academic articles during the past few years. Perhaps more important, the experts in this study did reach a consensus on the most important problems and possible solutions to those problems. Journalists -- reporters, editors, producers, and managers -- must be aware of the changes technology is bringing to the profession, how that technology changes competition and how competition impacts privacy, newsgathering,

and a journalist's sense of ethics. As many of the respondents repeatedly said, the key is education, both in the classroom and in the field.

Education should be an on-going process for anyone, but especially for journalists who are daily seeing the face of their product change. Young reporters should be made aware of ethical problems and methods of thinking about ethical dilemmas through courses during their college education. Some panelists even suggested the education of media ethics begin earlier, perhaps as young as middle school (grades five and six), but at the very least in high school journalism classes.

For the professional journalist already working in the field, a form of continuing education should be developed either through a higher education facility or through professional organizations, such as SPJ, IRE, and the RTNDA. Suggestions included short courses and one to two day workshops, presumably held in an area where journalists from a variety of news organizations can attend; to workshops offered through the specific news organizations for their staff. These courses, according to the panelists, should include methods of thinking about ethical dilemmas to interaction involving case studies and other learning styles for adult ethics education.

The panelists were also very strong in their responses that education should also apply to news management, especially management that did not rise from the newsroom to control the TV station, radio station, or newspaper. The difference between news media ethics and business ethics is vast, and, as one respondent said, the difference in attitude usually stems from the manager not being First Amendment based, as are the staff. Managers should have media ethics seminars or workshops made available to them

through high education or professional organizations, especially APME and the RTNDA. Specifically for this group, the ethics of recruiting more young people into the profession is a major issue, according to the study.

Beyond developing ethics thought processes, the education of media ethics involving the specifics of technology, copyright, checkbook journalism, docudramas, and accuracy were strongly suggested by the panelists. In the face of competition from tabloid media (both television and print), many panelists said such unethical practices as checkbook journalism or copyright abuse may become more common if journalists are not exposed to the ethical quandaries concerning these issues.

Recommendations for Further Research

Because looking into the future can never be absolutely clear, the results are never certain. The recommendations offered by these panelists are based on experience, extensive knowledge of the industry in which they work or teach about, and extensive discussions through professional or academic organizations. The importance is not in how accurate this panel was in making its predictions, but how well the journalistic profession handles the changes going on around it. How many of these problems will actually become a major concern for the industry? How helpful will the proposed solutions be? No one can say with absolute certainty at this time.

The Delphi Technique was not designed to allow a researcher to make generalized predictions or to measure the opinions of all professionals and educators in the journalism

field. The ideas is to provide some sense of what people in different areas of the profession think are going to happen where ethics are concerned. None of the panelists claim to know the future, but all have looked ahead and, using their own experience, offered a preview of what they think will happen.

Perhaps in another five years, another Delphi Technique might be used to look at what new ethical issues will be appearing on the horizon and compare those with the opinions expressed in this study. Such studies could be useful in adjusting codes of ethics both for professional organizations and individual newsrooms. Another study might be a closer comparison of ethical attitudes between reporters and editors/news directors. This study showed some disparity between the two groups, another study might delve deeper into the subject to find if there is a real difference, where the difference is, and why there is a difference. Another study might take a closer look at the differences between media educators and professionals. This study could examine the difference in attitudes between the two groups and if what is taught in class is needed in the field.

Yet another study could be a look at the ethical attitudes toward newsgathering, technology, and competition between reporters and management. So many panelists said their management does not understand basic news reporting that a future study on the ethical attitudes between these two groups would be interesting. Still another study could involve the ethical attitude differences between electronic and print reporters. Often in this study, print people decried the newsgathering techniques of electronic reporters and electronic media respondents held a similar attitude toward their print colleagues.

Finally, any future study involving technology and its effects on the profession and professional ethics could provide helpful information for both professionals and educators.

Conclusion

Since the Cannons of Journalism were established in 1923, there have been many changes concerning media ethics introduced, adopted, and discarded by professional media organizations. Every few years, various voices arise calling for a federal licensing of journalists, similar to physicians and lawyers, so there is better control over news products and allow legal sanctions against violations of ethical principles. These ideas are usually shouted down and strongly resisted by media professionals. But the facts remain, as an unlicensed profession (some people still say trade), journalism ethics cannot be regulated or enforced without violating a practitioner's constitutional rights.

Changes in the industry brought about by technology and competition are forcing more changes in media ethics codes as well as in methods of newsgathering, which can raise a whole new set of ethical dilemmas. The most obvious answer to the ethical problems facing journalism is ethics education in the classroom, in the field, for managers, and, maybe, for the news consumer. Journalists must know how to think through ethical problems which arise during the course of their work. The more they work with the process, the better their final product will be. Students must learn the basic of how to think through ethical dilemmas while professionals should participate in continuing education to keep their skills sharp and learn more about new dilemmas. Managers need to understand fully the ethical considerations of the reporter on the street as well as the

editor/producer in the newsroom, and how ethical decision making will better the final product. It may eliminate some "firsts", but as one respondent to this study asked, why do news organizations insist on being first with the least? Managers need to understand that sensational stories may sell a few more papers once or twice, but accuracy, dependability, and integrity will keep circulation and viewers.

Perhaps media consumers should also be brought into this process. If more consumers understand what they are reading/viewing, the process behind newsgathering, and the ethical decision making that goes into a product, they can better decide for themselves what station they will watch or what paper they will read. It will be up to the consumer, in some instances, if docudramas are continued or if checkbook journalism continues as a trend.

The future of journalism as a whole does not depend on this issue; but the respect of the industry does turn on its ethical decision making values. How journalists think about ethics is displayed in how the product is delivered. News organizations must decide if they want to be "first with the least" or be able to present a fair and accurate picture of an event. Individual reporters must decide if they want to allow technology to direct their lives or if they want to use technology as a tool for their news gathering and reporting careers. Certainly, ethical decisions are not easy, nor are they often pleasant. However, they are the basis of a journalist's and of a news organization's integrity.

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APPENDIX A

THE PANELISTS:
BIOGRAPHICAL INFORMATION

An initial group of 54 people was invited to participate in this study. Thirty three

of the following 34 participated in all three rounds. Deborah C. Hurley participated in

Round I only.

Tim Barker is a business reporter for *The Tulsa World* in Tulsa, OK. Previously,

he served the paper as a medical reporter, city hall and police reporter. Mr. Barker has

won numerous regional awards for spot news, feature writing and column, and won the

1990 Society of Professional Journalists National Mark of Excellence Award for sports

photography. He received his Bachelor of Science degree from Oklahoma State

University in 1990. He is active in the SPJ.

Ralph Barney, Ph.D. is a professor of communication at Brigham Young

University in Provo, UT. He is a founding editor of the scholarly quarterly, *Journal of*

Mass Media Ethics; editor with John Merrill of *Ethics and the Press*, a book on media

ethics; and one of three principle authors of *Doing Ethics in Journalism*, an ethics

handbook produced by the Society of Professional Journalists. Dr. Barney has been an

editor of the Foreign Languages Press in Beijing, China, a Fulbright Scholar at the

University of the South Pacific in Suva, Fiji, and was twice appointed a Fellow at the East-

West Center in Hawaii. In January, 1995, he was a consultant to the government of

Malawi, Africa, in the development of a national media policy for a new democracy.

Maureen Beasley, Ph.D., is a professor of journalism at the University of

Maryland - College Park, where she has been a full-time faculty member since 1975. Her

professional news experience includes 10 years at *The Washington Post* and three years as

education editor of the *Kansas City* (MO) *Star*. She is the author/co-author or editor of

seven books, the most recent dealing mainly with women in the media. Dr. Beasley is past

president of the American Journalism Historians Association and the Washington Chapter

of the Society of Professional Journalists. She was 1993-94 president of the Association

for Education in Journalism and Mass Communications.

Jay Black, Ph.D., is a professor and Poynter-Jamison Chair in Media Ethics at the

University of South Florida in St. Petersburg, FL. His professional media experience

includes reporter and copy editor of the *Delaware* (OH) *Gazette, The Cleveland Plain*

Dealer, the *Toledo* (OH) *Blade*, the *Columbia* (MO) *Tribune* and as a television reporter,

host, guest or editor at stations in Ohio (Miami University), Utah and Alabama. He has

served as a full-time faculty member at Miami University (Ohio), Bowling Green State

University, Utah State University, Hartley College of Advanced Education (Australia),

and the University of Alabama. He is co-editor of *The Journal of Mass Media Ethics*, the

author/co-author or editor of numerous books and articles concerning mass media ethics.

Jerry Bohnen is news director for KTOK radio in Oklahoma City. Prior to being

re-named news director (a position he left in 1989), he was the station's investigative

reporter. Previously, Mr. Bohnen worked as a small market radio news director in

Manhattan and Hutchinson, KS. An award-winning journalists, he is the recipient of numerous state, regional, and national awards, including the Radio and Television News Directors Association's Edward R. Murrow Award for radio investigative reporting, the Investigative Reporter & Editor's national award for radio investigations, a Silver Gavel Award from the American Bar Association for radio investigative reporting, a Sigma Delta Chi Award for radio investigative reporting, and investigative and documentary national awards from the National Association of Radio News Networks.

Dan Bolton is executive editor of Leader Newspapers, including the *Glendale* (CA) *News-Press*. Previously, he has worked as managing editor/joint operations for Ventura County Newspapers in Camarillo, CA; assistant metropolitan editor for the *Press-Enterprise* in Riverside, CA; editor of the *Lampoc* (CA) *Record*; managing editor of the *Bartlesville* (OK) *Examiner-Enterprise*; and a reporter and columnist for the *Vallejo* (CA) *Times-Herald*. He has also been a journalism instructor at Allan Hancock College in Santa Monica, CA. Mr. Bolton is the immediate past chair of the Society of Professional Journalists National Ethics Committee and supervised the 1994 SPJ Ethics Handbook, *Doing Ethics in Journalism*. He is also a member of the California Society of Newspaper Editors, the APME, ASNE, and United Press International Editors

Walt Borges is senior reporter for *Texas Lawyer* newspaper in Austin, TX, covering the Texas Supreme Court, the Attorney General's office, and various business and legal issues. Previously, Mr. Borges worked at the *Beeville* (TX) *Bee-Picayune*, the *Freemont* (NB) *Tribune*, the *Dallas* (TX) *Morning News*, and was an intern at the Reporter's Committee for Freedom of the Press. He is also Region VIII Director for the

Society of Professional Journalists, and on the steering and executive committees of Texas Media, a coalition of eight journalism organizations which lobbies on First Amendment and FOI issues. He won a 1990 Texas Katie Award for an article on state officials failure to enforce Texas' ethics laws.

Hubert Brown is an assistant professor of broadcasting at the University of Nebraska, Lincoln College of Journalism. Prior to joining UN-L, Mr. Brown was a program host, writer, and producer/reporter in the Public Affairs Unit of the Nebraska Educational Television Network. He has also worked as a reporter/photographer for KOLN/KGIN-TV, Lincoln/Grand Island, NB, specializing in government and political reporting. A 1990 fellow of the Gannett Journalism Teaching Fellowship, he received numerous awards for his Nebraska ETV documentary, "Not in My Back Yard," including a Silver Hugo Award, Intercom (Chicago Industrial Film/Video Festival) and a Corporation for Public Broadcasting Award. Mr. Brown is active in the National Association of Black Journalists and the Society of Professional Journalists, and serves on the Chancellor's Commission on the Status of Minorities at UN-L and on the university's Minority Recruitment and Retention Task Force.

Robert T. Buckman, Ph.D., is an assistant professor of communication at the University of Southwestern Louisiana in Lafayette, where he specializes in news reporting, feature writing, and international communication. He served a Fulbright Fellowship in Chile in 1991 and has authored a number of articles and book chapters on Latin American communication. Dr. Buckman is a member of the National Ethics Committee of the Society of Professional Journalists.

Christy Carlo is an anchor/reporter at KHBS-TV in Ft. Smith, AR. where she co-anchors the morning show "NewsCenter Sunrise." She has also worked as a newscaster and radio personality for KZBB-radio in Fort Smith. Ms. Carlo is a 1988 graduate of Tufts University where she majored in history and English.

Marsha Della-Gustina, Ph.D., is director of journalism at Emerson College in Boston, where she has taught since 1977. An Emmy-winning news producer, she has worked at WBZ-FM, WCVB-TV (where she won two team Emmys), and WLVI-TV all in Boston between 1973 and 1990. Dr. Della-Gustina has also taught junior high school English and is listed in Who's Who Among American Women.

Caroline Dow, Ph.D., is an associate professor of communication and journalism coordinator at the University of Evansville. She previously taught at Wayne State University, Michigan State University, Indiana University Bloomington and Indianapolis. Previous to her academic experience, Dr. Dow was a reporter/photographer for *The Detroit News*, plus *LIFE* and *People* magazines. Currently, she serves on the SPJ National Ethics Committee and on the SPJ task force to re-write the Code of Ethics.

Ted Frederickson is a professor of Journalism at the University of Kansas where he has been a full-time faculty member since 1980 teaching media law, ethics, and newspaper reporting. He attended Georgetown University Law Center and holds degrees in political science and law from the University of North Dakota and a master of arts in journalism from The American University. His professional media experience includes working as a reporter at the *Wichita* (KS) *Eagle*, the *Kansas City* (MO) *Times*, the *Topeka* (KS) *Capital-Journal*, the *Minneapolis* (MN) *Tribune*, the *Grand Forks* (ND)

Herald and *The Washington Post*. His previous academic experiences includes teaching at The University of North Dakota, Boston University, Washburn University and The American University. He has also practiced law before state and federal courts in North Dakota.

Donald W. Gilmor, Ph.D., is Silha Professor of Media Ethics and Law at the University of Minnesota and director of the Silha Center for the Study of Media Ethics and Law. He is also an adjunct professor of the University's Law School. A former reporter and editor for the *Winnipeg Free-Press*, he also worked for the *Fargo* (ND) *Forum* and the *Grand Forks Herald*. Dr. Gilmor has taught at the University of North Dakota, as an exchange teacher at the University of Munich in Germany and has lectured in Finland, Taiwan, South Korea, Canada and Russia. In 1994, he was a visiting professor in the political science department at the University of Lund in Sweden. He is the author of several books, book chapters and articles on media ethics and accountability and law.

David V. Hawpe is editor of the *Louisville* (KY) *Courier-Journal*, where he has also worked as a reporter. He has also worked for the *St. Petersburg* (FL) *Times* and the Associated Press. A 1974-75 Neiman Fellow at Harvard University, he has been involved in three Pulitzer Prize winning events at the *Courier-Journal*. Mr. Hawpe has served as president of the Kentucky Press Association, he is a member of the national Accrediting Committee for Education in Journalism and Mass Communications, as chair of the Ethics Committee for the Associated Press Managing Editors, and a member of the American Society of Newspaper Editors' Minorities Committee.

Leo G. Henning is director of operations for Quincy Broadcasting Co., which consists of WGEM AM FM TV, CGEM and MUZAK in Quincy, IL. Having worked for Quincy Broadcasting in a number of radio and television management positions, he has overseen operations which have resulted in numerous awards, including a Sigma Delta Chi award from the Society of Professional Journalists, the Edward R. Murrow Award from the Radio and Television News Directors Association and the National Headliner Award. Mr. Henning is also chairman of the Affiliates Board of the Illinois News Network.

Jim Highland is a professor of journalism at Western Kentucky University and coordinator of the print journalism sequence. Previously, he taught at Oklahoma State University and was a reporter in West Virginia and Oklahoma. He also served as government press secretary for the State of West Virginia from 1966 to 1968. Active in the Society of Professional Journalists, he is a member of SPJ's International and Chapter Health and Welfare Committees, and serves as Deputy Regional Director for Region V. Highland's SPJ chapter at WKU established the society's first international satellite chapter at Moscow (Russia) State University.

Deborah C. Hurley is chair of the department of journalism at Metropolitan State College of Denver in Denver, CO. Ms. Hurley currently serves on the SPJ national board of directors as a director-at-large.

Ralph Izard, Ph.D. is director and professor of the E.W. Scripps School of Journalism at Ohio University, where he has been a faculty member since 1966. Dr. Izard's professional media experience includes working as a reporter and editor with the Associated Press in four bureaus, as a copy editor for the *Columbus* (OH) *Citizen-Journal*

and education editor of the *Charleston* (WV) *Daily Mail*. Prior to his current appointment in 1986, Dr. Izard served as graduate chair of the school and from 1971-72 as the school's assistant director. He is co-author of two books on news reporting and in 1992-93 was president of the Association of Schools of Journalism and Mass Communication and served on the executive committee and the Professional Freedom and Responsibility Committee of the Association for Education in Journalism and Mass Communication.

Lillian Lodge Kopenhaver, Ed.D., is the assistant dean and a tenured professor in the School of Journalism and Mass Communication at Florida International University. Prior to teaching, she was a reporter and editor for the *Ocean County* (NJ) *Daily Observer*. In addition to FIU, Dr. Kopenhaver has been a consultant in journalism education to the University of Michigan, University of Iowa, Burlington (NJ) College, the National Newspaper Association, Rutgers University, and the University of Cincinnati. She is the author of numerous articles on college media and received the Presidential Citation for Meritorious Service, College Media Advisors, for writing the National Code of Ethical Standards for Advisors in 1993.

Russ McCasky is a reporter/anchor for KWTV, the CBS affiliate in Oklahoma City. Previously, Mr. McCasky worked as a reporter/anchor at KXII in Sherman, TX and as a stringer for the *Austin* (TX) *American-Statesman*. At Texas Christian University, he served as news director and sports director at KTCU-TV and in various positions on the school newspaper while completing his journalism degree.

John Mollwitz is the producer-editor for news to *OnLine Wisconsin*, a joint venture between Journal/Sentinel Inc. and Prodigy Service Inc. A member of the *Milwaukee Journal* staff since 1969, he has also worked as a national desk copy editor and news editor of the suburban news section for the paper. Mr. Mollwitz is active in the Society of Professional Journalists, serving as chair of the National Technology Task Force which focused on the use of computers to deliver news.

Mike Nickel is news editor of the *Marin* (CA) *Independent Journal*, where he has also worked as the city editor and news editor. Previously, he was a reporter at the *Wenatchee* (WA) *Daily World*; and a reporter, assistant city editor, city editor and assistant managing editor of the *Hayward* (CA) *Daily Review*. Mr. Nickel is a member of Phi Beta Kappa and the Society of Professional Journalists, where he is a member of the national board of directors and a member of the National Ethics Committee. He was a contributor of the SPJ ethics handbook, *Doing Ethics in Journalism*.

Con Psarras is managing editor of KUTV News in Salt Lake City, UT. Prior to his current position, he was a producer and investigative reporter for KSL Television in Salt Lake City. From 1977 to 1985, he was a reporter and assistant city editor for the *Salt Lake City Tribune*.

Nancy S. Remsen is managing editor of the *Bangor* (ME) *Daily News*, where she has worked in a variety of capacities including an environmental reporter, special assignments reporter and news editor since 1975. Previously, she was a legislative relief reporter for the Associated Press in Augusta, ME, and an intern for the *Brunswick* (ME)

Times Record. She is active in SPJ, where she has served on the organization's National Ethics Committee.

Clifford G. Rowe is a professor in the Communication Arts Department at Pacific Lutheran University, Tacoma, WA., where he has been teaching since 1980. His professional media experience includes the *Seattle* (WA) *Times*; Paddock Publications, Arlington Heights, IL; the *Chicago* (IL) *Sun-Times* and the *Oregon Journal*. Mr. Rowe has also taught journalism at the University of Washington, Seattle University, and Green River Community College. Active in the Society of Professional Journalists, he is a member of the National Ethics Committee and past chair of the committee; Investigative Reporters and Editors; Washington Newspaper Publishers Association; and Pacific Northwest Association of Journalism Educators, serving as president in 1993.

Al Sandubrae is news director for KARK-TV in Little Rock, AR. Previously, he has been a managing editor, station manager, news director, reporter, and producer at television stations in Oklahoma, Kansas, Missouri, Pennsylvania, North Dakota and Michigan. Mr. Sandubrae has received a Murrow Award for investigative reporting from the Radio and Television News Directors Association, a silver and a bronze award in news from the New York Film Festival, an award for best newscast from the Oklahoma Association of Broadcasters, an award for best editorial from the Associated Press, and an award for best news special by the Kansas Association of Broadcasters.

Kevin Z. Smith is a government and special assignments reporter for the *Morgantown* (WV) *Dominion Post*, where he has worked for eight years. Previously, he was sports editor, business editor and region editor, covered city, county and state

governments and has worked in as an investigative reporter and feature writer for various newspapers. Mr. Smith is also an adjunct professor of journalism at West Virginia University, where he teaches beginning news writing, copyediting and layout. The 1994-95 chair of the National Ethics Committee for the Society of Professional Journalists, he has also served as the West Virginia Project Sunshine chair for SPJ. .

Sara Stone, Ph.D., is a professor of journalism at Baylor University in Waco, TX., where she has been a full-time faculty member since 1982. Dr. Stone has also taught at West Texas State University. Her news media experience includes working as a reporter, copy editor, and night editor at the *Amarillo* (TX) *Globe-News*, copy editor for the *Knoxville* (TN) *Sentinel-News*, and as a reporter/anchor for KVII-TV, the ABC affiliate in Amarillo. A Bickel Fellow at the University of Tennessee College of Communications, Dr. Stone served as the SPJ National Vice President for Campus Chapter Affairs from 1988-1994, served on the SPJ Task Force on the Ethics of the Media Coverage of the Mount Carmel standoff, and was named the Outstanding SPJ Campus Chapter Advisor in 1987.

Marty Tharp is an associate professor of journalism and technical communication at Colorado State University. Her professional media experience includes the *Littleton* (CO) *Independent*; Denver bureau of *The Los Angeles Times*; the *Denver Catholic Register*; *The Denver Post*; the *Pueblo* (CO) *Chieftain*, the *Ann Arbor* (MI) *News*; and as staff assistant to Colorado Gov. Richard D. Lamm and U.S. Sen. Floyd Haskell. She has also taught at South Dakota State University and as a consultant at the Center for Independent Journalists, Bratislavia, Slovakia. She is author/co-author of publications on

small daily newspaper management, small newspaper profitability, and newspapers in Eastern Europe.

Kenn Vennitt is vice president/senior consultant for Primo Newservice Inc., Old Greenwich, CT., a television and cable news consulting firm. Mr. Vennit was a television reporter, anchor, producer and manager from 1968 to 1982, when he joined Primo. Formerly, he was also an adjunct instructor in TV news at the University of Bridgeport (CT), Southern Connecticut State College and Quinuipiac College in Hamden, CT. He is active in the Society of Professional Journalists, where he serves on the National Professional Development Committee.

Lance Wallace is a feature writer at *The Macon* (GA) *Telegraph*, where he has worked since 1992. Prior to joining the *Telegraph*, he worked as an intern at the *Lake Wales* (FL) *Highlander*, the *Destin* (FL) *Log*, the *St. Louis Post-Dispatch* Washington bureau; and the Knight-Ridder Washington bureau. He is regional director for the Society of Professional Journalists, representing the Southeast, and is coordinator for the Tel X, the *Telegraph*'s young adults features section.

Anita Weier is a correspondent for *Corporate Report Wisconsin*, a Milwaukee-based magazine for corporate executives and professionals. Previously, she worked as a business reporter for the *Janesville* (WI) *Gazette*, as a reporter for *The Business Journal* in Milwaukee, and for the *Las Vegas* (NV) *Review-Journal*, the *Las Vegas Sun*, the *Queen Anne* (WA) *News* and *Magnolia News*, and the *Alameda* (CA) *Times-Star*. She received a National Press Foundation Graduate School of Banking Fellowship in 1990. Ms. Weier

is active in the Society of Professional Journalists, where she is a member of the National Ethics Committee.

Ted Wendling is an investigative/special projects reporter for the *Cleveland* (OH) *Plain Dealer*, where he has worked since 1985. Previously, he was a reporter and feature writer for the *Columbus* (OH) *Dispatch* and a sportswriter for the *Landcaster* (OH) *Eagle-Gazette*. He is a winner of the 1993 Sigma Delta Chi Award for investigative reporting.

Eight other people agreed to participate but then did not:

David Bishop, adjunct professor of journalism, University of Michigan, and ombudsman for the *Ann Arbor News*, Ann Arbor, MI.

Dr. Denise Elliot, associate professor of journalism, University of Montana, Missoula, MT.

Frank Gibson, metro editor, *The Tennessean*, Nashville, TN.

Steven Kalb, reporter/talk show host, KDKA Radio, Pittsburgh, PA.

Rob Mennie, news director, WDTN-AM & FM, Dayton, OH.

Dr. Anne Nunamaker, professor of journalism, Howard University, Washington, D.C.

Terry Reinflesch, medical/science reporter for the *LaCrosse Tribune*, LaCrosse, WI.

Andy Shaw, news director, KETK-TV, Tyler, TX.

The following people, after receiving the introductory letter, chose not to participate:

Dr. Tony Atwater, professor of journalism, Rutgers University, New Brunswick, NJ.

Howard Ballou, anchor/reporter, KLBT-TV, Jackson, MS.

Dr. Clifford Christians, professor of journalism, University of Indiana.

Dr. Wilma Crumley, professor of journalism (retired), University of Nebraska - Lincoln, Lincoln, NB.

Dr. Tom Goldstein, professor of journalism, University of Southern California, Los Angeles, CA.

Craig Harper, operations manager, WFAA-TV, Dallas, TX.

Dr. Louis Hodges, professor of journalism, Washington & Lee University, Lexington, VA.

Dr. Spencer Klaw, professor of journalism, Columbia University, New York, NY.

Helene King, reporter/anchor, WTZ-TV, Baltimore, MD.

Dr. Raleigh Mann, professor of journalism, University of North Carolina, Chapel Hill, NC.

Dr. Marion T. Marzolf, professor of journalism, University of Michigan, Ann Arbor, MI.

Dr. Sharon Murphy, associate professor of communication, Marquette University, Marquette, MI.

Dr. Jacqueline Sharkey, professor of journalism, University of Arizona, Tempe, AZ.

Judy Vance, creative services director, KGSD, San Diego, CA.

Dr. Steve Weinberg, associate professor of journalism, University of Missouri, Columbia, MO.

APPENDIX B

INTRODUCTORY LETTER

Dear Mr. McCasky:

Fair play, objectivity and honesty have been the keystone of American journalism ethics for years. However, some journalists say the ethical dilemmas in the near future will be quite different than the ethics problems of the recent past. As a former newspaper reporter and now as a free-lance writer and graduate student, I am interested in the subject of media ethics and the potential changes in ethics problems for the news media. I want to study this problem as part of my program, a doctorate of education (Ed.D.) with an emphasis in mass communications at Oklahoma State University in Stillwater.

Through this letter, I would like to invite you to participate in a Delphi study involving future ethical considerations in the news media. The Delphi method involves a select panel of professional journalists and educators. I chose you to participate because of your position as a news professional.

Your participation would involve filling out three short questionnaires mailed to you between September 1 and December 1. The questionnaires are designed to take a minimal amount of time. However, you will be allowed a great deal of freedom in your responses. Your answers will be distributed anonymously to other panelists, and you will receive a copy of their responses. In reporting the information, I will not associate your name directly with any of your answers on the questionnaires. The final report will include a biographical sketch of your professional experience. As a participant, you may request a summary of the study results.

I would appreciate a response as to your willingness to participate by August 15. A reply form and self-addressed, stamped envelope are enclosed for your response. If you have any questions or prefer to respond by telephone, please call me at (405) 340-6183. I thank you in advance for your participation.

Sincerely,

Rebecca J. Tallent

517 Owens Ave.

Edmond, OK 73013

APPENDIX C

FOLLOW-UP INTRODUCTORY LETTER

Dear Dr. Murphy:

Last month, I sent you a letter asking for your participation in my study concerning news media ethics as part of my program, a doctorate in education (Ed.D.) with an emphasis in mass communications at Oklahoma State University in Stillwater. As of yet, I have not received your response.

Again, I would like to invite you to participate in a Delphi study involving future ethical considerations in the news media. The Delphi method involves a select panel of professional journalists and educators. I chose you to participate because of your position as an educator.

Your participation would involve filling out three short questionnaires mailed to you between September 1 and December 1. The questionnaires are designed to take a minimal amount of time. However, you will be allowed a great deal of freedom in your responses. Your answers will be distributed anonymously to other panelists, and you will receive a copy of their responses. In reporting the information, I will not associate your name directly with any of your answers on the questionnaires. The final report will include a biographical sketch of your professional experience. As a participant, you may request a summary of the study results.

I would appreciate a response as to your willingness to participate by August 31. A reply form and self-addressed, stamped envelope are enclosed for your response. If you would like to respond by fax, my fax number is (405) 271-5960. If you have any questions or prefer to respond by telephone, please call me at (405) 340-6183. I thank you in advance for your participation.

Sincerely,

Rebecca J. Tallent

517 Owens Ave.

Edmond, OK 73013

APPENDIX D

ROUND I COVER LETTER

Dear Mr. Bishop:

Thank you for agreeing to participate in my study of predicted ethical conflicts for journalists. I value your opinion and appreciate your contribution.

I have enclosed the first of three rounds of questionnaires that you will be asked to complete during the next few months. The purpose of this first round is to garner your opinions of what will be the ethical problems facing journalists in the near future.

This round involves two open-ended questions. Please type or print legibly. For each question, please use the space provided, plus the back of the sheet and extra pages, if necessary. **The deadline is Friday, September 23.**

Rounds II and III will involve ranking the problems, deriving a consensus of the future ethical considerations for journalists and discussing possible solutions to the problems.

I have assigned you a number on the answer sheets so that I can keep an organized record of your returned questionnaires. However, as I told you before, during the course of this study, your name will not be revealed to the other participants and your name will not be directly associated with your responses. In my final report, I will include a list of participants and my reasons for selecting them for this study.

If you have any questions, please feel free to call me at (405) 340-6183. If you would like to fax your answer, please fax it to (405) 271-5960.

Thank you,

Rebecca J. Tallent

517 Owens Ave.

Edmond, OK 73013

APPENDIX E

ROUND I SURVEY INSTRUMENT

Question 1:

What do you think are the ethical questions likely to be faced by journalists in the near future? Please limit your responses to no more than five problems and do not attempt to rank the problems or offer solutions; these issues will be dealt with in Rounds II and III.

Question 2:

How will the issues of technology and competition impact newsgathering ethics? For both issues, please briefly explain how you think a reporter's ethics could be affected and what effect these issues could have on readers/listeners. Do not attempt to rank your responses; this will be dealt with in Rounds II and III.

NOTE: Each question was listed on a separate page.

APPENDIX F

ROUND II COVER LETTER

Dear Dr. Kopenhaver:

Wow! Everyone did a tremendous job in Round I detailing the future ethical issues facing journalists. Because of the tremendous response, please do not panic at the number of pages in this round. This round contains no open-ended questions. All you have to do is mark an X on the scales. According to the results of my pilot study, the estimate completion time is 15 to 20 minutes.

This round consists of five sections, each dealing with the questions that you answered for Round I. In each section, I have consolidated, paraphrased and even moved some of the answers around. If you don't think all of your answers are included, look closer -- they may have been reworded. I found a great deal of consensus on some of the issues. Your complete responses will be included in my final report.

The deadline for this round is Monday, November 21. Feel free to respond either by using the enclosed, stamped envelope or by fax (especially as the deadline sneaks up on you). The fax number is listed below. If you would rather respond by E-mail, please list the question number then a 1 for the first space (major concern), a 2 for the second space, a 3 for the third space and so on through 5 for the last space (not a concern). My E-mail address is tallent@vm1.ucc.okstate.edu or tallent@vms.ucc.okstate.edu.

As I said before, I have assigned you a number on the answer sheets so I can keep an organized record of the returned responses. In Round III (the last one), we will deal with (more specifically) some of the problems you have identified, and I will collect some biographical information for an appendix.

Thank you very much for staying with me! If you have any questions, please feel free to call me at (405) 340-6183.

Sincerely,

Rebecca J. Tallent

517 Owens Ave.

Edmond, OK 73013   **FAX: (405) 271-5960.**

APPENDIX G

ROUND II SURVEY INSTRUMENT

Directions: Please mark each an answer with an "X" in the space you feel is most appropriate along the semantic line between major concern and not a concern. For those answering by E-mail, please list the statement number, then place a 1 for major concern, 2 for the next space, 3 for the third space, 4 for the forth space, and 5 for not a concern. Please remember the deadline for this round is Monday, November 21. Thanks!

Competition:

Problem 1. As we find more avenues of news dissemination, competition will increasingly hinder the ethics of newsgathering.

    Major Concern ____   ____   ____   ____   ____ not a concern

Problem 2. In the broadcast media, "glitz and gore" will increasingly attract the attention of viewers, with more stations specializing in the format and coloring the viewer's vision of the world.

    Major Concern ____   ____   ____   ____   ____ not a concern

Problem 3. Journalists will need to avoid sensationalizing stories in the face of ratings and dollars, even when pushed by the boss.

    Major Concern ____   ____   ____   ____   ____ not a concern

Problem 4. The quickness of information transmission could give the reporter false data. There could not be enough time given to check and double check the facts before going to print or on the air live. It could create a potential frenzy of reporters going live without all the facts nor time to digest and analyze the situation.

    Major Concern ____   ____   ____   ____   ____ not a concern

Problem 5. Money drives every business, and journalism is a business. The more big business owns media outlets, the more pressure there will be to produce high ratings and circulation numbers. Therefore, a reporter's ethics could be severely compromised by scooping the other outlets with not checking the facts, more sensational, borderline stories and misleading information.

Major Concern ___   ___   ___   ___   ___ not a concern

Problem 6. Competition will only get more fierce with the information superhighway and the attempt to program 500 channels.

Major Concern ___   ___   ___   ___   ___ not a concern

Problem 7. Journalists will have difficulty maintaining traditional journalistic integrity in the face of increased competition from the so-called "tabloid press." Both print and broadcast media will be compromised as "trash/tabloid TV" issues appear to become legitimized by the public.

Major Concern ___   ___   ___   ___   ___ not a concern

Problem 8. In terms of competition, reporters may not be as careful to be fair and accurate. They may ignore policies, such as not naming victims or kids, because the competition has already done so (or may be expected to do so).

Major Concern ___   ___   ___   ___   ___ not a concern

Problem 9. In the future, competition will cause a very curious phenomenon: it will cause some of the very best journalism (when reporters/editors are pushed into expanding their journalism service) and some of the very worst journalism (when they lower the quality of the product to gain increased audience numbers).

Major Concern ___   ___   ___   ___   ___ not a concern

Problem 10. The recent trend of featuring "fluff" stories over hard news may increase. News critics feel the media went with the flimsy stories for the sake of entertainment, ratings and sales, rather than the importance of the subject.

Major Concern ___   ___   ___   ___   ___ not a concern

Problem 11. Some people feel the fierce competition from the so-called tabloid TV shows has already pulled journalism organizations too far into entertainment in order to compete.

Major Concern ___   ___   ___   ___   ___ not a concern

Problem 12. As the media restructures itself, intense competition will raise questions of journalists pandering to their audience for survival.

     Major Concern ____ ____ ____ ____ ____ not a concern

Problem 13. Competition will be a big factor in ethics, and it will be on all levels of competition within journalism. Striving for money will make journalism even more competitive.

     Major Concern ____ ____ ____ ____ ____ not a concern

Problem 14. Deadline pressures have increased because the number of competitors have increased, and news organizations are putting out stories before the information is evaluated. This leaves the news at the mercy of Public Relations professionals, which makes the information muddier and less objective.

     Major Concern ____ ____ ____ ____ ____ not a concern

Management

Problem 15. As news outlets are increasingly owned by non-journalists, the business appears to be driven more by the bottom line rather than by the First Amendment. Business and journalism ethics are not necessarily compatible and many reporters will feel disenfranchised.

     Major Concern ____ ____ ____ ____ ____ not a concern

Problem 16. Reporting and writing critically about big business will be difficult since big business will own most of the media outlets.

     Major Concern ____ ____ ____ ____ ____ not a concern

Problem 17. Building and maintaining an ethical newsroom culture in a corporate-dominated system will become more difficult as many properties will be managed from a distance.

     Major Concern ____ ____ ____ ____ ____ not a concern

Problem 18. In the future, fewer funds will be allocated to the news product, which will hamper the newsroom's ability to mirror the community it serves.

     Major Concern ____ ____ ____ ____ ____ not a concern

Problem 19. The increased speed of communication between a reporter and the public may jeopardize editorial policy.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 20. Many news outlets have embarked on a mission to tear down the walls between the newsroom and advertising operations. It has been reported that some outlets solicit money from advertisers for stories that spotlight a company product and support future sales without telling the viewer.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 21. When journalists micro-cover a community, the larger news organizations may begin to see the kinds of ethical dilemmas that have long faced small town newspaper editors.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 22. Public journalism, coupled with downsizing, may create room for conflicts of interest to develop in the newsroom and for those problems to be tolerated.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 23. With changes in ownership of media outlets, there will be real questions raised about some of the business partnerships and conflicts of interests in the newsrooms.

Major Concern ___ ___ ___ ___ ___ not a concern

Privacy

Problem 24. Due to the amount of information on the information superhighway, a reporter's ethics could be affected because they might be able to secure information that might be questionable, causing a continual collision of privacy and ethical issues.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 25. With more information available on the information superhighway, there is a real question of how much information should remain private. The ethical problem will be how reporters should use the information in a responsible way.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 26. The public is wary of intrusion into private lives of public figures. Some

people feel there needs to be a distinguishing line concerning how much and in what way journalists use the material they DO obtain.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 27. With the increasing use of computers in the newsroom, and editor or producer will be able to access everything in the reporter's computer, and concerns over privacy and the reporter's work product will become an issue.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 28. Journalists should be held to the same moral standards of the "public servants" they cover.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 29. The right to know versus the right to privacy will be an increasingly delicate balancing act with the increased use of available technology.

Major Concern ___ ___ ___ ___ ___ not a concern

Technology

Problem 30. With digital manipulation of photos, it is possible to use new technology to change photographs, enhance photographs, create composite photo illustrations and distortions that can arise with such photo illustrations.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 31. Alterations of photos could mislead the reader; therefore it is critical a strong ethics code be implemented with regard to digital imaging of photographs.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 32. With high-tech editing equipment now available, trying to determine the truth factor involving the use of videotape will become increasingly more difficult.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 33. As the use of live broadcasting become more common, it will create a problem for journalists who are unable to edit the content, such as graphic violence, prior to airing.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 34. In order to use and promote new high-tech equipment, news organizations may find their reporter's ethics are compromised by the "dazzle" of the new equipment.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 35. Journalists can now do complete computerized searches of an individual's personal record. Future issues will include legitimate uses of computerized data.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 36. The use of hidden cameras will continue to be a pressing ethical issue.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 37. With the additional technology available, there is more of a possibility of copyright abuse.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 38. If we can change images, the credibility of newspapers will be destroyed.

3.05   2.46   .59   2.78

Problem 39. Computers will make it easier to avoid face-to-face contact with sources, and will change the relationship between the reporter and the source.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 40. Eavesdropping equipment may make it possible to invade people's privacy.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 41. The greatest impact of technology lies in the likelihood that increased attention and money will be committed to technology without an equal investment in developing he skills and attitudes that underlie the traditional journalistic package.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 42. The distribution of information through an increased number of channels threatens to eliminate the positive aspect of gatekeepers.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 43. Internet and the myriad of governmental and commercial databases are increasing as news sources. However, it is difficult to verify information on these sources:

a 12-year-old computer geek has the same "voice" as an MIT astrophysicist, and their opinions are hard to separate.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 44. Tapping telephone lines to report intimate conversation between a public figure and a paramour will continue to be an issue.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 45. The ethics of a reporter using information accidentally received in a fax transmission, especially f the transmission is not addressed to them, will be a problem.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 46. Reader-response mechanisms will continue to create ethical problems. Many such columns and talk shows are anonymous and anyone can make accusations against anyone while hiding behind anonymity. The formats also create a situation where misinformation is passed along by both the reader/caller and the host.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 47. Journalists in the electronic era will be tempted to "create" news products to gain attention for their messages.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 48. Future audiences will be more demanding and journalism will become more a function of information processing with less editorial oversight attached. A steady stream of information will pour through home monitors.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 49. Televised executions and violent situations must be handled with care. Live TV is forcing snap decisions, which means more violence and graphic pictures being brought into living whether the viewers want it or not.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 50. New information technologies have the potential of further dividing the citizenry between rich and poor, literate and illiterate into the information haves and have nots.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 51. The technical requirements of new information technologies may force the certification or licensing of journalists to ensure sufficient expertise and access to sophisticated networks.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 52. Parent companies are creating a single on-line service that involves competing newsrooms. It is an issue likely to affect more companies operating under joint operating agreements, especially in determining where does one cross the line.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 53. Decision must be made on who will control the electronic distribution of content of competing newspapers, especially when the papers share the same on-line system

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 54. The problems of different on-line services (CompuServe, America OnLine, Prodigy), the publisher versus the utility. A publisher will defend to the death the right to publish, but a utility says it only carries what its users want transmitted.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 55. Long-range telephoto lenses and advanced microphones can pick up a person without their knowledge. Some people feel journalists should tell the targets an image or whisper can be picked up and latter seen and heard by the world.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 56. Good ethical decision making has suffered and will continue to suffer with each advance of technology, especially with the new immediacy the technology brings to the profession.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 57. Technology eliminates much of the traditional newsgathering process. As this process continues, ethical lapses are likely to become equally easy.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 58. Journalists will not know enough to deal with the complex issues of privacy,

coverage, etc. raised by technology. They are likely to ignore the drift toward more personal communications and continue on as before.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 59. Journalists will not be knowledgeable enough to recognize and satisfy smaller, more specialized audiences which gather through high technology.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 60. More people who are not trained as journalists will be considered to be journalists. Journalists may fail to recognize they need to find a specialized niche that fits the new paradigm, and other people may fill the niche if journalists persist in the fiction that the media are staying the same.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 61. Technology will increase the pressure for depth in news stories. It will also increase the pressure for exclusivity and "juicy details." Throw in ratings pressures and tabloid issues, and there is the potential for a major crash on the information highway.

Major Concern ___ ____ ____ ____ ____ not a concern

Other Issues

Problem 62. Reporters are increasingly moving away from complete objectivity in reporting by letting readers/viewers know their opinions and how they feel about what they are reporting.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 63. Reporting fairly and accurately about people and issues of ethnic diversity is a problem. Journalists need to come to grips with the demands of diversity in a way that benefits society as a whole.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 64. There should be fairness in the naming of sexual assault victims by all media.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 65. There is an increased possibility of plagiarism as a result of expanded databases.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 66. Buying stories, or checkbook journalism, seems to be a growing trend, and is both a current and future ethical problem for journalists.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 67. Employed journalists who hold second jobs and who do outside writings or accept fees from potential conflict of interest sources to supplement inadequate salaries will become a problem.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 68. Editors and educators need to be more concerned with brining better-than-competent young people into the profession and keeping them there in the face of less-than-competitive salaries, limited opportunities for growth and advancement, and increased demands for production that are based on other than journalistic considerations.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 69. There will be more tendencies for newsmakers to stage and manipulate the news than there are today.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 70. At a time when journalists are given new tools and new independence, we're expected to have better decision making skills. The pace of journalism is intensifying far faster than the pace of ethics instruction.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 71. Conflicts of interest that raise doubts about credibility will continue to be a problem. This includes writing a feature story about a family member, covering a beat in which a family member holds and office, accepting gifts, favors, or freebies from news sources.

Major Concern ___ ____ ____ ____ ____ not a concern

Problem 72. The profession needs to make an attempt to define the boundary between news and entertainment.

Major Concern ____   ____   ____   ____   ____ not a concern

Problem 73. Ethical quandaries may shift from those involving the personal behavior of journalists to the whole process of reporting. There will be increased pressure from consultants and spin doctors for reporters to get "behind" the surface and explore a candidates' and other public figure's psychological profiles and the construction of themselves in terms of public image.

Major Concern ____   ____   ____   ____   ____ not a concern

Problem 74. There is a perception that the media focuses too strongly on social problems without attention to solutions. It is not a call for good news, but a feeling that the media prefers trashing to rebuilding.

Major Concern ____   ____   ____   ____   ____ not a concern

Problem 75. Children and their access to inappropriate messages will be on the ethics agenda in the interactive era.

Major Concern ____   ____   ____   ____   ____ not a concern

Problem 76. Local news will become "micro" news as the vehicles for delivering the news expand and splinter larger markets. Consequently, reporters will focus more attention in terms of specific, as opposed to general, news interest. The relationship with the news audience will become more intimate.

Major Concern ____   ____   ____   ____   ____ not a concern

Problem 77. In the future, there will be less public and management tolerance of reporters withholding names of confidential sources; while at the same time a penchant by some reporters/news organizations for using anonymous sources or publishing rumors.

Major Concern ____   ____   ____   ____   ____ not a concern

Problem 78. Questions of using deception and its use to get information will continue to plague the industry.

Major Concern ____   ____   ____   ____   ____ not a concern

Problem 79. Docudramas or simulated TV events that allege to bear the truth will continue to confuse viewers and create problems for journalists. Even with labeling, the simulations can blur the line between reality and fiction.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 80. News organization owners may turn to market research (cheaper and easier to do) and replace editorial judgment.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 81. Piracy of satellite signals and computer data may lad to future deterioration of journalism ethics.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 82. A pressing issue for television news departments will be to respect someone's anonymity or desire not to be shown on camera.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 83. With the increased celebrity of members of the news media and the attendant perks and privileges, it will be difficult for journalists not to get caught up in the glamour of the business.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 84. Threats of lawsuits regarding libel and slander are a growing menace to our profession, interrupting and interfering with aggressive news organizations who have strong reputations based on investigative efforts.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 85. Some law enforcement communities feel that journalists have more of an obligation to protect federal agents, who might be preparing an advance on a hostile location, than the obligation to the public's right to know.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 86. Some people feel the media allow viewer/reader interests to dictate what will take up major space on newscasts/front pages, therefore increasing the journalists role in the justice system.

Major Concern ___ ___ ___ ___ ___ not a concern

Problem 87. As the media's efforts to involve readers and viewers increase, news organizations include opinions from a few unscientifically chosen readers or viewers as part of the news package as if those opinions represent the entire community.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 88. Not many journalists have learned how to make good ethical decisions and fewer involve the thinking required to determine what, for them, constitutes right and wrong, the essential underpinning of good ethical decision making.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 89. Journalists need to establish the process, not just the rules, for ethical decision making.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 90. Many of the tabloid TV, infomercial offerings, made-for-TV "true life" stories and the like are not journalism but masquerade as journalism. Journalists and viewers will need to determine whether what is shown as journalism actually is journalism to let the public know the facts.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 91. The American population is growing rapidly in terms of cultural makeup in the 1990's and most mass media organizations have yet to catch up with the cultural makeup of the 1970's. Consistently reflecting the world from one point of view, not just on the editorial page but on the front page as well, is an ethical problem. The challenge will be to cover various groups in challenging and not patronizing ways.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 92. As the time is shortened between decision and action, there will be more of a need for those who can make ethically defensible decision even more quickly than before. It will make consistent journalism ethics education even more urgent.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 93. Journalists, even specialists, have succeeded in remaining generalists in their approach to covering there topics in an era when more specific information and interpretation is going to be necessary.

Major Concern ____ ____ ____ ____ ____ not a concern

Problem 94. There will be a temptation for journalists to segregate news rather than offering the best to readers.

Major Concern ___   ____   ____   ____   ____ not a concern

Problem 95. Women in the newsroom and two-career families have expanded into a conflict-of-interest issue. A spouse's career does affect news judgment, and a future concern will be how newsrooms deal with a family influence on news reporting.

Major Concern ___   ____   ____   ____   ____ not a concern

APPENDIX H

ROUND III COVER LETTER

December 30, 1994

Dear Mr. Bolton:

Here it is, Round III, the final round of my survey concerning future ethical issues facing journalism.

Based on the panel's responses to Round II, I calculated the top ten problems by the indications on the semantic differential scale. The problems are listed in order of importance, according to the responses in Round II. In this round, you are asked to identify potential solutions to those problems that made the top ten list. Three of the answers were repetitious and rolled into one answer (problem number 2). Each statement dealt with ethical decision making and training journalists in decision making skills from three separate categories of the Round II questionnaire.

The deadline for this round is extremely important. It is Wednesday, January 25. For your convenience, I have enclosed a SASE. If you cannot make the deadline by mail, please fax your response to (405) 271-5960, or E-mail your response to tallent@vms.ucc.okstate.edu or tallent@vm1.ucc.okstate.edu.

I have provided space for your responses, if you wish to type or write them. If you use additional paper, please put your assigned number at the top of each page.

I am very grateful that you have stayed with me through this study. As I told you before, no individual will be identified with his or her specific responses. However, I will list your name in the methodology chapter and would like to include a more detailed description of each panelist in an appendix. You could help me out tremendously by including a vita/resume or brief description of your journalistic background with this final round response.

Again, thank you very much. I will be sending you a copy of the study results in late May or early June.

Sincerely,

Rebecca J. Tallent
517 Owens Ave.
Edmond, OK 73013
(405) 340-6183

ROUND III SURVEY INSTRUMENT

Possible Solutions to Future Ethical Dilemmas

Statement 1:

Editors and educators need to be concerned with bringing better-than-competent young people into the profession and keeping them there in the face of less-than-competitive salaries, limited opportunities for growth and advancement, and increased demands for production based on other than journalistic considerations.

Statement 2:

Not many journalists have learned to make good ethical decisions and fewer involve the thinking required to determine what for them constitutes right and wrong, the essential underpinning of good ethical decision-making. As we are given more technology and new independence, which shortens the time between decision and action, we're expected to have better decision-making skills.

Statement 3:

With digital manipulation of photos, it is possible to easily use new technology to change photographs. Increased technology will create more concern over the ease of enhancing photographs, composite photo illustrations and distortions that can arise with photo illustrations.

Statement 4:

The quickness of information transmission could give the reporter false data. There could not be enough time given to check and double check facts before going to print or on the air live. It could create a potential frenzy of reporters going live without all the facts nor time to digest and analyze the situation.

Statement 5:

With the additional technology available, there is more of a possibility of copyright abuse.

Statement 6:

New information technologies, while vital in a fast-paced global economy, have the potential of further dividing the citizenry between rich and poor, literate and illiterate into the information haves and have nots.

Statement 7:

Journalists need to establish a process, not just the rules, for ethical decision-making. This will challenge journalists as well as provide them with concrete examples of what they can and cannot do, plus provide helpful guidelines for reporters/editors/producers who are faced with an ethical quandary.

Statement 8:

The greatest impact of technology lies in the likelihood that increased attention and money will be committed to technology without an equal investment in developing the skills and attitudes which underlie the traditional journalistic product. This threatens to leave the media consumer long on flash and dash that goes into the modern packaging of the information, but short on the content they deserve to find in that package.

Statement 9:

Buying stories, or checkbook journalism, seems to be a growing trend, and is both a current and future ethical issue for journalists.

Statement 10:

Docudramas or simulated TV events that allege to bear the truth will continue to confuse viewers and create problems for journalists. Even with labeling, the simulations can blur the lines between reality and fiction.

APPENDIX J

Verbatim Responses Round I

All responses are the full responses of the participants. However, for clarification or to

provide complete anonymity, part of an answer to clarify or eliminated to prevent identity

of the respondent is so noted in brackets [].

Question 1

<u>P1</u>   I don't believe advances in technology have necessarily added significantly to the

type or number of ethical dilemmas faced in the newsgathering and reporting process, but

advancements certainly have increased the frequency with which we encounter those

dilemmas.

Clearly, a myriad of new ethical questions were raised when microwave and

satellite technology allowed for immediate broadcast of live events with little or no

opportunity to contemplate the ramifications of instantaneous news coverage. These give

rise to questions that demand case-by-case examination; they do not lend themselves to

any generalized comment.

As for the future, I believe news broadcasting will expand as an industry, and most

noticeably it will expand in the area of local news. In fact, local news will become "micro"

news as the vehicles for delivering news expand and splinter larger markets. Suburban

areas with their own weekly area newspapers will eventually have their own local news

channel. Consequently, reporters will focus more attention on items of specific, as

opposed to general, news interest. Car accidents and high school soccer matches will be

covered regularly, where they are generally ignored by the "macro" stations. The

relationship with the news audience will become increasingly intimate. More frequently,

the viewer/reader will influence news gathering choices, and serve as ad hoc assignment

editors; in an age of interactive media, plugged in consumers may find it possible to

summon a news report on an issue of local importance.

To serve this audience, news managers will defer more to public demand, and less

to the age-old and long-honored precepts of the "public's need to know," as opposed to

its desire to know. Sophisticated consumers won't accept the professional journalist's

judgment of what's important news, particularly when the consumer has access to a wider

variety of news sources; he or she may selectively seek out those news sources which best

conform to their own needs, views, interests, etc.

A common ethical dilemma of the future will arise then in the context of pandering

to a more demanding audience. Journalism will in a greater sense become more of a

function of information processing, with less editorial oversight attached. A steady stream

of data, comment, picture, sound, etc., will pour through home monitors, whether they be

tuned into VHF, UHF, fiber optic or satellite systems.

When we micro-cover a community, the larger news organizations will begin

seeing the kinds of ethical dilemmas that have long-faced small town newspaper editors.

"should we publish the police report on the local postman's drunken, nude frolic through

the local park?" To a larger audience, it's not news, but when you are serving the smaller

micro audience of the postman's customers, it may very well be news.

In summary, the expanded dissemination of local news through an extended

delivery system, which won't necessarily create new ethical questions for journalists, but

increase the frequency with which we are compelled to face them

P2   -- Sloppy, inaccurate reporting because of the ever-shortening time for news

gathering. The emphasis for many media is on being first rather than being accurate.

-- Increasing conflicts of interest between the business interests of the media

owners and the public interests, and the ensuing clashes that will seep into the newsrooms.

-- Less public and management tolerance of reporters withholding the names of

confidential sources.

-- Manipulation of photos, and re-enactments and staging of events for television

news.

-- Needless intrusions into privacy simply because reporters have the technology

and the ability to do so.

P4   As more information becomes available electronically, journalists will have to

decide what to use and what not to use. Privacy rights will become more of an issue.

Photo editors already have to guard against alteration of photographs by advanced

photographic equipment -- the electronic darkroom. As photographic capabilities expand,

more ethical issues will rise.

The major ethical problem facing journalists, however, will continue to be attempts by advertisers and newspaper executives in non-news fields such as advertising to influence news content.

P5   Checkbook journalism, i.e., paying for interviews.

Televising executions, [a specific state's death row case] and the like.

Violence situations -- standoffs, hostage situations must be handled with care. Live TV forces snap decisions.

Hidden cameras.

P6   Many of the problems associated with making ethical choices are classic, addressed eloquently elsewhere and better stated than I find possible in my limited vantage of the field. Gazing into the future, I see three trouble spots:

The first is ignorance. Not many people learn how to make good ethical decisions and fewer invest in the thinking required to determine what for them constitutes right and wrong, the essential underpinning of good ethical decision making. Fundamental to our success in making journalism more credible is the education of journalists.

The second is immediacy. Good ethical decisionmaking has suffered with each advance of technology. Handing a broadcaster a mike to call the action in a tense police stand-off calls for enormous presence of mind. Flying around for an hour in a helicopter invites meaningless observations. Television anchors diving under their desks for cover during live coverage of an aftershock provided quite a useful demonstration compared to the hour of chatter that preceded this little episode.

The manipulation of digital images has raised the need for a clarification of boundaries. Images have been manipulated in the darkroom for decades. The question is whether the manipulation substantially alters the truth of the work. In several instances of late photographers have crossed that line.

Cyberspace rules of conduct and the rights associated with communicating on the Internet, via cable and ultimately over satellite links that make possible almost unlimited choices for broadcast, raise a whole new series of ethical questions. What are the limits to the power of SYSOPS to censor information? At what point is something published? Can information transmitted in these electronic corridors be privileged? Rights of privacy, questions of censorship and access are ripe for answers.

Finally, I believe that journalists must establish not just the rules of right but a process for making right-minded decisions. The proposed SPJ ethics code not only challenges journalists to aspire to the ideal, it gives them concrete examples of what they cannot do under any circumstances and provides helpful guidelines for steering through the thicket when facing an ethical quandary.

P7   A dangerous precedent was set the day *Time* magazine followed the lead of the *National Enquirer* and decided to print Patricia Bowman's name following the alleged incident between her and William Kennedy Smith. That started traditional media down a slippery slope that now has NBC taking it's ethical cues from "Hard Copy" and *the Wall Street Journal* from the *Weekly World News*. I think one ethical issue that will continue to grow in importance as we draw closer to the 21st Century is traditional media following the lead of the tabloids.

The recent attention paid to the Michael Jackson-Lisa Marie Presley wedding and the Tonya Harding-Nancy Kerrigan story are just two examples of how the networks, wire services and other traditional media decided to let ethics be damned. They went with the flimsy stories for the sake of entertainment, ratings and sales, rather than the importance of the subject. They used the rationalization: "Well, they did it first, so it's OK." I see more of that happening.

Also, paying sources is an ever increasing problem. Because sources have gotten greedier and savvier, they aren't telling their stories for free. They know that the tabloids (TV and print) will pay for their story, so that's where they will go with their scoop. Newspapers and TV news programs will have to contend with paying to get the story first, or at all.

I also think reader response mechanisms such as phone-in lines for newspapers and live talk shows on radio and television are creating ethical problems. First, many such phone in and mouth off kinds of columns in newspapers are anonymous. Anyone can make an accusation against someone and hide behind anonymity.

Radio and TV talk show formats also create a situation where misinformation is passed off as information by both hosts and callers. No news outfit should tolerate this kind of irresponsible behavior.

P8   -- Digital manipulation of photos; what, if anything, is OK?

       -- Increasing penchant for using anonymous sources or publishing items as rumors (unsubstantiated) information. When is it permitted, it at all?

-- Continued battle over invasion of privacy vs. right to know; i.e., publishing the names of crime victims.

-- Deception and its use to get information; is it OK?

-- Docudramas or simulated TV events that allege to bear the truth.

P9   The negative effects of "live" reporting by TV, radio and perhaps newspaper-via-computer reporters who have no time for verification, the editing process, reflection or analysis of the events they cover "live."

Temptations to supplement inadequate incomes from journalism jobs by accepting fees from potential conflict-of-interest sources for PR work "on the side" or speeches.

The greater use of computer technology (a la "Gump") to illustrate stories for broadcast and print.

Should market research (now cheaper and easier to do) replace editorial judgment?

Should journalists be held to the same moral standards as the "public servants" whom they investigate?

P10   1. Conflicts of interest - The new trend to involve newspapers in their communities, the so-called public journalism, coupled with downsizing, creates many more opportunities for conflicts of interest to develop in newsrooms, and for these problems to be tolerated.

2. Privacy - With hostility to the media fairly widespread, our invasions of privacy in the name of public interest will result in more criticism. Also, the information highway

offers many opportunities to invade privacy that will require some thoughtful consideration.

3. Technological perfecting - The new imaging equipment and the increasing involvement of designers in page layout poses potential risks that art will override flawed reality. Photos can be so easily "touched up." also, time spent making a great package should not be time away from thorough reporting and careful writing. We must guard against letting packaging gloss over poor journalism.

Plagiarism - With the information superhighway bringing books and all kinds of other texts onto screens, it will be easy to steal or inadvertently make use of the writing of others.

P12   Expanding technology - implications

Privacy concerns

Tabloid pressures for ratings and viewers

Economic duopoly question

Partnerships and conflict of interest

P13   1. Lapses in journalistic ethics caused by technology and speedy information delivery systems.

2. Ethical lapses brought on by competitive factors in news.

3. Achieving balance between the public's right to know and an individual's right to privacy.

P14   Who will tell the people? New information technologies, while vital in a fast-paced global economy, have the potential of further dividing the citizenry beyond rich and poor, literate and illiterate into the information haves and have-nots. Will journalists seize the opportunities to learn how to use these technologies to spread the word widely by whatever media it takes to reach diverse individuals?

Will the technical requirements of new information technologies force the certification or licensing of journalists with sufficient expertise and access to sophisticated networks? This may sound foolish, but governments around the world are running scared. They look at what information is spread around the world on various computer networks, and they fear rebellions could multiply. Talk of a "modem tax" have inundated lawmakers with hundreds of thousands of paper mail and millions more electronic messages about ousting those same members of Congress. Surely "balanced" reporters are needed on these networks to be guardians of truth and fairness. Will journalists bow to the pressure to serve government in the name of serving the people? And, stickier, will the modern-day employers of journalists?

P15   1. The ease with which material can be manipulated technologically.

2. The expanding and deepening access that reporters have to personal information on databases.

3. The profit-related pressures that occur in a mature or declining business.

4. The difficulty in building and maintaining an ethical newsroom in a corporate-dominated system, in which many properties are managed at a distance.

5. The slow progress our industry is making toward mirroring the communities that newspapers serve.

P17   1. Not sensationalizing for the sake of ratings.

2. Respecting someone's anonymity, or desire not to be shown on camera.

3. Not getting caught up in the glamour of the business - maintaining a desire to be a journalist and not a "talking head." And not letting your ego be inflated because of your job.

4. In the world of the six second soundbite, be sure to maintain accuracy (the most important thing in journalism). Be brief, but be accurate. Be entertaining, but be succinct and never forsake the truth in the fast paced world of news. Deadlines may push you to move faster than you feel comfortable with, but always be accurate and truthful.

P18   With no regard to ranking, I believe journalists are facing more and more challenges from the legal profession representing citizens who are disturbed over news accounts.

Threats of lawsuits regarding alleged slander and liable are a growing menace to our profession, interrupting and interfering with aggressive news operations who have strong reputations based on investigative efforts. And I think those same threats are made against news organizations who simply report a controversial event. It seems more and more "citizens" are offended when they are dragged into the public's eye or ear as it may be. They are quick on the trigger to hire an attorney and threaten a lawsuit if a retraction or apology isn't made.

Perhaps the growing legal threats have to do with another area of concern, protection of privacy. Citizens feel they are being invaded whenever journalists attempt to interview them about certain controversial stories. As a reporter I've always been torn about my responsibilities and rights and how they might infringe on someone's privacy. At what point do I invade their privacy? What responsibility do I owe a private citizen? How would I feel if a journalist investigated me and reported my background, my errors, my debts and such. The link is whether this private citizen is a "public" citizen and whether what they're doing affects the public.

And coinciding with this privacy question is the question ... just how far should we go as reporters in delving and revealing the background of public officials and political candidates? What responsibility do we have to the public to report certain facts about officials and candidates? Do we report their sexual flings? Do we report 20 year old financial problems? Do we report illegitimate births from 20 years previous on a person who's running today as a candidate? Does the public need to know if a candidate has associated with someone who has a criminal background? What about health problems of officials? Are they of concern to the public?

P19   1. The rapid advancement of digital photography and darkrooms, poses the potential for serious ethical problems, particularly as the technology becomes increasingly more affordable, and therefore more widely available.

When will it be deemed to be okay to remove objects or people from photos. Already we have cases of graphic artists enhancing the color and contrast of photos (the

practice recently drew considerable attention when a national news magazine altered a mugshot of O.J. Simpson, making him look more sinister).

It is all too easy for a photographer/editor/artist to sit in front of a computer and refine a photo to meet design needs. If it's not already possible, it won't be long before the same technology will allow for the creation of photos depicting events that weren't actually observed by a reporter and maybe some that never happened.

This technology, I believe, has the potential to strain one of our strongest proofs to the public that we are honest and accurate. In the old days, we could show the readers a picture and they could believe - at the very least - that what was happening in the photo was true. It was a proof that leant credibility to the rest of the paper.

Are the days gone when readers can believe what they see in the pictures we shown them?

2. As the television news magazines and the so-called trash tabloids continue their practice of paying sources for stories and interviews, it may force the mainstream media to look at their own news gathering methods.

Obviously, the major news organizations could afford to pay such fees and at some time may feel inclined to do so. Particularly if valuable sources become harder and harder to locate because of their paid-for loyalty to these trashy new magazine.

The question is whether we lower our standards to compete at their level?

3. Perhaps one of the side effects of the O.J. Simpson ordeal is that it may force a questioning of the media's role in the justice system.

Do we allow pure viewer/reader interest to dictate what will take up major space on our newscasts/front pages? While that question may draw a loud "Yes" from most, it deserves further attention.

If O.J. Simpson had stepped from his car, stuck a gun to his temple and pulled the trigger. would we show close-up footage/photos of his brains spilling out across the hood of that white Ford bronco? The readers/viewers would certainly be interested in watching it.

Somewhere between the obvious yes and no answers, there must be some sort of line - as Jane Pauley said - that you can walk up to and touch, but not cross.

P20   Increased tabloidization of the print and electronic media.

Invasion of privacy of non-public figures.

Increasing celebrity of members of the media and the attendant perks and privileges.

Increased usage of computer technology to gain access to previously unavailable, or not widely disseminated, information.

P21   How many serious, mainstream journalists deal with the trend toward tabloid journalism?

How can we balance the public's need to know with the right to privacy, both of public figures and ordinary individuals?

The media, in efforts to involve readers and viewers, increasingly include opinions from a few unscientifically chosen readers or viewers as parts of news packages as if those opinions are representative. How can we deal with this trend?

With the possibility that virtually everyone can join the public debate via Internet and other electronic networks, how can journalists, with finite, limited resources, separate fact from falsehood in the flood of information?

A1   a) Digital manipulation of photos: Journalists can very easily use the new technology to manipulate photos and, in fact, change them. This is a problem now and will continue to be more of a problem as technology increases.

    b) Technology and privacy: By having more information available to us as journalists, the privacy issue and the ethics as they relate to information that is available will continuously tend to collide and provide ethical problems for journalists.

    c) Loss of objectivity in the news: Reporters are increasingly moving away from complete objectivity in reporting, particularly in broadcast news, letting the readers know what their opinions are or how they feel about what they are reporting.

    d) Telling the whole story: With the pressure on to get the news and get it out to audiences first, reporters will increasingly be pushed to go with the story without getting all of the facts or really confirming sources.

A2   Trying to determine the truth factor involving the use of videotape -- does the video accurately show what really happened. This problem develops from the high tech

editing equipment now available (Diet Coke ad -- Paula Abdul & Gene Kelley; Forrest Gump and JFK).

Reporting and writing critically about big business since big biz now owns most media outlets.

Avoiding sensationalizing stories in the face of ratings and dollars.

Reporting fairly about people and issues of ethnic diversity.

<u>A3</u>   Of course, all the issues addressed in the SPJ existing code of ethics are important to address. These are in addition to those.

1. With the new integrated marketing, there is an ethical problem with the business side suggesting coverage of certain stories.

Explanation for next two items: Because there are more technologies offering news and information, there will be a continuing economic crunch on "news" organizations. Either they will have to diversify or their reporters will have to diversify (free-lance on the side) in order to make ends meet.

2. For the company and gatekeepers, there will be temptation to segregate news rather than offering the "best" to their "unmenued" readers. For example, the holding back of financial information from the business pages so that there can be "value added" to the on-line offerings. We are seeing this in entertainment and political news as well.

3. The diversifying of reporters into free lance can have the same effect as above, it can also (this is #4) mean that the reporter can begin to concentrate on those areas that have free lance outlets to the detriment of "service news" for the entire community. The

problem in both 3 and 4 is that the traditional news side may now have "two masters" and thus coverage is skewed. For example, if there is a "book" or "special" in it, a newspaper or broadcast outlet may spend much more time and space on an issue than it deserves.

4. Of course there are the old issues of "co-opting by source," but it fails in a new area such as "paying for interviews" which may corrupt witnesses and sensationalize information.

5. Conflict of interest has reared its ugly head in a new way. Women in the newsroom and two-career families have expanded the conflict of interest difficulty. A spouse's career does effect news judgments. For example, in [town name] we had a wife who was promotions director of the public TV station who was running for office on the Republican ticket. But wait, it gets worse. Her husband was news director of the CBS station. Neither stepped out of their duties even "during" the campaign. Conflict of interest? Yes, but it can be more subtle than this and still be a problem.

<u>A5</u>   I have run your questions by my faculty, and we all agree that the ethics, technology and competition questions are inter-related. In other words, the problems faced by the media in all areas will be technology driven.

We think the most important issues the media will face are these.

A reporter's invasion of an individual's personal privacy because of what is or will be available on data bases collected by various government agencies, businesses and corporations.

As I sit here in my office, I have the ability to reach out and do a rather complete records search of an individual's criminal history, credit, medical information, the companies in which stock is owned, the automobiles and homes owned by that individual, etc.

There is a real question about how much of that information should remain private, but as a reporter, I will use it as long as it is available. I also will resist efforts to close those records. The reader wants all of the dirt as long as it does not involve that reader or a member of the reader's family. There is a tremendous demand for private information as evidenced by the Simpson case, the availability of the Tonya Harding sex tape, and the popularity of *Star*, *National Enquirer* and "Hard Copy".

The ethical problem is to use the information in a responsible way, but we all know that some outlets will stretch the truth.

Then there is the technology available to manipulate images, to make things appear different than they are. This opens up several areas of discussion in photojournalism about taking things out of photographs, putting things in that were never in the picture, changing elements within pictures and enhancing color.

<u>A6</u>   1. use of hidden cameras.

2. digital manipulation of photos and photo illustrations.

3. fairness -- Both in the area of racial stereotypes and naming sexual assault victims.

4. the possibility of plagiarism increasing as a result of expanded databases.

5. legitimization of "trash tabloid/TV" issues

6. (I know you said only 5 but I can't ignore checkbook journalism.)

<u>A7</u>   1. How to protect the <u>privacy</u> of both public & private persons.

2. What are the legitimate uses of computerized data? (What kinds of data should be gathered? How should it be used? How to protect individuals.)

3. How ethical is it to "enhance" photos, create composite photo illustrations and what distortions can arise with such photo illustration?

4. Computer privacy <u>within</u> the office: can an editor access everything in your computer & monitor your work?

5. Second jobs, outside writings, CD ROM's or Videos -- by employed journalists.

<u>A9</u>   1. Intense competition as the media restructure themselves in the new order that will raise <u>apparent</u> questions of whether journalists should pander to audiences for survival. This is a serious moral question because its socially-beneficial response is likely to require sacrifices (economic, etc.) on the journalist's part.

2. Ignorance on the part of journalists is continuing problem and will continue to be (it will even grow to horrendous proportions under present circumstances) as developments occur. This contributes to the first problem. It will result in faulty, incomplete, etc., information that will not serve society well. This problem causes

journalists to miss or avoid crucial stories (OJ Simpson is not an **important** story; the environment seems to be more important, or even mid-term elections. Yet media preoccupation drives extensive coverage of the latter two away.) It is a question of whether it is ethical for journalists to function in ignorance. They appear to reach a point at which the ego tells them they pretty well know what they need to know.

    3. Privacy invasion -- thoughtful lines need to be drawn in an environment of deliberation. This is a very complex issue.

A10   1. Use of material of a private nature. This needs to be distinguished from the problem of maintaining access to such material, which will continue to be a primary legal problem for journalists. This concerns how much and in what way journalists use the private information they DO obtain.

    2. Maintaining traditional journalistic integrity in the face of increased competition from the so-called "tabloid press," both print and broadcast.

    3. Allocation of resources at the media management level, particularly in regard to the portion of those resources committed to the news product.

    4. Coming to grips with the demands associated with reporting on issues of diversity, demands such as use of appropriate language, of reporting in context, of ensuring fairness, all the while dealing with these issues in a way that benefits society as a whole.

    5. Bringing better-than-competent young people into the profession and keeping them there in the face of less-than-competitive salaries, limited opportunities for growth

and advancement, and increased demands for production that are based on other than journalistic considerations.

<u>All</u>   1. New technology and new pressures from competition on the information superhighway will create additional pressures to engage in "real time" reporting, live from the scene of breaking news. One result will be fewer mature gatekeepers between the reporter on the scene and the final news product/audience. This is particularly true with portable cellular digital video, which is now the size of an airline carry-on bag. Imagine Geraldo and other gonzo journalists set loose on the world's hot spots.

2. Building on the first point: If there are fewer gatekeepers once "real time" reporting develops, there will be even more tendencies for newsmakers to stage and manipulate news than there are today. Terrorists and hijackers, let alone politicians and celebrities and prosecutors and defense attorneys and other purveyors of pseudo-events, will rely on journalists to give them a voice to the world...in essence, encouraging journalism to become a "common carrier."

3. Five hundred channels need to be filled, and what better to fill them than infotainment? It's cheap, easily produced, eye-catching, and panders to the voyeur in us all. Thus we will see ever more blurring of the lines between information and entertainment. Already, millions of Americans think they're watching news when they view "Hard Copy", "Rescue 911", "Current Affair", and other tabloid shows. Unfortunately, the path the established networks and local news operations have taken is to mirror the tricks of the infotainment programs. This is in part because the nets are losing their share of the audience, and in their death throes the nets are casting about for

whatever will give them ratings. (Tie this tendency to the increased sophistication of newsmakers, and we have a ready made stage for more exploding GM pickup trucks.)

4. Internet and the myriad of governmental and commercial databases are increasingly used as news sources. Unfortunately, it is extremely difficult to verify information on these sources. For one thing, a 12-year-old computer geek has the same "voice" as an MIT astrophysicist, and their opinions are hard to separate. For another, most of the hard data entered (particularly by governmental clerks) are replete with errors.

5. The information superhighway makes it incredibly easy to invade privacy, and journalists (among others) need some sophisticated decisionmaking skills to know when enough is enough. Just because data are available is no reason they have to be reported. (I mean, do we really need to know who the fattest person in [state name] is? It's easy enough to find out, if we use department of motor vehicle records.)

A12   The ethical questions facing journalists are the same that traditionally have faced them. The differences are the circumstances and seemingly higher tolerance for unethical behavior. The problem areas include:

1. **Conflicts of interest that raise doubts about credibility.** This encompasses a vast range of situations, from writing a feature about a relative or covering a beat in which a family member holds public office to accepting gifts, favors or "freebies" from news sources. I know of a local horror story of a woman city hall reporter who had an affair with a married city councilman and bore his child. That is an extreme example, but there are cases where the boundary of propriety is blurred. How close is too close between reporter and reported? Should a state house reporter regularly have drinks after work

with a legislator? Do the standards differ for same-sex and opposite-sex friendships? These issues must be addressed.

2. **Privacy.** This applies to both private and public individuals. At what point does a paparazzi photo of a public figure become intrusive? Perhaps the most common matter of privacy involving private individuals is the grief interview, or photos that intrude on a family's grief during a moment of tragedy. A case can be made for covering fast-breaking events of legitimate public interest, but sensitivity is a factor that must be included in the equation. Should rape victims be identified? In my day they were not. The same rule applied to juvenile offenders, except in cases of patricide or some other heinous crime. The standards seem to changing -- but should they? This issue, too, must be addressed.

3. **Pandering.** The profession needs to make an attempt to define the boundary between news and entertainment. The proliferation of talk shows with lurid subject matters is the most obvious example. Are these shows hosted by bonafide journalists? Even if they were, is the subject matter newsworthy or mere titillating? The word exploitative comes to mind. The same trend can be seen in the print media.

4. **Inaccurate reporting.** The O. J. Simpson controversy has sharpened professional focus on this issue. There have been so many inaccuracies committed by media trying to outscoop each other that Judge Ito threatened to impose a gag order and the credibility of journalists as a whole, already low in the public eye, has been seriously threatened. Reporting rumors as facts without substantiating them used to be a serious

ethical breach. What has happened? We're going to have to come up with a better excuse than competitiveness or deadline pressure.

A13   Sensationalism (overdramatized coverage of crime, courts, violence, etc., leading to inaccuracy, disproportionate play, confusion or converging over and of information and entertainment, what public needs to know and what public wants to know. This may lead to abandonment of journalistic judgment and a dependence upon what a segment of the public says ought to be covered.)

Fair trial -- O. J. Simpson case has revived this perennial question which is more an ethical than a legal or constitutional issue.

Privacy -- notably the private lives of public people. How deeply should the media probe? What does the public need to know? Where are the boundaries?

Economics -- To what extent should journalists be driven by the needs of business, profits, shareholders, advertisers? Separation on joint efforts by newsrooms and other departments of media organizations?

A14   I. The increased need to get an audience in the days ahead (that will see 500 channels confronting viewers) probably will lead to greater ethical "lapses" for journalists. There may be increased pressure to do anything (including more staged "reenactments" of news events) to get the audience's attention. Sensationalism will increase, I suspect.

II. The question of whether the reporter "belongs" in the story may come to the forefront. For example, just this week (Sept. 19-23) the Washington Post is running a long series on a poor black woman and her family. The reporter spent months becoming

an intimate friend of the family to get information for the articles. He is referred to continually in the series, often operating as a voice of outrage at the woman's amoral life of petty crime and drug use. What about the old ideas of objectivity?

III. New privacy issues will be raised as we move from a culture based on print to one (supposedly) based on images. In a print culture we debated whether reporters should steal documents off desks of public officials if the "public had a right to know" what the documents contained. In an image culture, we can be expected to worry about the way images are constructed. For example, should the media uncritically accept images of candidates that have been artificially constructed by political consultants and spin doctors? In other words it seems to me that ethical quandaries may shift from those involving the personal behavior of journalists to those involving the whole process of reporting (based as it traditionally has been on transmitting what public officials say to the public). Do reporters now have a right and duty to get "behind" the surface and explore candidates' psychological profiles and their "construction" of themselves in terms of public images?

IV. The issue of checkbook journalism. Buying stories seems to be a growing trend. How ethical is it?

A15   Ethical issues likely to be faced by journalists in the near future will continue the present trend toward more and more personal situations. In the past, journalists tended to define ethics in terms of their interests -- freebies, conflict of interest, etc. As part of a continuing trend toward greater involvement by those in the audience, ethical issues increasingly relate to the public we serve. Thus, I offer the following:

a. Privacy of individuals. More and more, I believe, citizens will be less tolerant of what they perceive to be invasion of the personal space of citizens.

b. Privacy of government officials. While readers/viewers/listeners seem, at least in theory, to support the concept of governmental watchdogs, but, at the same time, they seem to be increasingly weary of uncalled-for personal intrusion into the private lives of governmental officials.

c. Media negativism. The perception that the media focus too strongly on social problems, with attention to solutions, seems to be growing. It's not a call for so-called good news; it is, rather, a feeling that the media seem to prefer trashing, rather than rebuilding.

d. Sensationalism. Perhaps this is just a summary statement of the three problems above, but I think it's more. We will see increasing complaints about media attention to sex and violence, about graphic details, about personal information, about hero worship.

e. The ethics of management. More internal than the other four, it seems likely that as reporters, editors and others feel the pinch of public complaints, they will become increasingly bothered about the ethics of their leaders.

A16   Ethics disputes in the near future are likely to feature old wine in new bottles -- that is, old controversies reshaped by new technologies. The new technologies will create direct competition between media that up until now have emphasized different values. The temptation will be to compete by adopting the values of the competition. Examples?

-- Misplaced "creativity" in the processing of news. Journalists in the electronic era will be tempted to "create" news products to gain attention for their messages. The problem is likely to get worse as the media converge into the Information Superhighway, where the news and information-drive print media face competition from the entertainment-drive electronic media. Digital manipulation of visual images is perhaps the most visible problem area, and *Time*'s manipulation of O. J. Simpson's police mug shot to create a darker, more sinister image is a prime example. Can an "art director" treat a news photograph as he would an artist's canvas?

-- Conflicting loyalties. Many newspapers and television stations have embarked on a mission to tear down the walls between their news and advertising operations. Some television stations have actually solicited money from advertisers to support stories that highlight a company product and support future sales -- without <u>telling</u> viewers about the financial entanglement. Can a serious journalist maintain the integrity of his/her news story when he/she has conflicting loyalties? Can a reporter be loyal to his viewers, who are consumers relying on accurate and neutral reports, <u>and</u> to his advertisers, who are relying on favorable coverage -- <u>and</u> whose money the station relies on its financial well being? Do we want reporters producing the best stories advertisers' money can buy?

-- Privacy issues will become even more important as households become connected to an interactive network that not only will bring signals into their homes, but that will also send information back in the <u>other</u> direction. In terms of producing profits, the real product of most media has always been bodies -- that is, selling audiences to advertisers. The means of measuring audience exposure to ad messages have always been

crude and relatively unenlightening. Interactivity threatens to change that in a way that threatens privacy interests. If our combination computer/television set/home library/electronic shopping mall allows us to electronically check out books and movies, order merchandise and entertainment tickets, pay our bills and watch an endless choice of audio-video entertainment right in our homes, it will also allow the companies that bill us for such uses to accumulate a mountain of information about our lifestyles and living habits. That information is obviously of great value to advertisers and marketers. And it may be invasive of our privacy.

Children and their access to inappropriate messages will be on the ethics agenda in the interactive era. Indecent and violent entertainment programs and graphic coverage of violent news stories will pose ethical problems for media managers. Our courts have recognized a distinction between print and broadcast media in ruling that indecent material may be forbidden or punished on radio and television because they intrude into the home and are easily accessible to children. Now that many American newspapers and magazines have gone "on line" and can be carried into the home electronically on the same fibre optic line that carries video images, our newspapers, books and magazines will have to wrestle with the problem of controlling access of children to messages that are indecent, violent or otherwise inappropriate. The same problem is apparent with advertising messages. While tobacco or liquor advertising might be aimed at adults, these persuasive messages nonetheless will reach millions of children, members of the Nintendo Generation, who might be persuaded to use products that hurt them. Tobacco ads are currently banned on radio and television, but the tobacco industry spends more the $2 billion annually advertising its products in print and other media. If an electronic, on-line version of a

magazine contains an interactive, multi-media ad that with the click of a mouse shows the Marlboro Man riding his bucking bronco in the romantic old west, relaxing later with a smoke next to the campfire while the coyotes howl in the distance, is that an appropriate message for a 13-year-old boy who loves horses and western movies. Is it ethical to carry such advertising?

Those are ethical questions likely to be on the agenda soon.

(Note: My response to Question 1 addresses the issues raised in Question 2 because the issues spawned by the new technology are already upon us.)

<u>A17</u>   * Entertainment function of news vs. the informational function. What should be on page 1 or lead the newscast, something that people might be interested in or something people need to know. For example, why do the Broncos have to be on Page 1 of the [town name] newspapers on Mondays? Why does O. J. lead local and national newscasts when there are things of local, national and/or international significance happening in the world?

* Paying for news. More and more people are demanding money to give their stories to the media. How should that be handled?

* "Tabloid" vs. "legitimate" news. How are the "legitimate" news outlets going to compete with "tabloid" TV and newspapers and how will that affect what news the public gets?

* Competition among the "legitimate" media. How far should/are reporters going to get stories?

* Private lives. I think it still is an issue how much the public deserves to know about individuals, especially people running for public office. There's been a great case in [state name]-- a gubernatorial candidate had his divorce records sealed. A local TV station found out and asked him about it, and he told the station to sue him if it wanted to see the divorce file. So the station did and got the records unsealed. Then, of course, the contents of the file were made public.

A18 -- **How do we consistently maintain public confidence in the authenticity of news gathering?** With the advent of many seamless and near-seamless ways to alter television video or change printed pictures, the line between altering video to aid the viewer's understanding of the event (highlighting hard to see areas), and altering it in a way that changes the understanding of the event, becomes blurred. This will become a consideration as news operations go to digital photography and videography.

-- **How far do journalists allow competition to pull them into the entertainment world?** The fierce competition from the *National Enquirers* and "Hard Copys" of the world has already pulled journalism organizations too far into entertainment in order compete, in the eyes of many. Now the question may be what can be done to pull them BACK.

-- **How open should the Information Superhighway be?** How will current considerations over privacy, confidentiality, open records and the like be played out over the Infobahn?

-- **What are the ethical considerations of continuing to not reflect the continuing cultural diversity of the United States, either in the news or the**

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newsroom? The American population is changing rapidly in terms of cultural makeup in the 1990's, and most mass media organizations have yet to catch up to what that cultural makeup was in the 1970's. Consistently reflecting the world from one point of view, not just on the editorial page, but the front page as well, is an ethical problem. The challenge will be to cover various groups in challenging, and not patronizing ways.

Question 2

<u>P1</u>   My response to the first question overlaps into this area. To elaborate more in the context of this question, I would suggest that technological improvements will translate into the ability to put more news on the air more often and faster, and that will translate into increased competition.

Different news organizations maintain different philosophies on competition. Traditionally, the necessity to beat the competition to a story results in reporters cutting corners or reporting information without adequate confirmation, or context, which takes time to gather in an atmosphere where time is not only a luxury, but not affordable. Would your rather be first but wrong, or last but right? Nearly everyone says they prefer the latter, but nearly everyone pays homage to the former.

I am afraid my answers are more oblique than the tone of the question would suggest you prefer for your research. I do not believe ethical issues can be isolated, listed, ranked and analyzed with the kind of specificity available in a discussion of something less subjective. The best and most direct answer I can offer to the two questions is that I don't perceive any particularly new ethical conundrums surfacing as a result of changing technology in news reporting. Each ethical problem I tend to face in my role as a news

manager is generally specific to the given situation, or story. And all of them tend to fall into a broad category defined as the conflict that occurs when your inclination to report something collides with some compelling reason **not** to report it: public safety, national security, privacy of the individual, absolute certainty of the verity of the information, considerations of libel, and the relative newsworthiness or importance of the information.

P2   -- Competition is dependent on technology. As our ability to move words and pictures compresses, so does the time reporters have for news gathering. Until editors realize that credibility is based on getting stories right and complete, and not on being first, we have little chance to reverse the trend.

      -- Photo manipulation: this area is fraught with danger, even when the photos are only for entertainment use. Similarly, staging and re-enactments for the video cameras are equally fudging the truth of an event.

      -- Computer technology gives reporters the ability to locate and manipulate a large amount of personal data from databases that include tax, utility, voting, lien, registration and license materials. Many editors and reporters have tried to use personal information correctly, but the urge to use and justify the new technologies has sometimes led to intrusions on privacy that are not justified.

P4   Technology will increase the speed with which information becomes available. With more information coming in before deadline, a major problem will be verifying facts to ensure accuracy.

Competition enters the equation because news organizations aim to get the news first.

Ethics will be required when considering the use of new and more extensive electronic sources of information. Vast computer networks must be monitored and used wisely.

P5   Technology - gives news operations the ability to cover stories as they happen. Viewers see the story unfold. But often when stories are breaking a great deal of misinformation is given to the public, information that may not have been reported if there was time to check facts.

Competition - and the drive to break stories first also compromises some news organizations ability to produce quality reports. Technology gives news managers the ability to respond quickly to spot news. Competition forces news directors and managing editors to make snap decisions concerning breaking news. For the audience, competition produces both pros and cons. It's good because the traditionally strong news operations must work harder to stay ahead, and weaker news organizations are fighting to attract viewers. However, live TV and snap decisions may mean more violence and graphic pictures brought into living rooms whether viewers want it or not.

P6   Competition is most fierce when you are dealing with finite resources. When there were only three networks it was actually more difficult to get a story on the air than today when you have dozens of local superstations, specialty networks like C-SPAN and COURT TV and the international networks like CNN. With these new outlets and the extraordinary variety of programming (some highly unethical) we encounter a whole

magnitude of trouble. Many of the tabloid TV and infomercial offerings are simply not journalism. Made for TV "true life" stories and related fare masquerade as journalism. Perhaps the starting point for reporters and viewers alike is to ascertain whether what is going to be shown is journalism. In the past we have labeled "advertisements" now it may be necessary to declare whether the program you are about to watch was designed to present the facts or something less. See my points above for insights into how technology will impact ethics.

P7   Technology affects newsgathering because it opens up so many new avenues, especially in the area of computer databases. The ethical concerns, as I see them, involve hacking and privacy. If you crack a code to get into a person's computerized records, that's unethical. But, if the document is public record in paper form, it should be in the computer form as well.

Also, technology provides immediacy. By turning on a camera and beaming the pictures to a satellite and subsequently around the world, we are not reporting. We are just showing. There must be some attempt to explain the pictures and to avoid invading someone's privacy. There is also an awful lot of misinformation that gets passed on in live reports. The O. J. Simpson chase on the California highway is a perfect example of this.

Competition has always been a factor in newsgathering. The only difference is now tabloids are paying sources who are then snubbing the traditional media to go talk to "Hard Copy". This is an ethics cesspool created by competition.

A reporter must work twice as hard in today's world of newsgathering to get accurate information without having to pay for it. It's also doubly hard to get on the

record comments. Reporters should not settle for anonymous sources and paid-for comments. They should be willing to sacrifice a scoop in order to get the information right.

These ethical concerns are what really trouble media consumers. They mistrust the media and the lack of ethics undermines the media's credibility. If the public knows a source was paid, they will question a source's motive. If they find out a person's privacy was violated, they will turn on the messenger and ignore the message. For example, the Dateline incident caused people to miss the point that the GMC trucks were dangerous. They got angry at NBC but let GMC off the hook. That's how ethical considerations can affect the consumers.

P8   I think as technology advances it makes it easier to be tempted to breach our ethical conduct - especially regarding digital imaging. It's far too easy to alter photos.

Competition has always been a concern and a reason to cut corners when it comes to reporting. Too often get it quick takes priority over how to get it. We invade privacy, use deception, lie, use inappropriate anonymous sources. It will only get worse as competition increases. Readers expect you to be ethical but who among us is willing to run a box on the front page saying we missed the story because we took time to be considerate to our sources and the privacy of others?

P9   The rush to be "first" so that a news medium can benefit from promotion of that fact, will lead to even more shoddy reporting as live capabilities increase. A reporter who wants to make his boss happy may compromise his integrity for the sake of more rapid

financial and job promotions. We're already seeing younger reporters favor style over substance in live shots for TV.

The ability to <u>simulate</u> news events (even when labeling) blurs the line between reality and fiction. Digital technology could lead to entire "pseudo-newscasts" and "fantasy photo displays." The public may, for financial reasons, get more "illustrations" than actual images of news events.

Piracy of satellite signals and computer data may lead to further deterioration of ethics, but the public might not really care.

P10   Competition is not a new issue and has a track record of both enhancing and jeopardizing newsgathering. Competition enhances journalism when it causes reporters and editors to be extra thorough knowing that someone is watching their every move with a critical eye. But in the rush to be first in a competitive situation, good journalism can sometimes be sacrificed.

I'm less sure what you mean by technology, so I don't know how to answer that part of your question. Under question one, I listed the concerns I see with some facets of technology. Since my newspaper is still far off the beaten path when it comes to the information highway, I can offer little insight into its pitfalls.

P12   Technology - first issue may be the haves versus the have-nots. This goes beyond opinion and dives deeply into the computer age. Databased research will allow further probing into the backgrounds of people's corporations. Privacy issues become impacted

here. What is "fair game," is there slander associated with the super information airway? Who is allowed access to what?

Competition - the technology above will increase pressure for depth. It will also increase pressure for exclusivity and "juicy details." Throw in the ratings pressures and tabloid issues, and you have the potential for a major crash on the super information highway.

P13   Technology has dramatically affected news gathering and news judgment for both electronic and print media. Because technology offers instant news anywhere in the world, there is a tendency to bypass normal ethical standards in news gathering in the rush to break stories instantly. Frequently, television stories are driven by the constraints satellite time and the drive for video at the expense of substance. Careful and considered reporting often becomes secondary. Sources are not thoroughly examined. Stories contain inaccuracies. Detail is often superficial. It eliminates much of the traditional process of news gathering. Ethical lapses are likely to be equally easy.

Competition has already resulted in the sensationalized presentation of news programming at all levels and in all media. In the drive to maintain audience, local television news operations have notably succumbed to the trend. Important issues with long range impact are frequently neglected in favor of murder and mayhem. Successful stations with sensationalized news help create a herd mentality among their competitors. Managers pressed for revenue to fund news operations find it difficult to avoid the trap. This issue has already eroded journalistic ethics.

The right to know Vs the right to privacy will be an increasingly delicate balancing act. Technology has given journalists investigative capabilities rivaling law enforcement agencies. This capability, along with the need for instant dispatch of stories and the pressures of competition, will continue to create problems. In this environment individual rights may be trampled under the public's right to know. Lives and careers may rise or fall on the ethical standards of individual journalism.

All of this impacts viewers. Technology, competition, and misguided investigative zealotry distorts coverage of the news. Stories with profound impact on the day to day lives of most people can receive little attention, while more lurid and sensational stories of little long term consequence can take the lead. In this way, well-meaning broadcast journalists can create a perverse view of society and its institutions. Healthy skepticism is a positive societal virtue. Cynicism is self-destructive. Inattention to the ethics of journalism contributes to the problem.

P14   [Name of a corporation which owns on-line rights to two competing newspapers], is trying to create an on-line service to be called [name of service]. It is the only service where the parent company is trying to create one on-line service that involves two competing newsrooms. If anyone thinks that one ownership would solve the problems, that person doesn't understand the dynamics in place here. It is an issue that is likely to affect more companies operating under joint ownership or joint operating agreements: Where does one cross the line?

Issues of Technology. Prodigy, which represents a "family" approach to on-line services, is far different from the more open services offered by InterChange,

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CompuServe, or America OnLine. In effect, what is competing are legal models of "publisher" and that of a "utility." A publisher will defend to its death its right to publish, but a utility says it only carries what its users want transmitted. Will [name of new service] be a publisher? Only time will tell.

Issues of Competition. [Names of competing newspapers] newsrooms hate each other. Will they cooperate with something many people in each newsroom feel is a new threat to their own existence?

Who will control the electronic distribution of the content of competing newsrooms? [Name of new service] isn't on-line, and already the editors of the two papers argue that they should have the final say on what the electronic "newspaper" distributes during their cycle.

P15 Technology will impact our work in some obvious ways. For example, it is possible now to manipulate photographs so that a reader cannot tell that we have changed reality. The introduction of new technology often, also, requires tradeoffs that have ethical implications. For example, if the introduction of color capability is contingent upon the news desk not changing page one photographs/story play because such changes would be inordinately costly, or would cost too much deadline time, then we have let color technology change our news values. That's unethical. On the reporting end, we have access to massive amounts of information about individuals in databases. The ethics of using such information, gathered in undifferentiated sweeps of databases, seems questionable to me. Also, as recording devices become more and more sophisticated and less and less obtrusive, the temptation to use them surreptitiously increases. There may

even be some reporters whose ethical grounding is so weak that they would consider trying to tap into databases and computer files that are private, without authorization.

Competition these days comes mainly with broadcast journalists, particularly the local TV reporting teams. Since they have abdicated abjectly to lowest-common-denominator journalism, in which values and ethics are cast to the wind, we may be tempted to indulge in some of the same excesses in order to compete. If we start doing some of the same sensationalistic pandering that they do, we shall be viewed as no more credible than they are. I've never believed those surveys that suggest (through poorly done questioning and poor interpretation of results) news consumers find TV journalism more credible.

P17   Sometimes a desire to get ratings can override the true importance of a story. Meaning, a news director might push a story to be a lead story by sensationalizing it. The truth may be distorted in the end.

As a reporter, I have never compromised my ethics for a story, but I've been pushed by a boss to "create" something when I don't really believe it's there, for the sake of ratings. So, in the end, the public might believe an issue is as the media sees it, when the truth of the situation could be quite different.

P18   Technological advancements obviously can make it easier and faster to get a story 'on the air' or in publication. But it also means we as journalists can also make faster and quicker mistakes in ethical judgment. The recent live TV coverage of a county sheriff's deputy in [state name] who shot himself in the head during a standoff with officers is one example. It's easier for TV to do 'live' shots in 1994 as compared to 1984. In some

respects the same can be said for radio. And in doing such live coverage, do we have an obligation to be even more critical of what we air live. Do we have an obligation to control the coverage? Since more and more technological advancements seem to be made in the area of TV news, those journalists face more and more ethical challenges. Long-range telephoto lenses allow TV cameras to cover certain events live without the targets even knowing it. Witness the events of Waco, Texas and the standoff with federal agents. Do journalists have more of an obligation to protect federal agents who might be preparing an advancement on hostile locations? Microphone capabilities have grown in recent years. What about targets of microphones? Do we need tell them a 'whisper' can be picked up by microphones and their 'whisper' could later be heard by the world? If the 'whisper' was intended to be a private comment, to what extent should the reporter inform the target of his intentions to air the remark?

The impact on readers and listeners? I'm frankly not sure. Readers and listeners will always react with anger and shock if a picture of a dead person from their hometown is publicized. On the other hand if it's a picture of a dead person half way around the world, their shock is diminished. [state name citizens] are like anyone else. If it's a picture of a dying Somalian, we seem to be desensitized to a certain degree. But if it's a picture of a person in [city name], we tend to be more protective and think a newspaper or TV shouldn't be showing the picture.

I do believe the growing technology makes it more incumbent on journalists to consider the ethics of a story. It's too easy to make an error in judgment because it's easier to put a story on the air or in the paper.

P19   Continued advancements in technology, along with increased competition, are going to put more emphasis on the need for journalists throughout the newsroom to seriously consider the consequences of their actions. Journalist means reporters, photographers, editors, artists - anyone who has even the slightest input during the process of putting together the newspaper or newscast. If you are part of the organization, there are rules you must follow.

Technology is going to allow us to do more and do it faster than ever before. But that is not an excuse for sloppy news gathering or decision-making. Fast is fine, but our products must still be accurate.

As competition increases between the mainstream media and the sensationalized TV magazines, we are going to be pressed at times to play by their rules. News organizations may feel increased pressure to go ahead and pay some sort of fees for interviews.

It's easy to take that same sensationalized style in news reporting. In some stories, it's more difficult to keep the sensationalism down.

Is it the reporter's job to sell the newspaper or is the reporter supposed to accurately report a story? Sometimes those two things are at odds with each other.

With video camera sizes getting smaller and smaller, the subject of undercover/hidden cameras must be addressed. Is it ethical to spy on people with a camera?

With tape recorders, generally one person must be aware of the recording for it to be legal. But with video cameras, there are going to be many situations where none of those being filmed are aware of it. Is that right?

P20   The increased use of computer technology, backed up basic tenets of reporting such as interviews and paper records, gives reporters the opportunity to be more precise and tackle much larger subjects and bodies of information. That's clearly a benefit to readers because the technology allows reporters to give stories more perspective, in much the same way that a poll of, say, 1,000 people is more valid than a poll of 100 people.

The potential problems seem to mostly involve potential invasion of privacy or so-called "false light." If we take the state driver's license database, which, among other pieces of information, contains the weight of every driver, and then do a story on the fattest driver in the state, we may have a problem. Most readers, I suspect, would find that an entertaining story (assuming it included other ranked statistical data). The driver, one would have to assume, would not find such a story entertaining and would feel as if the paper had held him up to public ridicule.

As to the issue of competition, I work in a one-newspaper town in which the paper prides itself on blanket coverage of the suburbs, adequate coverage of the city and does a mediocre job of covering the state. Our sole competition comes from local TV stations, which in my estimation is no competition at all. Although it is clear that this paper has lost its sense of urgency since the death of the [competing newspaper], it's also clear that the lack of competition has allowed the paper to be much more careful on sensitive stories, to

spend more time fact-checking and re-interviewing people instead of slamming stories into the paper in an effort to beat the competition.

On a national level, however, the proliferation of TV news magazines and specialty publications has led to increased competition, making the reverse true: In many cases -- witness the O. J. Simpson story -- the tabloid press is putting pressure on other media to report information that is untrue, biased or, in the worst cases, unverifiable, meaning it can't be disproven no matter how absurd it appears to be.

P21   Beats me. Aside from the problems in separating fact from falsehood in the increasing flow of information that technology will unleash, no _ethical_ issues relating to technology occur to me.

Competition for news will continue to decrease while competition for readers and listeners will intensify, but I don't foresee _new_ ethical issues relating to competition.

A1   a) Technology: Technology will have a great impact upon the ethics of reporters. One area is, of course, the area of photography and what the new technology can do with regard to alteration and modification of photographs. People do believe photographs and, therefore, alterations of photographs can mislead the reader. With regard to the increase of photography in print media today, people look more to photographs in many instances to get information. Therefore, it is critical that strong ethics codes be implemented with regard to digital imaging of photographs. With regard to the increasing amount of information that one is able to get through the information superhighway, reporters' ethics can be affected because they may be able to secure information that may be questionable as far as its ability to be used. Privacy issues will definitely impact on this.

b) Competition: The need to get the news and release it to readers and listeners first is going to increase carelessness in the media. There is no doubt in my mind that this is already happening and, as we find more avenues of news dissemination, competition will increasingly hinder the ethics of newsgathering. In addition, in the broadcast media, "glitz and gore" will increasingly to attract the attention of viewers. No longer is the level-headed, cool delivery of news, the norm of television. We see in many markets that stations specializing in these formats are moving up in the ratings. Obviously, this is against all the best ethics of newsgathering end objectively. And it also does affect the viewer because it colors his view of the world. These are real problems for journalists, but also for those whom they serve.

A2 Technology - a reporter's ethics could be severely compromised by pressure to use certain editing techniques. The quickness of info transmission could give the reporter false data. There could not be enough time given to check and double-check facts before going to print or on the air live. It creates a potential frenzy of reporters going live without all the facts nor time to digest and analyze the situation. The reporters ethics could also be compromised by the dazzle of high-new technology.

Competition - money drives every business and journalism is a business whether we like it or not. So the more big biz owns media outlets, the more the pressure will be to produce high ratings and circulation numbers. Therefore a reporters ethics could be severely compromised by scooping the other outlets with not checked facts, more sensational, borderline stories and misleading info. Competition will only get more fierce with the super info highway and the attempt to program 500 channels.

<u>A3</u>   Technology: Many of the above issues are also technology questions. In addition, newsgathering by technology has become easier and therefore lazier. There is a return to "pack" journalism of a different kind. Because of the availability of data base information, reporters are using other reporters information and sources. This poses three problems: First, it compounds the "golden rolodex" issue in that it multiplies the prominent and oft-used sources. Second, it encourages plagiarism of both words, reporting and thought (an ethical problem); Third, it has led to copy-cat news judgment to the point where competing organizations do not independently verify information.

Competition: 1. This (above) problem also fits under competition because the its availability, without verification, in turn, allows sensational information to crowd community reporting off the news pages. For example, *Time* just quoted the *National Enquirer* about the Presley/Jackson marriage. Many newspapers printed that Oliver Sipple was gay, the identity of the Kennedy rape victim without independently verifying or finding out if their readers wanted to know it or even if it was true.

Competition: 2. The manipulation of photos occurring on all levels because technology now allows it. Before, it could only occur in a darkroom or, by elimination, at airbrush or cropping. Now it can occur at the editorial level. This means that editors may change a picture to beat the competition.

Competition: 3. Deadline pressure has increased because the number of competitors has increased. Although this has happened in the past when PM papers, then radio, then TV came on the scene, reporters are begin pushed for stories before they have

had a chance to evaluate the information. This puts them at the mercy of PR and handout folks which makes the information that much muddier and less objective.

Competition: 4. In addition, we seem to have lost control of the agenda. Even with the advent of public journalism, the talk shows are allowing the gatekeepers of public questions to regulate the information flow. Instead of jumping on the bandwagon, journalists should still cover and provide the other side to the answers given to questions that are discussed on talk shows. We are doing a good job of independently checking election commercials but have not extended this activity to talk shows.

Perhaps it is because our journalism "leaders" are appearing on the shows that we are not doing as good a job of providing context for the issues that are discussed on them. Reporters should be providing objective context (the other sides) to ALL information that enters the public arena, regardless of source.

<u>A5</u>   (See Response under Question 1 above.)

<u>A6</u>   Technology: -- the capability of "live" broadcasting will continue to create problems for journalists unable to "edit" content (e.g. a suicide, a murder in a hostage situation, or a grief-stricken person discovering a personal tragedy).

-- plagiarism from access to so much information through databases.

-- copyright abuse.

Competition: -- O. J. Simpson trial is a textbook example of use of leaked information and checkbook journalism.

<u>A7</u>   <u>Technology.</u> 1. More available data, and manipulation of that data is open to all sorts of abuses.

2. Photo equipment now has the possibility of destroying newspaper credibility if we can change images, etc.

3. Computers make it easier to avoid face to face contact with sources and therefore change the relationships between reporter and source.

4. Eavesdropping equipment may make it possible to invade people's privacy.

Competition? (I may not understand the question.) 1. In situations of competition, reporters may not be as careful to be fair and accurate. They may ignore policies, such as not naming victims or kids, because the competition has already done so (or may be expected to).

2. Bosses may push reporters to sensationalize material to produce more "interesting" stories.

<u>A9</u>   1. Journalists will not know enough to deal with the complex issues of privacy, coverage, etc., raised by technology. They are likely to ignore altogether the drift toward more personal communications (through Internet, etc.) and continue on as before.

2. Journalists will not be knowledgeable enough to recognize and satisfy smaller, more specialized audiences which gather through the new technology.

3. Journalists will, in some isolation, not recognize that virtually everyone connected to the system will be a journalism herself. Thus, journalists may fail to recognize they need to find, if they are to continue in business, a specialized niche that fits

the new paradigm. There will be niches, but swifter people are going to be the ones to fill the niche if journalists persist in too long in the fiction that the media are pretty well staying the same. This involves, of course, both broadcast and print journalist across virtually every area.

4. Journalists, even specialists, have succeeded in remaining very general in their approach to coverage of their topics in an era which, I think, much more specific information and interpretation is going to be necessary. The European model is not out of reason, a model in which newspapers hire PhDs in specialty areas and turn them into writers. The US model is the reverse, and their is a question whether US journalists will be equal to the challenges they face in this regard.

A10   Both of these issues are involved in at least some of the answers to Question 1, particularly those dealing with issues of private information, competition from the tabloid press, allocation of resources and attraction and retention of young people.

But to answer this question directly:

Technology -- The greatest impact here, I think, lies in the likelihood that increased attention and money will be committed to technology without an equal investment in developing the skills and attitudes that underlie the traditional journalistic product. This threatens to leave media consumers long on the flash and dash that goes into the modern packaging of information, but short on the content they deserve to find in that package.

Competition -- As mentioned under Question 1, what appears to be the popular

appeal of "tabloid" journalism represents one threat to the survival of journalism in the

public interest. To the extent mass media allow their commitment to responsible

journalism to erode in the face of that competition, the consumer loses. Another form of

competition that must be addressed is that represented by the distribution of information

through means that lie outside the normal channels of mass media. I'm not saying this

alternative distribution of information is inherently bad, but I do think it threatens to

eliminate the positive aspects of the "gatekeepers" who brought to the news process a

measure of shared meaning and shared values. As much as media consumers may have

complained about the news judgment with which they disagreed, I think they assumed the

information they were getting carried with a measure of credibility that resulted from the

decisions made by journalists throughout the news-gathering process. I wonder if they

will be able to find that same credibility in the less structured distribution of information

that may result from the new technologies.

A11   I've already addressed some of this in Question 1, but will elaborate on it here.

From the above, you can see that I am concerned that new technology will encourage

"real time" reporting, which mitigates against reasoned and reflective decisionmaking.

New technology, particularly such tools as portable video field units that can be carried to

the world's hot spots, appeal to the youthful journalists who in the past had a backup

system of more mature editors. Now and in the future, given more direct access to

newsmakers and to audiences, these younger journalists will be on their own. Do we as

audience members really trust gonzo journalists who are parachuted into the world's hot

spots? Do we want Geraldo on live drug busts, interviewing hijackers and terrorists, even

following white Broncos down freeways, with an open mike and live shots? I'm not sure society is particularly well served by this development.

Thus, at the very time we're given new tools and new independence, we're expected to have better decisionmaking skills. The pace of journalism is intensifying far faster than the pace of ethics instruction. Increased competition for attention and for news stories mean more reliance upon the "The Pauley Excuse" ("NBC wasn't the first network to be hoodwinked into showing deceptive news.")

The public today seems fascinated by journalistic technowizardry, but I suspect it will soon question its value. We may have OJ Simpson to thank for shaking this out; i.e., by the time the OJ case is history, we will have been so overwhelmed by media manipulation that even the most naive of us will come to realize that all is not what it seems, that smart folks (Robt. Shapiro et al) have learned to manipulate gullible journalists and audiences and even juries. We may turn more to serious journalism.

The public is also going to get riled up about issues of privacy. We now have the capacity to know and report the most private information about almost anyone, and some lines have been crossed. Ironic, isn't it, that a bunch of journalists who a decade or so ago got bent out of shape over "Uncle Sam's Super Information Bank" have now embraced all the governmental and private electronic databases and other sources that contain more information than Uncle Sam would have gathered? Couple this with grocery stores and other marketers who trace every one of our transactions and tie them to psychographic and demographic characteristics, and what do you have? A brave new world of our own

making, not one created by big brother. There will be an inevitable backlash to this, as we will seek increased privacy and a loss of community.

One other crucial issue: Journalism is no longer owned and operated by folks who necessarily believe in the First Amendment. It is becoming one more commodity, one more business to be bought and sold on the open market to the highest bidders, who do not have First Amendment values. Journalism shows incredible signs of being an amoral business, driven by the bottom line, managed by MBAs. Audiences are seen as customers, not citizens desperately in need of serious information needed to connect them to one another. Individual journalists feel little loyalty to their place of employment. Business ethics and journalism ethics are not necessarily compatible, and many reporters feel disenfranchised from the final product to which they are contributing. (Other than that, I'm really optimistic! I really hope this trend will pass.)

A12 **Technology:** Advances in photography have made it easier to alter photographs. Changes in electronics also have made it feasible to eavesdrop on subjects. The ethical issue to whether enhancing photos for artistic effectiveness is dishonest, or whether obtaining information on a matter of legitimate public concern justifies electronic eavesdropping. Hidden-camera investigative reporting can be justified; but what about tapping the phone lines to report the intimate conversation between a public figure and a paramour, as in the case of Prince Charles? The reputation of both the reporter and reporter's medium would be affected, assuming the entire profession and the public haven't reached the point where such conduct is acceptable. As for affecting

readers/listeners, even if the overwhelming majority enjoy being titillated and will buy the papers and tune in to the channel, does that justify it?

Competition: The same issues are at stake as with technology. Do the ends of boosting readership or ratings justify the means of reporting unsubstantiated rumors as facts; photographing/filming public figures or their family members in intimate settings with long-range lenses; or revealing the identity of a rape victim when competing media refrain from doing so, just to satisfy some people's lurid curiosity? Editors and news directors will have to make a choice: sacrifice professional integrity for the sake of a quick buck, or remain above the sleaze.

A13   Technology: mass audience will be conditioned by television (still the major medium) for the sound bite, the headline form of news, and for the dramatic, sensational, and entertaining.

In time, computer technology may fragment and personalize the audience so that informationally advantaged members of the public will be able to order what they want in whatever detail they want. The informationally disadvantaged will remain dependent upon television and talk radio.

Competition: coverage of the Simpson case may be a reflection of the affects of competition, but in our economic system that is certainly nothing new. I expect that in pursuit of large and relatively uninformed audience media fare will become increasingly entertainment oriented.

<u>A14</u>   (I'm assuming you want different topics here than the ones identified under Question One.)

I. The "accidental fax" issue. What should a reporter do if he/she receives a fax by accident that contains newsworthy information, possibly a real "scoop"? I think some reporters would consider this a lucky accident; other would think it unethical to use material not addressed to them. The issue of whether electronic transmission is comparable to private correspondence or to publication to a wide audience comes into play here. I don't think the issue has been decided at this point. Also this issue raises the question of whether the audience should be told how the reporter has gotten the news.

II. Digital manipulation of photographs. New technology gives us the ability to change photographs almost at will. While few would argue that outright falsification is ethical, a bigger question is to what lengths we can go ethically in altering photographs to improve their visual or artistic quality without damaging credibility.

III. Ability to interact directly with readers raises the question of whether reporters will be able to "speak" for their publications without going through the chain of command (editorial management) now in place at newspapers. Thus, suppose an off-the-cuff remark by a staff member to a reader subverts editorial policy, if that remark is "published" via e-mail. What would be ethical for a reporter to say in a chance "bulletin board" encounter with a reader? Is a reporter free to express his/her own opinion?

<u>A15</u>   <u>Technology.</u>   As access increases to information from all sorts of sources, it will become much easier for reporters/editors to graze through other people's data bases and extract little pieces of information. In the past, it was considered mandatory to credit

sources of information; now, it will be very easy to forget this need. Likewise, it will become more and more accepted that "interviews" will be conducted through various types of computer hookups. A reporter will send questions to a source, then do story based on response authenticity and, in fact, who is making the response. Reporters may find themselves quoting a person who did not respond. This is what makes it an ethical dilemma.

I suppose it's an ethical issue when reporters/editors become to enamored with the new gadgetry that they change their basic approach and alter the product simply because the technology is available to do so.

And, of course, there always is the problem of what technology now makes possible with regard to doctoring photos.

On the management side, increased access to governmental electronic data bases opens up all sorts of questions about whether a news medium can sell that information, totally or in parts, to other (perhaps even non-journalistic) businesses.

Competition. I'm not sure how to respond to this because I don't see that the situation will be much different. At least, it doesn't seem to me that the impact of competition will change much. Competition is a curious phenomenon: it causes some of the very best journalism (when reporters/editors are pushed into expanding their journalism service) and some of the very worse journalism (when they lower the quality of the product to gain increased audience numbers).

Among problems that will remain are lowered quality of content; increased

emphasis on sex/violence/private information; the search for splash instead of substance;

the temptation to overly cooperate with government and/or industry leaders in an effort to

gain exclusive (or at least first) access to information; the temptation to neglect whole

sections (poorer sections, that is) of the community.

A16 (Note: My response to Question 1 addresses the issues raised in Question 2

because the issues spawned by the new technology are already upon us.)

A17 Competition will be a big factor in ethics. And it will be competition on all levels -

newspaper vs. newspaper, newspaper vs. television station, television station vs. television

station, and legitimate media vs. tabloid media. Striving for the almighty dollar among

these businesses will make what journalists do even more competitive.

Technology is going to change every facet of journalism ethics. How journalists

get information, the types of information journalists can have access to, how that

information will be disseminated will make decisions tougher to make.

A18 As competition becomes more and more intense, day-to-day newsgathering tactics

will be more and more affected. Technology will continue to add a dangerous element:

the "we've got this technology, we should use it" element. For example, as the means to

make all mass media fully interactive become more and more feasible, the feedback loop

from readers and viewers shortens immensely. It means that even more than today, we

could be telling viewers and readers only what they want to know instead of what we

think they should know. As the means for viewers to select the stories they want to see

become more efficient, how far should video journalists go to make sure some of those

"you should watch this" stories make it to the video screens anyway? How much further towards "entertainment" should journalists go to keep people watching, without alienating those seemingly dwindling numbers of people who think media have gone too far toward "Hard Copy" already?

Generally, technology will continue to do what it always does -- shorten the distance and time between decision and action. There will be more of a need for those who can make ethically defensible decisions even more quickly than before. It will make the need for consistent journalism ethics education even more urgent.

APPENDIX K

ROUND II RESPONSES

The Round II statements are followed by the mean scores of the working media, followed by the mean scores of the educators. The next number will be the difference in the mean scores between the two groups, and the final number is the total mean scores for the two groups combined.

<u>Example:</u>

Working Media	Educators	Mean Difference	Total Score
2.44	1.73	.71	2.12

Competition:

<u>Problem 1.</u> As we find more avenues of news dissemination, competition will increasingly hinder the ethics of newsgathering.

| 2.44 | 1.73 | .71 | 2.12 |

<u>Problem 2.</u> In the broadcast media, "glitz and gore" will increasingly attract the attention

of viewers, with more stations specializing in the format and coloring the viewer's vision of the world.

1.83   2.0   .17   1.90

Problem 3. Journalists will need to avoid sensationalizing stories in the face of ratings and dollars, even when pushed by the boss.

2.33   1.73   .60   2.06

Problem 4. The quickness of information transmission could give the reporter false data. There could not be enough time given to check and double check the facts before going to print or on the air live. It could create a potential frenzy of reporters going live without all the facts nor time to digest and analyze the situation.

1.88   1.16   .28   1.75

Problem 5. Money drives every business, and journalism is a business. The more big business owns media outlets, the more pressure there will be to produce high ratings and circulation numbers. Therefore, a reporter's ethics could be severely compromised by scooping the other outlets with not checking the facts, more sensational, borderline stories and misleading information.

2.9   2.2   .70   2.60

Problem 6. Competition will only get more fierce with the information superhighway and the attempt to program 500 channels.

2.61   2.73   .12   2.66

Problem 7. Journalists will have difficulty maintaining traditional journalistic integrity in the face of increased competition from the so-called "tabloid press." Both print and broadcast media will be compromised as "trash/tabloid TV" issues appear to become legitimized by the public.

2.05   1.86   .19   1.96

Problem 8. In terms of competition, reporters may not be as careful to be fair and accurate. They may ignore policies, such as not naming victims or kids, because the competition has already done so (or may be expected to do so).

2.33   2.33   0.00   2.33

Problem 9. In the future, competition will cause a very curious phenomenon: it will cause some of the very best journalism (when reporters/editors are pushed into expanding their journalism service) and some of the very worst journalism (when they lower the quality of the product to gain increased audience numbers).

2.72   2.86   .14   2.78

Problem 10. The recent trend of featuring "fluff" stories over hard news may increase. News critics feel the media went with the flimsy stories for the sake of entertainment, ratings and sales, rather than the importance of the subject.

2.72   2.86   .14   2.78

Problem 11. Some people feel the fierce competition from the so-called tabloid TV shows has already pulled journalism organizations too far into entertainment in order to compete.

2.44   2.06   .38   2.27

Problem 12. As the media restructures itself, intense competition will raise questions of journalists pandering to their audience for survival.

2.55   2.06   .49   2.33

Problem 13. Competition will be a big factor in ethics, and it will be on all levels of competition within journalism. Striving for money will make journalism even more competitive.

2.83   2.86   .03   2.84

Problem 14. Deadline pressures have increased because the number of competitors have increased, and news organizations are putting out stories before the information is evaluated. This leaves the news at the mercy of Public Relations professionals, which makes the information muddier and less objective.

2.4   2.26   .18   2.36

Management

Problem 15. As news outlets are increasingly owned by non-journalists, the business appears to be driven more by the bottom line rather than by the First Amendment. Business and journalism ethics are not necessarily compatible and many reporters will feel disenfranchised.

2.33   2.2   .13   2.27

Problem 16. Reporting and writing critically about big business will be difficult since big business will own most of the media outlets.

3.0   2.46   .54   2.75

Problem 17. Building and maintaining an ethical newsroom culture in a corporate-dominated system will become more difficult as many properties will be managed from a distance.

2.61   2.26   .35   2.45

Problem 18. In the future, fewer funds will be allocated to the news product, which will hamper the newsroom's ability to mirror the community it serves.

2.38   2.33   .05   2.36

Problem 19. The increased speed of communication between a reporter and the public may jeopardize editorial policy.

2.77   3.2   .43   2.96

Problem 20. Many news outlets have embarked on a mission to tear down the walls between the newsroom and advertising operations. It has been reported that some outlets solicit money from advertisers for stories that spotlight a company product and support future sales without telling the viewer.

2.11   2.2   .09   2.15

Problem 21. When journalists micro-cover a community, the larger news organizations

may begin to see the kinds of ethical dilemmas that have long faced small town newspaper

editors.

      3.44   3.2   .24   3.33

Problem 22. Public journalism, coupled with downsizing, may create room for conflicts of

interest to develop in the newsroom and for those problems to be tolerated.

      2.44   2.2   .24   2.33

Problem 23. With changes in ownership of media outlets, there will be real questions

raised about some of the business partnerships and conflicts of interests in the newsrooms.

      2.66   2.13   .53   2.42

Privacy

Problem 24. Due to the amount of information on the information superhighway, a

reporter's ethics could be affected because they might be able to secure information that

might be questionable, causing a continual collision of privacy and ethical issues.

      2.66   2.13   .53   2.42

Problem 25. With more information available on the information superhighway, there is a

real question of how much information should remain private. The ethical problem will be

how reporters should use the information in a responsible way.

      2.27   2.0   .27   2.15

Problem 26. The public is wary of intrusion into private lives of public figures. Some people feel there needs to be a distinguishing line concerning how much and in what way journalists use the material they DO obtain.

3.05   2.46   .59   2.78

Problem 27. With the increasing use of computers in the newsroom, and editor or producer will be able to access everything in the reporter's computer, and concerns over privacy and the reporter's work product will become an issue.

3.61   2.13   1.48   2.93

Problem 28. Journalists should be held to the same moral standards of the "public servants" they cover.

2.9   2.8   .10   2.87

Problem 29. The right to know versus the right to privacy will be an increasingly delicate balancing act with the increased use of available technology.

2.27   2.26   .01   2.27

Technology

Problem 30. With digital manipulation of photos, it is possible to use new technology to change photographs, enhance photographs, create composite photo illustrations and distortions that can arise with such photo illustrations.

2.22   1.13   1.09   1.72

Problem 31. Alterations of photos could mislead the reader; therefore it is critical a strong ethics code be implemented with regard to digital imaging of photographs.

2.05   1.46   .59   1.78

Problem 32. With high-tech editing equipment now available, trying to determine the truth factor involving the use of videotape will become increasingly more difficult.

2.61   1.86   .75   2.27

Problem 33. As the use of live broadcasting become more common, it will create a problem for journalists who are unable to edit the content, such as graphic violence, prior to airing.

2.55   1.8   .75   2.21

Problem 34. In order to use and promote new high-tech equipment, news organizations may find their reporter's ethics are compromised by the "dazzle" of the new equipment.

2.72   2.26   .12   2.66

Problem 35. Journalists can now do complete computerized searches of an individual's personal record. Future issues will include legitimate uses of computerized data.

2.27   1.86   .41   2.09

Problem 36. The use of hidden cameras will continue to be a pressing ethical issue.

2.55   2.53   .02   2.54

Problem 37. With the additional technology available, there is more of a possibility of copyright abuse.

2.72   2.13   .59   2.45

Problem 38. If we can change images, the credibility of newspapers will be destroyed.

3.05   2.46   .59   2.78

Problem 39. Computers will make it easier to avoid face-to-face contact with sources, and will change the relationship between the reporter and the source.

2.38   2.53   .15   2.45

Problem 40. Eavesdropping equipment may make it possible to invade people's privacy.

3.05   2.73   .32   2.90

Problem 41. The greatest impact of technology lies in the likelihood that increased attention and money will be committed to technology without an equal investment in developing he skills and attitudes that underlie the traditional journalistic package.

1.83   1.93   .10   1.87

Problem 42. The distribution of information through an increased number of channels threatens to eliminate the positive aspect of gatekeepers.

2.55   2.53   .02   2.54

Problem 43. Internet and the myriad of governmental and commercial databases are increasing as news sources. However, it is difficult to verify information on these sources: a 12-year-old computer geek has the same "voice" as an MIT astrophysicist, and their opinions are hard to separate.

2.33   2.13   .20   2.24

<u>Problem 44.</u> Tapping telephone lines to report intimate conversation between a public figure and a paramour will continue to be an issue.

3.5   3.33   .17   3.42

<u>Problem 45.</u> The ethics of a reporter using information accidentally received in a fax transmission, especially f the transmission is not addressed to them, will be a problem.

3.33   3.2   .13   3.27

<u>Problem 46.</u> Reader-response mechanisms will continue to create ethical problems. Many such columns and talk shows are anonymous and anyone can make accusations against anyone while hiding behind anonymity. The formats also create a situation where misinformation is passed along by both the reader/caller and the host.

2.33   2.4   .07   2.36

<u>Problem 47.</u> Journalists in the electronic era will be tempted to "create" news products to gain attention for their messages.

3.38   2.86   .52   3.15

<u>Problem 48.</u> Future audiences will be more demanding and journalism will become more a function of information processing with less editorial oversight attached. A steady stream

of information will pour through home monitors.

| 2.66 | 2.2 | .46 | 2.45 |

Problem 49. Televised executions and violent situations must be handled with care. Live TV is forcing snap decisions, which means more violence and graphic pictures being brought into living whether the viewers want it or not.

| 1.88 | 06 | .18 | .96 |

Problem 50. New information technologies have the potential of further dividing the citizenry between rich and poor, literate and illiterate into the information haves and have nots.

| 2.05 | 1.53 | .52 | 1.81 |

Problem 51. The technical requirements of new information technologies may force the certification or licensing of journalists to ensure sufficient expertise and access to sophisticated networks.

| 3.22 | 3.86 | .64 | 3.51 |

Problem 52. Parent companies are creating a single on-line service that involves competing newsrooms. It is an issue likely to affect more companies operating under joint operating agreements, especially in determining where does one cross the line.

| 3.05 | 3.13 | .08 | 3.09 |

Problem 53. Decision must be made on who will control the electronic distribution of content of competing newspapers, especially when the papers share the same on-line system

3.33   2.8   .53   3.09

Problem 54. The problems of different on-line services (CompuServe, America OnLine, Prodigy), the publisher versus the utility. A publisher will defend to the death the right to publish, but a utility says it only carries what its users want transmitted.

3.0   3.2   .20   3.09

Problem 55. Long-range telephoto lenses and advanced microphones can pick up a person without their knowledge. Some people feel journalists should tell the targets an image or whisper can be picked up and latter seen and heard by the world.

2.94   3.13   .19   3.03

Problem 56. Good ethical decision making has suffered and will continue to suffer with each advance of technology, especially with the new immediacy the technology brings to the profession.

2.33   2.8   .47   2.54

Problem 57. Technology eliminates much of the traditional newsgathering process. As this process continues, ethical lapses are likely to become equally easy.

2.11   2.46   .35   2.27

Problem 58. Journalists will not know enough to deal with the complex issues of privacy, coverage, etc. raised by technology. They are likely to ignore the drift toward more personal communications and continue on as before.

2.77 2.6 .17 2.69

Problem 59. Journalists will not be knowledgeable enough to recognize and satisfy smaller, more specialized audiences which gather through high technology.

3.33 3.6 .27 3.45

Problem 60. More people who are not trained as journalists will be considered to be journalists. Journalists may fail to recognize they need to find a specialized niche that fits the new paradigm, and other people may fill the niche if journalists persist in the fiction that the media are staying the same.

Question 60 was deleted from the survey due to accidental omission of the first line from the original printout.

Problem 61. Technology will increase the pressure for depth in news stories. It will also increase the pressure for exclusivity and "juicy details." Throw in ratings pressures and tabloid issues, and there is the potential for a major crash on the information highway.

2.83 2.46 .37 2.66

Other Issues

Problem 62. Reporters are increasingly moving away from complete objectivity in

reporting by letting readers/viewers know their opinions and how they feel about what

they are reporting.

    2.33   2.53   .20   2.42

Problem 63. Reporting fairly and accurately about people and issues of ethnic diversity is a

problem. Journalists need to come to grips with the demands of diversity in a way that

benefits society as a whole.

    2.44   1.73   .71   2.12

Problem 64. There should be fairness in the naming of sexual assault victims by all media.

    2.4   2.2   .24   2.33

Problem 65. There is an increased possibility of plagiarism as a result of expanded

databases.

    2.05   2.0   .05   2.03

Problem 66. Buying stories, or checkbook journalism, seems to be a growing trend, and is

both a current and future ethical problem for journalists.

    1.94   1.8   .14   1.87

Problem 67. Employed journalists who hold second jobs and who do outside writings or

accept fees from potential conflict of interest sources to supplement inadequate salaries

will become a problem.

2.44   2.6   .16   2.51

Problem 68. Editors and educators need to be more concerned with brining better-than-competent young people into the profession and keeping them there in the face of less-than-competitive salaries, limited opportunities for growth and advancement, and increased demands for production that are based on other than journalistic considerations.

1.72   1.6   .12   1.66

Problem 69. There will be more tendencies for newsmakers to stage and manipulate the news than there are today.

2.33   2.33   0.00   2.33

Problem 70. At a time when journalists are given new tools and new independence, we're expected to have better decision making skills. The pace of journalism is intensifying far faster than the pace of ethics instruction.

2.05   1.4   .65   1.75

Problem 71. Conflicts of interest that raise doubts about credibility will continue to be a problem. This includes writing a feature story about a family member, covering a beat in

which a family member holds and office, accepting gifts, favors, or freebies from news sources.

| 2.72 | 2.2 | .52 | 2.48 |

Problem 72. The profession needs to make an attempt to define the boundary between news and entertainment.

| 2.16 | 1.73 | .43 | 1.96 |

Problem 73. Ethical quandaries may shift from those involving the personal behavior of journalists to the whole process of reporting. There will be increased pressure from consultants and spin doctors for reporters to get "behind" the surface and explore a candidates' and other public figure's psychological profiles and the construction of themselves in terms of public image.

| 2.55 | 2.46 | .09 | 2.51 |

Problem 74. There is a perception that the media focuses too strongly on social problems without attention to solutions. It is not a call for good news, but a feeling that the media prefers trashing to rebuilding.

| 2.44 | 2.53 | .09 | 2.48 |

Problem 75. Children and their access to inappropriate messages will be on the ethics agenda in the interactive era.

| 2.27 | 2.2 | .07 | 2.24 |

Problem 76. Local news will become "micro" news as the vehicles for delivering the news expand and splinter larger markets. Consequently, reporters will focus more attention in terms of specific, as opposed to general, news interest. The relationship with the news audience will become more intimate.

2.72   2.4   .32   2.6

Problem 77. In the future, there will be less public and management tolerance of reporters withholding names of confidential sources; while at the same time a penchant by some reporters/news organizations for using anonymous sources or publishing rumors.

2.44   2.53   .09   2.48

Problem 78. Questions of using deception and its use to get information will continue to plague the industry.

2.38   2.33   .05   2.36

Problem 79. Docudramas or simulated TV events that allege to bear the truth will continue to confuse viewers and create problems for journalists. Even with labeling, the simulations can blur the line between reality and fiction.

1.94   1.8   .14   1.87

Problem 80. News organization owners may turn to market research (cheaper and easier to do) and replace editorial judgment.

1.83   2.26   .43   2.03

Problem 81. Piracy of satellite signals and computer data may lad to future deterioration of journalism ethics.

3.0   2.8   .20   2.90

Problem 82. A pressing issue for television news departments will be to respect someone's anonymity or desire not to be shown on camera.

2.88   2.46   .42   2.69

Problem 83. With the increased celebrity of members of the news media and the attendant perks and privileges, it will be difficult for journalists not to get caught up in the glamour of the business.

2.22   2.53   .31   2.36

Problem 84. Threats of lawsuits regarding libel and slander are a growing menace to our profession, interrupting and interfering with aggressive news organizations who have strong reputations based on investigative efforts.

2.5   3.0   .50   2.72

Problem 85. Some law enforcement communities feel that journalists have more of an obligation to protect federal agents, who might be preparing an advance on a hostile location, than the obligation to the public's right to know.

2.44   2.8   .36   2.60

Problem 86. Some people feel the media allow viewer/reader interests to dictate what will take up major space on newscasts/front pages, therefore increasing the journalists role in the justice system.

3.11   2.73   .38   2.93

Problem 87. As the media's efforts to involve readers and viewers increase, news organizations include opinions from a few unscientifically chosen readers or viewers as part of the news package as if those opinions represent the entire community.

2.72   2.93   .21   2.81

Problem 88. Not many journalists have learned how to make good ethical decisions and fewer involve the thinking required to determine what, for them, constitutes right and wrong, the essential underpinning of good ethical decision making.

1.94   1.4   .54   1.69

Problem 89. Journalists need to establish the process, not just the rules, for ethical decision making.

2.11   1.4   .71   1.78

Problem 90. Many of the tabloid TV, infomercial offerings, made-for-TV "true life" stories and the like are not journalism but masquerade as journalism. Journalists and viewers will need to determine whether what is shown as journalism actually is journalism to let the public know the facts.

2.05   2.06   .01   2.06

Problem 91. The American population is growing rapidly in terms of cultural makeup in the 1990's and most mass media organizations have yet to catch up with the cultural makeup of the 1970's. Consistently reflecting the world from one point of view, not just on the editorial page but on the front page as well, is an ethical problem. The challenge will be to cover various groups in challenging and not patronizing ways.

2.5   1.93   .57   2.24

Problem 92. As the time is shortened between decision and action, there will be more of a need for those who can make ethically defensible decision even more quickly than before. It will make consistent journalism ethics education even more urgent.

1.94   1.46   .48   1.74

Problem 93. Journalists, even specialists, have succeeded in remaining generalists in their approach to covering there topics in an era when more specific information and interpretation is going to be necessary.

3.27   2.8   .47   3.06

Problem 94. There will be a temptation for journalists to segregate news rather than offering the best to readers.

3.5   2.8   .70   3.18

Problem 95. Women in the newsroom and two-career families have expanded into a conflict-of-interest issue. A spouse's career does affect news judgment, and a future concern will be how newsrooms deal with a family influence on news reporting.

3.66   3.53   .13   3.60

APPENDIX L

ROUND III VERBATIM RESPONSES

Editorial insertions to responses for clarity or to maintain anonymity are noted by brackets -- "[ ]".

Statement 1

<u>P1</u>   Our television station has created a strong alliance with the communications departments of the four major universities in our market area to jointly operate a rather sophisticated internship program. Journalism majors apply for nine-week hands-on internships in various departments. At any given time, we have about a dozen interns working in our station. The universities grant credit (the amount varies) for completing the program.

The News Department interns are used in a variety of ways; some of whom eventually contribute in meaningful ways to the production of a newscast, or the coverage of a story. We employed three interns as research assistants to help complete an investigative reporting project, as a recent example. It is the best method I've found to take the student from academia to the real world of broadcast news. Most of the interns have found the experience rewarding, and highly educational.

P2   1. Improve quality of life for editors and reporters: don't burn them out.

2. Rotate staffs: everyone becomes a generalist and learns several reporting, editing, writing and management skills.

3. Micro-publish: generate new "niche" publications that go in-depth on issues.

P4   The industry can afford to pay living wages and must do so. Halting puff pieces about advertisers would save considerable time for research and writing of important stories that bring satisfaction to writers and readers.

P5   Of course its important to bring qualified, competent people into the field. One way to reach those people is to provide improved internships. Often interns are just assigned the "GRUNT work". Interns should be given the opportunity to shadow reporters in the field. They should be challenged, and shown all the rewards of the profession. At the same time they should be taught that it is important to pay your dues. Learn the trade from the ground up, and that all the hard work put in will pay off with the advancement that most people seek.

P6   Placing greater value on those who gather the news is inevitable because these people are the absolutely beginning in the process of providing information. Right now we continue to exploit reporters but the quality of reporting is essential to its competitiveness. Hiring experienced, capable reporters who ask the right questions of the right people will lead to a more competitive (original, thorough, creative) product. In the future it won't matter as much to a reporter how his/her information is disseminated -- it will be broadcast, faxed, e-mailed and printed. Getting the information first and right will

become critical. I see a fall out as those who are not specialists at information gathering become less important due to the ease of presenting information. Sadly, what this aggressive new information gatherer will lack is seasoning lost by careless regard for an entire generation of journalists who were driven from the profession before they reached their prime.

P7   Just this week I was working on a story about the "Math Counts" competition sponsored by the National Society of Professional Engineers. This program is in the seventh and eighth grades and is meant to get people interested in math-related career fields by getting them excited about math and all of its implications.

Newspapers have NIE and local TV stations have student editorials, but for the most part, the media does nothing to turn young people onto journalism as a career. My suggested solution would be for media companies to invest more in middle school and high school career fairs and encourage if not require their reporters to go and speak to young kids about what [a] great field journalism is.

The appeal has to be made early. That way, the smart kids and gifted kids won't just automatically think they have to go into law, medicine or accounting.

On the collegiate level, internships should not be the first item killed when budget crunches hit. That happened in the late 80s and now my bosses are always complaining about how they get no applicants with any experience. Is it any wonder why? Internship programs should be expanded and closely monitored. Don't just have interns fetch coffee. They should be mentored by reporters and receiving assignments, regardless of whether their stories even make it on the air or in print.

Money isn't the sole motivation for choosing a career. Media companies should realize this and should work at meeting other needs than the financial. Recognition goes a long way. If each newsroom would have an annual MVP award and editors and producers would challenge the young people to better themselves, then there's no reason for a young, talented reporter to want to do anything other [than] journalism.

P8   Early intervention through mentorship programs in high schools and colleges. SPJ's high school membership is a good attempt at doing this. Selling people on the merits of this profession early is important. I was instilled with the importance of being a journalist -- truth, right to know, etc. I've strayed from this profession but those values made me return and keep me despite low money.

P9   A. Begin journalism career interest efforts at the junior high school level and follow through until college decisions are made.

B. Help people develop additional skills that can generate income without compromising ethics. For example, reporters at newspapers should work on 4 magazine articles (for profit) a year. TV and still photographers could establish video service enterprises.

C. Assure that excellence is recognized and rewarded.

P10   Many a weekly editor has found years of satisfaction and challenge providing a community with news that is important and interesting. Editors need to keep reporters focused on the significance of local news. Any market survey will show the value that readers place on local news. Good reporting and writing are vital to any newspaper,

regardless of size. All of this should serve as a basis of understanding between editors and better-than-competent young people pursuing journalism careers. Editors need to recognize, if not reward, outstanding reporting and writing. That doesn't have to be an expensive proposition. It is possible to give reporters on even the smallest newspapers some challenges. Subscriptions to other newspapers, trade publications and specialty magazines are other inexpensive ways to help reporters grow, even if they are far from universities or urban settings where professional programs are offered.

P12   The key here is to find young, good, aggressive people early in their career and in essence, "grow your own." Journalism need not suffer in an effort to keep quality people, quality benefits and salaries will have to be paid.

P13   Many of the journalism/communications degree programs need to shut down. Institutions with weak programs and staff are graduating young adults who are less than competent. Best journalists are people with liberal educations anyway. Fewer journalism students with higher quality skills would elevate the quality of incoming journalists. Journalism schools need to be honest about the real job prospects for their students. It's hard for the schools to do -- it's a course of study in demand. There's just too many graduating.

P14   This has been a concern of editors and educators for many generations. What editors and educators need to do now more than anything else is to educate younger journalists that the future now holds no bounds, that journalism is evolving in totally new directions. Creative people will get the message and lead journalism beyond the year 2000.

The phrase "totally new directions" has to be put in perspective. That line could have been written in the early days of the nation, in the Civil War era, in the First World War era as radio developed, and in the post-Second World War era with the advent of television. Computers, computer networks, satellites, and other technologies are what we now consider "new". The technology may be new, but confronting new technology is not. This is cutting-edge stuff for <u>this</u> generation, other generations have faced their new technologies, and we can learn much from them.

There is another side, and that is the work environment. New information technologies offer an opportunity to redesign how the job of journalism is done. Do we have to work in wide open offices? In-office electronic mail offers quick, effective and quiet communication; an old-time city editor no longer has to shout across a large room and disrupt an entire office. And, as an embryonic technology, the opportunities for advancement -- at least for now -- appear to be limited only by creativity.

<u>P15</u>   Clearly, publishers and CEOs of newspaper groups must adjust their bottom line expectations to permit better compensation particularly starting salaries. Also, newspapers must develop sabbatical leave programs for high-performing senior people who are blocked for advancement and maxed out on salary.

<u>P17</u>   Not sure much can be done.

<u>P18</u>   I'm not sure there is a solution to this dilemma. I don't believe there is one magical thing journalistic associations and organizations, journalism groups, newspapers, broadcast stations and others can do to solve this problem.

I think it is a matter which must be addressed by each news organization if we are to ever see some progress in producing better prepared students entering the field of journalism and in seeing better paying positions for them to take. Internships? Possibly. But I've talked to universities and colleges until I'm blue in the face in attempting to set up such things for journalism students. I talk to journalism classes. I encourage my entry-level colleagues to do everything they can to become better journalists. Finally in recent weeks through the resignation of a fellow broadcaster, I've considered offering a paying internship to a college senior-to-be. Will it work? Who knows. But at least as an individual who is concerned about the quality of young people entering my profession, I am making an effort to help them, and at the same time helping my profession.

On the other hand, I'm not so sure this journalism business hasn't always suffered this plight of low pay and a greater demand for core competent people who want to be called journalists.

P19   Ideals and dreams of righting wrongs only go so far. And they don't pay too many bills. If journalism cares about the people who choose to practice it, somebody (publishers) must be willing to sacrifice some of those traditionally large profit margins.

Each day, we strive to make our product more attractive to readers/viewers. If we cannot do this, people will eventually give up on us and we will be left talking to ourselves. We simply cannot afford to continue losing our best prospects to other career fields.

P20   I consider journalism to be an honored profession, and I think editors and educators should emphasize the public-service aspects of this profession. It should not

necessarily be a profession that is attractive to people who are interested in making money. In most situations I'm familiar with, the pay is adequate for the work and the work should be done by committed, somewhat idealistic reporters who can take sustenance from the fact that they are performing work that benefits the public.

P21   I don't think this is an ethical problem, although perhaps we could question the ethics of people who would try to induce bright young people to work for poor pay with little advancement. etc.

The key to keeping good people is having better managers and editors who can offer encouragement, praise good work, help people grow and create opportunities; if not for advancement, for interesting, mind-expanding work.

A1   One of the current problems with bringing young people into the profession is that editors and educators no longer have the aura of excitement about journalism as a career as they used to. This, therefore, rubs off on the students and they no longer see this as an exciting career choice. Journalism has always had less than competitive salaries, yet young people wanted to enter the profession because they felt they could be making a difference. Today, because of the stress on the bottom line and much of the less-inspired leadership at many newspapers, our young people no longer feel that there is any way to make a difference. That fervor needs to be brought back into the newspaper business once again. One still has to get back, though, to the less competitive salaries because entry-level salaries have to be improved and newspapers have to decide to put a little less to the bottom line and a little more to get the better people into the field.

<u>A2</u>   Educators need to use professional standards in their classrooms, be realistic about the industry by being honest with their students. Run the classroom like a newsroom. Make students proud to be a journalist. Pass on the excitement and responsibilities of the field to students.

Editors need to develop emotional supports for young journalists thru mentor programs. Give them realistic assessments of their work. Guide their careers. Discuss issues with them.

<u>A3</u>   1. Internships (multiple); and

2. Educator/practitioner partnerships are essential.

3. Eliminate the language skills pre-test barrier and use pre-test as skills sorter. Require those who don't pass to take a "basic training" course offered <u>by the school.</u> The entire economy is <u>flat</u> with little advancement. Journalism just got there first.

<u>A5</u>   This is an age-old problem. We simply must raise salaries. At the same time, we have to develop the master concept to make reporters feel a part of the paper.

<u>A6</u>   Ideally journalists should have "fire in their belly." Many students develop that fire in high school, and the sheer joy of being able to work in their chosen profession is enough to overcome their surprise at the reality of newsroom work. Earlier contacts with high school and junior high school students and better tracking and mentoring are the best approaches editors and educators can take.

<u>A7</u>   The marketplace <u>will</u> turn it around. As a more competitive situation develops with new technologies, the industry will not be able to tolerate a high (25%) turnover rate,

and salaries will go up. Salaries are <u>not</u> the consideration -- better management for staff will help improve the situation.

Managers need a better understanding (thru more management training) to learn how to motivate and challenge the staff.

<u>A9</u>   My colleague calls it the "fire in the belly" of commitment. I see few journalists with it these days and owners seem determined to quench it. I think the new electronic media, in which a whole new set of journalists is created, will probably rekindle the fire.

<u>A10</u>   Exciting changes are occurring in journalistic writing and research. These changes need to be brought to the classroom in a way that captures the interest and commitment of the best of those students who are considering careers in the field of communication. Editors, then, need to create and preside over a newsroom environment where young journalists are allowed (encouraged) to keep growing in these journalistic skills and where they are compensated for their work with wages and benefits comparable to those in similar careers (such as teaching and public relations). This can go on not only at the large newspapers, but at the smaller dailies and weeklies where many journalists enter the field -- and are too often discouraged from staying with it.

<u>A11</u>   The simple answer is for journalism management to get some ethics. If ownership and management could be convinced it has a moral obligation to compete with other professions for the best and brightest, much of the problem would be solved. We have to question the social ethic of an industry that cries poormouth when its profit margins drop below 20%. However, that attitude is understandable when we recognize that ownership and management increasingly come from the ranks of those who speak the language of

commerce (the "use and be used" language of the MBA) rather than the language of journalism (the language I continue to believe is framed by a constitutional mandate of freedom and stewardship). Perhaps the trend of pencil-pushers moving into top management can be reversed if more of the truly dedicated journalists in the trenches would aspire to management and would hold to their journalism ethic while climbing the ladder. While climbing that ladder, they might do well to learn the language and skills and perhaps even gain the formal education of management types, but maintain their dedication to the calling of journalism. The journalistic heroes I know have managed to do just that. The owners and managers I disrespect continue to think of journalism as just another commodity. In short, its a question of values.

Meanwhile, educators must do more to recruit and inspire the best and the brightest, exposing them to the most positive and successful role models in the profession rather than mumbling about the knuckle-dragging, mouth-breathing moral troglodytes in journalism management. If journalism education could become more of a green-light enterprise, seeking to empower students, and eschew its tendencies to be red-light, constantly fixating on the negative, part of the battle may be won. And, instead of bitching about the low starting salaries, let's circumvent that trap by refusing to supply fodder to the troglodytes; let's tell the recruiters and editors that we're not going to send them good students to work for food-stamp wages; let's let them meet and be impressed by our best and brightest, who will go elsewhere -- even, God forbid, to law school -- rather than become indentured interchangeable cogs in the corporate machine. Let's also remind the recruiters that mediocre products of our schools of education are guaranteed

nine-month starting salaries far in excess of what the recruiters are offering our stars for twelve months.

There is no simple answer to this question. I'm not expecting a paradigm shift; there are too many forces working against what I propose. But if we educators look at this as an opportunity to inspire one good student at a time, and if we work more closely with individual members of the "profession" to find how together we can improve the product and the lot of our graduates, society will be better served. (One pragmatic suggestion: AEJMC and SPJ should do a lot more work with journalism management groups. Educators should do more practical research that would be of interest and value to the business -- perhaps even some propagandistic research that shows journalism management what's happening to "the best and brightest" students who have turned their backs on journalism.)

A12   Writers at non-guild papers may want to consider bargaining collectively through ad hoc committees that will not be charging them exorbitant dues. Qualifier: they should be the talented writers, whom management could not afford to fire and replace with mediocre or inexperienced writers.

Young writers also need to be made aware of the opportunities for free-lancing to enhance both their incomes and their portfolios.

A13   I am not optimistic about what can be done to deal with this problem since, in large part, it is structural. More and more owners are far removed from journalism, don't think like journalists, don't empathize with journalists or journalism, and therefore pursue pure business goals. Journalists become either expendable or replaceable. There are

exceptions, of course. But even in media organizations that still possess the journalistic spirit of accuracy and public service, morale is often low and employees feel they are in cul de sacs. Unionization doesn't seem to make that much difference.

A14   More scholarships ought to be provided for promising high school students interested in journalism. Higher education and industry should work together to identify these students. Industry should make efforts to give them summer internships and to promise employment if they do well in school. The industry should work with the most outstanding journalism schools to facilitate recruitment of excellent prospects.

A15   While less-than-competitive salaries, limited opportunities for growth and advancement and increased demands for production that are based on other than journalistic considerations are significant problems in journalism, I believe the solution lies at the other end. That is, we need to do more about recruiting talented young people into journalism. While I join the chorus of complaints about salaries, etc., we always seem to have young people who want to enter journalism, and we always seem to have people there to do the job -- indeed, some very talented people. The major is for journalism -- and this is particularly true of those of us in higher education -- to recruit the brightest young people form the high schools and middle schools and even grade schools. We have done nothing to compete with lawyers, etc., in terms of letting young people know the value of being journalist. In spite of these problems, it remains a profession through which idealistic young people can earn a modest living and make a social contribution. That's appealing to young people, but we don't do anything about it other than wait for accidents to occur when they make their life choices.

<u>A16</u>   Newspapers need to stop acting like television, catering to froth and celebrity, and instead play on their strengths: depth, completeness, perspective. Students get excited about journalism not because they can write about Princess Di's underpants, but because they can play a key role in making Democratic government and a market economy function the way they are supposed to function.

<u>A18</u>   The editors and educators could join forces to more consistently offer meaningful internship opportunities to the students while in college, and devise means to keep in touch with promising students after the internship is over. Aside from that, there is only one answer: raise the salaries. Present-day journalism organizations owe something to the future of the profession.

Statement 2

<u>P1</u>   It is essentially the responsibility of the news manager to ensure that the journalists under the manager's supervision maintain the ethical standards demanded by the news organization. (In our case, the standards are very high.) Severe discipline is meted out for any and all transgressions. Rarely is it necessary to educate our people on what is or is not ethical. By the time a person is hired to work in a market this size, they are presumably well-grounded in issues of professional ethics, and have forged their own, individual set of values and ethics.

I do find it necessary, however, to employ a kind of continuing education in ethics issues, since those issues are subject to constant change and evolution. We hold monthly

group sessions, for example, with reporters, in which ethical issues are discussed in general, or as a result of a specific incident. When necessary, we hold similar sessions with others. We recently scheduled a session to discuss the ethics of live reporting with producers, editors and photographers, jointly. These sessions may not always result in consensus, but they do provide a thermometer that the group as a whole can read as a measure of the organization's general sensitivity toward these issues.

P2   1. More "Fred Friendly" Socratic-type case study courses on ethics

        2. Newsroom seminars on ethics for reporters, editors, and managers

        3. Ethics seminars for publishers, op-ed staff and editorial boards

        4. Stress "balance" and "fairness" as pragmatic goals of journalism, especially deadline journalism. Let's get rid of the self-deception that we pursue "truth" and "objectivity" as these goals are themselves subjective.

P4   Schools of journalism and professional associations must work to improve ethical decision-making.

P5   There is little the industry can do as a whole about this problem. But employers can go to greater lengths to make sure they are hiring qualified people. Everyone makes mistakes, and we all learn from them. It's important to spend the time in smaller TV markets and writing for smaller papers so those mistakes impact fewer people. It's also important to teach students and constantly remind employees of the human element. People not business or industry are on the other side of our work so when it comes to making a snap decision we should error on the side of caution.

<u>P6</u>   Keeping wisdom, judgment, compassion and professional ideals in balance/harmony with technological advances is getting tougher. Those who embrace technology don't take much time to reflect -- look at the lesson of "Jurassic Park" -- it is only an illusion with control that we boast about. You get some young inexperienced TV crew on the informational networks like C-Span and CNN and grievous harm can result if anyone clever enough to fabricate a big story does so for immoral or political ends. Think about 93 million people watching an O.J. spectacle involving heads of state of foreign lands, suicide bombers, etc. That's the dramatic worst case and it may take such an incident before we understand how vulnerable we are to manipulation and how devastating it can be. Today, before it gets out of hand, journalists/editors need to once again assume their roles as responsible gatekeepers. Some things simply should not be aired, heard, reported.

<u>P7</u>   The number two item to come under attack when budget crunches hit, behind internships, is training. And even when training opportunities are present, usually it is the nuts and bolts writing and reporting kinds of workshops people get sent to. What media companies absolutely must do is have ethics training.

It doesn't have to be a workshop you send people away to. There are enough media ethics experts around that newspapers and TV stations could bring them in to do workshops in their newsrooms. Heck, every newsroom should have an editor who has it written into his or her job description that he or she is the newsroom ethics person.

Ethics is something we give a lot of lip service to but no money. Media companies must invest money in ethics training. Journalism schools should also invest money in ethics training. This isn't something people are born knowing.

P8   Ethics is a matter of trial and error. You make a hard decision and hopefully you learn from it. It's not a science. It's a learning process. Take the time to study your decision-making process when deadlines aren't an issue. I've heard that the people who make the best decisions are those who constantly put themselves in gut-wrenching situations. Force yourself to make decisions, tough ones, under deadline and the analyze how you came to that conclusion. Alter it, if necessary. It's a learning process. Compare your pressure decisions against the ones you made when you had the time to think. LEARN.

P9   Media must establish on-going professional development programs using in-house personnel. Consultants, Poynter Institute-type opportunities utilize the Japanese model for "quality circles" to enhance the ethical environment. Establish first-year J-school courses in ethics, utilizing current events, not just historical ones, as the basis for discussion and study.

P10   Editors must recognize the importance of discussing the problems and ethical dilemmas that other media face before those same situations develop in their newsrooms. A few inexpensive ways to bring ethics into focus for staff include holding brown-bag discussion sessions, sending staff to press association workshops or giving them articles to read from trade association journals.

P12   Strong experienced managers must always be on hand. These important decisions should not be abdicated. There is a need to teach others through personal experience. Again the philosophy is "grow your own."

P13   Good ethical decisions under fire come from journalists with a solid base of experience, common sense, true empathy and compassion. The short turn-around from decision to action demands greater attention to the reporting. News managers set the tone. If they shoot from the hip -- their staff will do the same.

P14   Let's not be too judgmental here. Most journalists with whom I have worked these past thirty years worry a great deal about doing the "right" thing. I do not expect that to change with the speed and independence new information technologies will present. What we have here is essentially a management problem new to print publications but not new to broadcast operations with their mini-cams. Management has to set the standards to be followed in release of information via new information services. If a journalist fails to grasp those standards, the chance is very great that they have not been well conceived. If that is the case, that is not the journalist's fault. The key to sound, ethical decision making is a management vision of wanting to be known by the integrity it strives to keep.

P15   I've long been an advocate of newspapers adopting their own ethics codes and publishing them to make themselves more accountable. This one part of the process of developing and nurturing an ethical culture in the newsroom, but it's an important part. I also believe in the utility of newspaper ombudsmen and news councils as part of the business of making ourselves accountable.

<u>P17</u>   Possibly some seminars to help journalists make those decisions when the time comes. Guidance from news directors.

<u>P18</u>   How do you solve this problem? It must come from the top down. If management doesn't stress or bother about ethics in journalism, it won't be found at the lower level where facts, information and stories are produced and written. Unfortunately, too many people in those management positions are thrust into them because of experience. Ethics in journalism must be stressed. It must be enforced by News Directors, News Editors, Managing Editors and publishers. It must be part and parcel of every story produced and written.

<u>P19</u>   The simplest solution would be to institute some sort of national ethics-enforcement plan. Perhaps a group with authority to punish and even ban journalists who consistently demonstrate terrible ethics.

But unfortunately, I believe in the First Amendment. It either works or it doesn't. If it doesn't work, then we don't really have a profession.

So all we can do is hope the leaders of our industry work to instill and teach a sense of ethics to those joining the profession. As a profession, we must adopt a no-tolerance attitude toward those who seem to lack the ability to make ethical decisions.

In cases where terrible decisions have been made - for example, rigging truck gas tanks so they explode on camera - punishment must be swift and public. We are very quick to punish, via news coverage, politicians and other public figures who make poor ethical decisions. We should hold ourselves to the same standards we hold others.

P20   As many newsrooms now require reporters to attend seminars on libel, editors might also require reporters to attend seminars on ethics, such as those put on by Poynter. But, generally speaking, this is a problem the industry will be hard pressed the address. Ethical people will make ethical decisions in their reporting and unethical people won't.

P21   The industry needs to push ethics training. The SPJ workshops I've attended in recent years have been educational and fun. we need to get the word out that learning to do ethics is easy, helpful and interesting.

A1   One of the problems is that we really do not teach a great deal about ethical decision-making in our journalism classes. We need to take a new look at the role of journalism education in training potential journalists to make good ethical decisions. That's not something that is learned at once on the job, but it is something that is taught and practiced throughout one's education and one's career. In addition, though, we still know that a lot of media outlets do not have codes of ethics that they, themselves, subscribe to and this does not help the situation either.

The industry should do more in training journalists in ethical decision-making; running seminars on the topic within newsrooms would be the most helpful. Editors have got to realize that this is a problem. We discuss this at SPJ meetings, but the real place where these types of issues need to be dealt with is at APME, ASNE, and NNA, where those who are in charge can make the decisions to run these types of seminars. We also need to deal with more specific protocols dealing with the new technology so that people do have guidelines. The individual professional organizations, such as NPPA and SND,

need to take the leadership role in getting word out about ethics and the new technology with which those folks deal every day.

A2   Need to have more Poynter Institute type seminars in classrooms and newsrooms. Take time out of the workday for such seminars so that it is seen by everyone to be an important part of the industry.

In the classroom, give students as many case studies as possible.

Put together a newsletter for the workplace of articles about the issue. (Can be original essays of employees or from published magazines and newspapers.)

A3   Yes -- teach them by classes in J-school and workshops in the media outlets. I don't know what this means -- journalists can shine and, given training - can be fair.

A5   Yes, but we need to send our people to one-day seminars where these issues are confronted before the fact.

A6   Every j-school program should have a separate course for ethics and should be an integral part of every other j-school course. Additionally -- newsrooms should have brown-bag lunch sessions at least quarterly for discussion of ethical issues. Trade magazines and organizations should make mention of ethics at every program/issue.

A7   Strong courses on ethics must be a requirement in J-school programs. However, editors need to learn systematic ways to work through ethical issues -- no more "seat of the pants" or "my gut feeling" lazy answers for tough questions. Editors often sneer at "Ethics" classes but they do provide a framework for young journalists to use.

A9   Probably _education_ is the key. _Training_ has pretty well destroyed the potential viability of journalism. Throw out _new values_ and teach students to _think_ about what audiences need. J[ournalism] training has, for the convenience of instructors, tended to become rule bound and thoughtless.

A10   In all but a few journalistic endeavors there will be some point of control over decision-making. There is no guarantee that those working at these points will be well versed in ethical considerations, but they may be because of association over a period of time with other journalists, especially through organizations of journalists. It is imperative, then, that these organizations continue to provide mechanisms for developing and teaching guidelines for ethical decision-making and forums for their discussion. Ideally, society at-large will create an expectation of ethical journalistic conduct that no practitioner, no matter how independent, will be inclined to ignore. Toward that end journalistic organizations have to include the general public in their discussions of journalism ethics.

A11   I am probably less chagrined about this argument than many of my colleagues. That is because I spend most of my teaching, researching, and consulting energies on this very issue, and I have sensed dramatic changes in the journalistic decisionmaking skills in recent years. Notwithstanding all the horror stories about ethical malfeasance, there is plenty of evidence convincing me that journalism ethics is a growth industry.

There are more journalism ethics courses being taught, more books and articles and seminars and professional growth opportunities than ever before. I have dozens of books on journalism ethics now; 20 years ago there were almost none on anyone's shelf.

As [position with a scholarly journal], I have read at least 500 scholarly articles of journalism ethics in the past decade. My file cabinets are bulging -- at least eight drawers are jammed with clippings and articles from popular press, trade publications, and academic journals about journalism's efforts to resolve its ethical dilemmas. Hundreds of working journalists each year each year work intensely for several days to a week at various ethics seminars at the Poynter Institute, and some three hundred educators have taken a week-long course in teaching journalism ethics, under Ed Lambeth's direction.

Journalism ethics is an agenda item for the public, as well. It is learning a great deal about the subject by following such stories as Janet Cooke, O.J. Simpson, et al., in which journalism's underbelly is exposed for all to see. The industry cannot help but have an examined life when its product is so public, and all those it touches have begun such an examination. It is no longer sufficient for journalists to just say, "Oh, that's just the way we do things." I don't know any journalists who have not been forced to explain their own and their colleagues' decisionmaking process.

This is not to say the problem is solving itself. As your question suggests, given new technology and a faster-paced, more competitive environment, the decisionmaking skills must be refined much more than they have been. I am delighted with the quality of the skills developed by my own students, and by the responses I receive from working journalists when I do short courses and workshops. But most remain genuinely concerned that their philosophically-based decisionmaking process must be streamlined, that there is less time "in the field" to make good judgment calls. However, after years of working in this field, I remain convinced that occasional seminars and refresher courses and a

newsroom that encourages "ethical debriefings" are extremely valuable. (It is encouraging to see how many trade groups and individual media are engaged in writing or rewriting their codes of ethics.) Once journalists have clarified such concepts as their role in society, their fundamental duties, their conflicting loyalties, and their own and their company's value systems, the decisions are much easier to make. If one articulates such concepts in the peace and quiet, before and after having to handle to handle ethical dilemmas, the process becomes almost instinctive. It becomes principal -- based on articulated principles -- rather than dogmatic. (Indeed, one national study [respondent and co-author did years ago] proved that older, open-minded, thoughtful reporters and editors made defensible ethical decisions much more quickly than most of their colleagues, convincing us that learning ethics is much like learning other professional and trade skills.)

A12   This issue should be incorporated into media law and ethics courses, but could also be addressed through symposia jointly sponsored by journalism schools and media entities, or through such organizations as SPJ. Another possibility is one-day workshops in which participants are organized into editorial staffs and presented with a hypothetical ethical dilemma.

A13   Again, solutions are the difficult part of this exercise. The practice of any kind of ethical decisionmaking will be an evolutionary process. Hopefully more and more journalism students will enter their careers with better honed ethical sensitivities and some knowledge of how ethical questions can be approached. In time, some of these people may be able to organize their newsrooms into a group engaging in continuous ethics dialogues. In time ethical dilemmas would be dealt with in some systematic fashion and

staffers would be able and willing to challenge management on ethical issues when necessary. Small group, self-regulatory systems are what I envision as a solution, however idealistic that may sound. Externally, it would be necessary for organizations in the field, both professional and academic, to continue convening meetings, conferences, conventions, and workshops where ethics was a major part of the program and agenda. In other words, keep harping on the topic until it enters the consciences of practitioners.

A14   More attention to ethics should be given in the newsrooms and in the classrooms. It is extremely important, however, for the public to be made part of this process. The public should have more opportunity to understand how journalistic decisions are made and to register its views. Thought should be given to reinstituting the National News Council.

A15   The answer, I believe, is in education at all levels. If we provide the kind of guidance needed at the high school level, and if we do the job correctly at the college level, we can improve the chances that we will have thoughtful people in journalism. I believe we need to stress even more the liberal arts component of journalism education. We should require more philosophy, for example. And we must do a better job in journalism classrooms of stressing ethical thought processes. Since learning never ceases, we need more on-the-job discussions of ethical issues, perhaps even newsroom workshops. we kid ourselves when we say journalists are too busy to continue learning.

A16   Make Journalism Ethics classes mandatory at accredited schools and departments of journalism. Those classes must include training in how to make ethical decisions on

deadline. Education is the first step to anticipating problems and learning how to resolve them.

A18   Course material on ethics should more prominately in the standards for journalism education, as articulated by journalism accrediting organizations. Colleges must make instruction on ethical decision-making and integral part of journalism education.

Statement 3

P1   This is simple. We won't enhance pictures unless it is necessary for telling the story; and we will not show an altered picture without first explaining the alteration and the reason for it, to the audience.

P2   Just say no!

P4   Media must have firm policies about not manipulating photos. More important, they should not manipulate or withhold stories.

P5   As technology advances there will be more and more opportunities to cross ethical lines. It's important to teach and re-iterate the need for telling the truth, no misrepresenting the fact; not staging news. When publications cross those lines the industry as a whole loses credibility, and the public becomes more and more suspicious. Integrity is the key, and if we lose trust, we are no longer able to do the job the mass audience needs us to do.

P6   Train people not to alter truth. If they are telling, showing, broadcasting the truth, the whole truth and nothing but the truth they are serving journalism's highest mandate.

To falsify that truth, to alter that truth, is to do great harm -- so don't rig the gas tank, darken OJ's face or erase the Coke can on the end table because it's not aesthetic -- don't even darken the blue sky behind Challenger to highlight the red and oranges of that tragic incident. Remember that the Hindenberg was just as frightening and masterful a shot in unvarnished black and white.

P7   This is a Pandora's Box. Once you've altered one image, you can and probably will alter more. And once you've done it, you've sacrificed your credibility for good. Thus, media companies must enact policies against manipulating an image's content. This policy must be strictly enforced. If it is breached, it should be a firing offense. This is a good way to make sure photojournalists and photo editors take the policy seriously. The media cannot afford further erosion of its credibility.

P8   This is done everyday. Even the smallest papers have the technology. And it's so easy to alter in the name of enhancing an image, just like "dodging" and "burning" used to be in a darkroom. At my paper I "tweak" my photographers' ethics by constantly, albeit friendly, reminding them that manipulation isn't an acceptable practice. All four now understand. It's a matter of education -- but don't just say its wrong. Explain how it's a form of lying -- like misquoting someone.

P9   Establish voluntary standards for labeling non-reality visual images, and educate the public about terminology.

P10   It is key to have graphic artists and photographers take part in ethical discussions -- so that the pitfalls and standards for digital manipulation and illustration are clear to them. It also needs to be clear throughout a newsroom (copy editors, layout editors,

photographers etc.) that readers should be given complete information, through labeling, about photo illustrations.

P12   This concern must be high on everyone's list ... not so much as it may pertain to "in-house" manipulation but rather the manipulation and influences. Again, strong editorial control and guidelines, (awareness is the key) by top newsroom management must be exercised.

P13   It is the responsibility of news managers not to distort or manipulate photographic images on a story. These distortions are simply inaccurate and irresponsible.

P14   Courts of law are turning skeptical eyes to photographs that they would not have questioned in the past because judges know very well how information in a photograph can be distorted. Journalism has a responsibility to protect what computer scientists describe as data integrity. In the case of journalism, the "data integrity" is the information on which a free society makes its decisions; if that information is in error, wrong decisions are made. A case in point is *Newsday*'s cover photo that gave the false impression to many that skaters Tonya Harding and Nancy Kerrigan were skating together when in fact it was a computer manipulation.

P15   I don't have a specific solution for this except increased attention to the potential abuse, from professional groups such as APME and NPPA.

P17   Don't really see this as an overwhelming problem.

P18   Is this not an old problem which has existed in journalism for time immemorial? It is not simply the narrowly defined question of 'digital manipulation of photos.' What about digital audio in radio? What about digital manipulation in video?

With digital audio it is possible to make someone say something they didn't.

This matter of increased technology creating more concern over the ease of distorting the truth challenges journalists daily. The real challenge as a journalist is to achieve and maintain honesty in reporting, credibility and truth. And it is a challenge to make sure it is enforced upon colleagues in journalism, making sure their product is factual and true.

There can be no bending of the truth in this arena. No enhancing of photos or audio tape. There can be no misrepresentation of the truth.

P19   This one is easy. The simplest way to solve this problem is to allow no significant altering of photos through digital manipulation. The only alterations allowed should be those things such as lightening a darkened area of the picture so that details are revealed. Nothing should be moved or eliminated, except through standard cropping techniques.

If we feel that further digital alteration is necessary, then the photo should be clearly labeled as a photo illustration. The photo credit should read "photo illustration by". And any significant changes should be noted in text accompanying the illustration.

A picture is supposed to represent as much reality as we can offer. It is supposed to put the reader at the scene. If we alter the photo, we have altered the scene and therefore have lied.

P20   I don't know enough about this technology to discuss it.

P21   Teaching and training are the obvious answers.

A1   As a continuation of the last question, digital manipulation of photos does, indeed, give us a great deal of leeway in changing things. Strong ethical codes in the newsroom and strong ethical codes by NPPA and SND can go a long way toward letting people know that this is something that must be used with care, and it is something that should never be done on the news pages. The credibility of the media is at stake because of what the new technology allows us to do. The media need to make it very clear to the public that this will not be tolerated; this begins by working with staff and having strong ethical codes and protocols that state that this is just not something that we do.

A2   Pass legislation to make it illegal to manipulate photos.

Professors need to discuss this in class.

A3   Set up strict guidelines and label all changes. AP and copyright laws can help = "o" [circled in original response] is original except for cropping and shading; "m" [circled in original response] - manipulated; not true image.

A5   The key is education -- training for young journalists to resist this flirtation and seminars by NPPA and editor's organizations on the importance of documentary photographs. And fire anyone who fakes or sets up a picture.

A6   Each newsroom should develop a policy manual on digital manipulation and stick to the policy. Alteration of the policy should only occur after lengthy discussion and permission from the top editor.

<u>A7</u>   The result is a huge loss of credibility for all media. Just as <u>ads</u> must be labeled as ads, so must photo illustrations or "enhanced" photos.

We need to educate the public to what we have done to photos.

Better yet -- Don't Do it! Just because we have the technology doesn't mean its good for newspapers to use it.

The trade off of the new toys costs too much in terms of credibility.

<u>A9</u>   Only the moral conscience of those who handle photos will save them. These folks, & others, will have to dilute their selfishness and step outside themselves to <u>serve</u>, rather than to manipulate. When a photo is digitally altered, the audience is manipulated as much as the photo.

<u>A10</u>   Beyond the individual commitment to truth that MAY exist within those at the controls of the manipulative technology, I despair of creating a solution. It just seems to me that it's too easy to do this kind of manipulation and get away with it. That may change as means of detection become as sophisticated as those of manipulation. And that detection may become more significant as ethical media become more willing to blow the whistle on those in the media who indulge in such manipulation. I also can see this as an area in which society may be willing to seek means of prosecuting and punishing such distortion. After all, we have laws now in the areas of advertising and privacy that indicate a lack of tolerance for such activities. The threat of such regulation may help restrain abuse of the technology.

A11   Given every other ethical concern now facing journalists and their audiences, we

might as well worry about whether photos and video are still (were they ever?)

truthtellers. The tools are readily available for easy manipulation of images. Fortunately,

even the public now knows of their existence, and has been put on alert.

One argument is that photos have always lied...in the taking, the framing, the

developing, the cropping, and the printing. By and large, however, the public tended to

believe that news photos were representations of reality. Now, in this post-Forrest Gump

world of awareness, even the lay public is not so sure.

Recent object lessons that I find encouraging include *Newsday's* doctoring of

Tonya and Nancy; *Time's* darkening of OJ, and the *National Enquirer's* bruising of

Nicole. "Encouraging?" Yes, because the public outrage and professional soul searching

that followed put all of us on alert. Our first response of new technology is to put it to

questionable uses, to test its limits. Now that we've seen what we <u>can</u> do, we're starting

to ask what we <u>ought to</u> do. Discussions in professional photography journals and

organizations reveal that we're very concerned over meeting our truthtelling obligations,

and perhaps even more concerned over our credibility. Protocols and codes have been

developed, and responsible media are learning to distinguish news photos (which are not

to be doctored) from photo illustrations or ads (which can be). The key will be full

disclosure, something even the editors of *Time* magazine may soon learn.

A12   Imposing statutory bans on digitally altered photos would infringe on the First

Amendment and could prove more destructive that the ethical violations themselves. The

best solution for this abuse is massive jury awards against offending media and in favor of plaintiffs in false-light privacy suits.

A13   No doubt. But it has always been possible to foist a fraud on the public. Now it's simply technically more easy. My answer to the preceding question covers this I believe, so I will say nothing more except to note that Internet, bulletin boards, etc., permit more and more people to communicate with larger audiences anonymously and without accountability. The law is just beginning to develop in these areas, and for the future this will be rich field for inquiry.

A14   New rules to govern professional behavior should be set up. These should be incorporated in stylebooks. Conferences should be held - perhaps with foundation funding - to consider this issue. The public should have some way of knowing whether the pictures in a publication are "doctored" or not.

A15   Again, education is the key -- in the classroom and the newsroom. Beyond that, peer pressure must be placed on those who would misuse technology. This can be done by the hiring agency and by journalistic organizations. Let's place the same kind of effort into monitoring our own business as we place on government. For this problem (and for many others in your listing), we need more ombudsmen, reader representatives, etc., to provide constant monitoring and public criticism.

A16   If photographs are going to continue to have any credibility whatsoever, the media will need to take firm, prophylactic measures. The most important such measure is a flat-out ban on the manipulation of any news image that is captured electronically -- a ban that is communicated to staffers and readers. Violating the ban, even to remove a piece of

debris from the photograph, should be a firing offense. Art that is used only to illustrate some written work -- for example, on a food page -- should clearly be labeled as an "illustration."

A18   The issue of photo manipulation must be addressed in professional journalism standards. Perhaps it's time for news organizations to adopt a code that would address all situations where photo or video enhancement is possible. Such a code should at its heart state that enhancements which alter the photo or video in such a way as to change one's impression of the information depicted should be considered unethical.

Statement 4

P1   We will sacrifice speed for accuracy. If the event is of such magnitude that speed is essential (for purposes of public safety, or whatever) we will very carefully report that the information we are dispensing is not complete or verified. I think this is one of my most dreaded television clichés: "The details are sketchy...."

P2   This situation exists already, although the time frame for decision-making is compressing. Look at other professions and you see the same thing. Take lawyers (take them all, please!). Used to be they would exchange briefs (and threats) by mail, then it was by FedEx, then by fax and now by modem. A premium is put on a quick response rather than an accurate one. For journalists, the situation is no different. Still, what I think will happen is that CNN-type TV will bring you increased quick video and increasingly inaccurate breaking news. Will the other networks, the wires, the daily newspapers and bulletin board services shift their emphasis to provide additional layers of news in depth? If they don't, the information highway is going to be little more than a road filled with Yugos, all gray, and all driving 70 mph in a 55 mph zone. The only thing worth watching will be the crashes.

P4   Take the time to check the facts.

P5   As it becomes easier to produce live TV, we will see more and more ethical problems arise. Anytime you go on the air live you are taking a risk. Reporters must be taught the importance of separating the logical from the fantastic. Again the human factor comes into play. The failure to double check facts or thoroughly analyze a situation can

obviously produce sloppy reporting. That can hurt people, families, or businesses. Reporters must realize they are not just telling a story they are impacting lives.

P6   There is no reason this must occur and it goes on all the time. I teach my young reporters "when it doubt leave it out." Take a lesson from the CNN crew in Baghdad -- they let us see and hear a city under attack. They described what they saw, heard and knew to be true. It took additional reporting, government press conferences and foreign reporters to gain a complete picture. It serves no purpose to speculate, let the power of the technology bring us the image and give everyone the facts as you learn them. Sorting out what is going on without having a clue practically guarantees misinformation will be broadcast/reported. editors/news directors: digest what you are seeing before you air it -- or you will surely err.

P7   This is a tricky one. The media is and has always been about timeliness. But it also is and always has been about accuracy. I think the solution in this area lies with good editors. Editors should be trained on making these kinds of decisions. All too often editors are given the job because they are good reporters. When then get into the job, they have no training and are expected to get by on instincts alone. That won't cut it, especially when dealing with this issue.

Individual media companies need to address this issue with workshops for editors and additional "Timeliness Training." I know I'm beginning to sound like a broken record here by continually saying training is the answer, but I sincerely believe it is. In the frenzy, someone has to make that decision and that person is an editor. The best way to improve

that decision making process is to improve the skills of the decision maker. The best way to do that is to train them.

<u>P8</u>   Do they do this now? Nearly all of these potential problems can be resolved by education. Sometimes, in the heat of competition, it's difficult not to "pull the trigger" on unconfirmed info, especially when less ethical counterparts are doing likewise. Resist, my children, if it's wrong you come out on top. If not, you're behind. But only for a time. Next week, no one in the public will know you held off and got beat on "X" story. That's why stations have to run house ads telling you who got the story first. No one remembers.

<u>P9</u>   This has been happening for years already. It is a matter of ethics and standards and Item 2 would address this situation quite directly.

"Media watch" critics should be encouraged to assess reporting in terms of accuracy when live coverage is involved, perhaps leading to a rating similar to the airlines' on-time and complaint records.

<u>P10</u>   Editors CANNOT let down their guard when it comes to ensuring the accuracy of information that is to be published/broadcast. There is nothing new about the "scoop mentality" and the way it can interfere with good judgment. In a highly competitive marketplace, however, being wrong or incomplete is as dangerous in maintaining or attracting readers as being scooped. The cost of errors ought to serve as a check on any editor or reporter who is tempted to be lax in checking out the completeness and accuracy of information.

<u>P12</u>   Managers must be willing to stop a story "dead in its tracks." This can certainly

hurt a show for a moment. However, in the long run it can save a station's reputation.

Reporters and producers must feel free, indeed be encouraged, to prevent at all cost,

misinformation from reaching the air.

<u>P13</u>   Again, it is a management responsibility to ensure that reporters check their

information. Zeal and "frenzy" are no excuse for bad reporting.

<u>P14</u>   Again, this is a management problem. Reporters are given so much false

information that expressing doubts about it is routine. In the new environment, reporters

and their editors must have a clear policy that says: "We do not go live until we know for

sure."

<u>P15</u>   I don't have a facile reply to this question.

<u>P17</u>   I've never experienced that -- the motto is, when in doubt, leave it out.

<u>P18</u>   Remember that old journalistic quip? "I had one helluva story until I made one

more phone call." It's true. It's happened probably to every working reporter alive. And

yes, the danger in enhanced by the growing speed of information transmission.

However, on the other hand the same speed of information transmission can work

to help you as a journalist to confirm or verify a story. Make the speed work for you,

easing the dangers of falling into the abyss of untruths. I opt to look at this increased

speed in seeking and obtaining information as a greater tool to find the truth faster! More

quickly! The amazing growth of technology in journalism should not be looked upon as

an evil in our efforts to find the truth. We should accept it willingly and bear in mind that

it is incumbent upon each of us as a journalist to continue to maintain our practices of ethics, certain morals, and standards of good journalism.

P19   We must strive to do what we are already supposed to do. An old editor once said "Get it first, but first get it right." It's simple, but very true. Speed is no excuse for sloppy reporting. We must do our best to confirm facts and give everyone involved a chance to respond. But at the same time, we cannot allow stories to be stopped or delayed because of stone-walling by sources. Make an honest effort to verify facts and then go with the story. The answer to this question and #2 are strongly related to question #1. If we hire and retain good journalists, these problems become less important and may even solve themselves.

P20   I don't see this as an increasing problem. It has always been a problem, and it's usually been driven by competition. That problem has somewhat been offset -- at least in [town name] -- by a lack of competition ([town name] is a one-newspaper city), which gives reporters more time to verify information before publishing or airing it. Otherwise, we have libel laws and have seen some huge awards against media outlets in recent years that serve as a deterrent.

P21   There has never been enough time and never will be. The old admonition, get it fast, get it first and get it right, still applies. We need to find a way to make sure that owners and managers understand the ethical issues involved.

A1   The rapidity of information transmission has always been a problem in fact checking. Students need to be given the best foundation they can possibly be given in journalism schools about newsgathering and fact checking. With a solid background, even

if pushed, they should question something about which they are not sure. However this again deals with management and if you have a strong stand on the part of management that the accuracy of a story should not be sacrificed by getting on the air quickly or by going to press quickly, this will go a long way toward solving this problem.

A2   Establish a safeguard person through whom the reporter must check the facts.

Have a newsroom policy of not going live until the facts have been checked.

In the classroom, discuss the dilemma of beating the competition and get ratings vs. being accurate. Establish the importance of integrity in the industry.

A3   Set up ethical guidelines - a 2-editor rule on all "live" decisions.

A5   It already has created problems, this desire to be first with the least. There is never enough time, but editors, as a group, must commit themselves to taking a step back and waiting a while to make sure we have the most complete facts.

A6   Anytime a reporter is going to use unverified information the reader/viewer/listener needs to be told.

Reporters should be warned that unverified information should be used only in rare instances and then only if a disclaimer is used.

A7   Again, just because it's possible doesn't mean we should do it. As a medium, speed and competition will kill our credibility. Print media need to save what we can of credibility because that's the last place readers can go for reliable, accurate information.

Let the TV dash madly forward only to have to backtrack and correct the news later. Newspapers need to check and double check so readers can trust the news they read.

A9   A higher level of knowledge will be needed by reporters & editors. This comes at a time when the knowledge curve is declining for these groups. If they can be sensitive to the possibility of error they can correct it. Many journalists are becoming doormats who refuse to learn any more -- more knowledge is a threat to them.

A10   Solutions here begin at the level of newsroom management with its insistence that being first is not as important as being accurate. That, in turn, will encourage individual journalists to take the additional time to check facts without fearing censure. In the absence of such newsroom policy and its fair, even-handed application, the ethical journalist will be at risk for following the right course. At the education level, part of learning the technology must include learning the inherent shortcomings of the technology as far as its accuracy and reliability.

A11   We should not be surprised to find a new ethical dilemma and new standards of reporting emerging from information power surges. Journalists who make much use of electronically delivered data have long been aware of the potential for error. Computer-assisted journalism (CAJ) discussions usually contain warnings about rushing to judgment; about drawing false conclusions from dirty data; about relying upon data that have been entered by careless clerks keystroking from forms produced by bureaucrats or law enforcement agents or other clerks who may not have very refined language or spelling skills or dedication to accuracy. CAJ discussions also warn about misusing data -- writing

stories based on commercially-gathered data or other data that were gathered originally for a quite different purpose than that of the journalist.

These discussions reflect concerns that data move ever more quickly through the information channels, and journalists must be constantly alert to the concept that they are writing history at warp speed. Now more that ever there is a need to remain skeptical. Whenever possible, CAJ should do what the best journalists are doing: using such data primarily as background for in-depth stories that can be checked out, and not relying upon someone else's data any more than they would rely upon unverified sources for any other stories, particularly breaking stories.

Certainly there will be times when a gaggle of journalists rush to judgment, relying upon bad data. If one or two such cases become truly noteworthy and the industry is sufficiently embarrassed, standards will be set, as they always are. We learned from Janet Cooke; we can learn from hyper-journalism.

A12   This is not a new problem. The best solution is to do what already is done: to stress "this is an unconfirmed report, based on ... We are seeking to verify it."

A13   Yes, but "frenzy" is already a word that is identified with American journalism. I suppose that little has changed in that regard over many decades. Live, on the spot reporting is going to be too often bereft of content or understanding. Television news is criticized for that now. One advantage of new technologies, however, may be that there will always be a reporter to check a reporter quickly. The result could be, as it is sometimes on Internet now, a dialogue in which at least the information rich will be able to

participate. There is no obvious solution for the problem immediately, at least not as you

define it.

A14 New distinctions will have to be made between the "quality" journalistic products

and the "trashy" ones. The public needs to have a clear idea of whether it is getting

factual, correct information or hasty "guesses" as to what is happening. New standards

will have to be worked out that cover the transmission of material at an extremely rapid

rate. Here again a renewed National News Council could play a role. Also perhaps it is

time to have a new version of the Hutchins Commission. One issue to be addressed - the

line between news and entertainment. What is "news" in today's world?

A15 "Journalistic scoops" are a false concept. Our audiences really don't care who has

the story first. We do, and that's OK. But we can't let our enthusiasm overcome our

common sense. Competition is responsible for much that is good about journalism;

competition is responsible for much that is bad about journalism. Among the bad is the

problem of being in such a hurry that we forget other journalistic values such as accuracy,

fairness, etc. We do a disservice when we believe that it is better to be first with a bad

story than to wait to get it right. May I say education again?

A16 I don't agree that this need be a serious problem. The very technology that gives

us speed in transmission gives us the means to check facts quickly. A computer with a

19,200 baud internal modem -- like the one this is being written on -- can quickly check

and double check facts. Technology is no excuse for sloppy reporting.

A18 There is enough history on this issue already that it is being discussed in journalism

classes. Beyond that, job opportunities and internships could expose students to real-life

situations that would help them address the issue of rapid information transmission associated with live, on-the-spot reporting. This is not a situation easily duplicated in journalism schools. Beyond that, such discussions should be a part of the continuing education of all journalists, in their professional organizations.

Statement 5

<u>P1</u>   We have assigned a tape editor and producer in our newsroom to be responsible for logging use of outside materials, and raising the copyright issue when there is one. This is a policy lawyers for most news organizations are likely to insist on as technology marches forward. Assigning a custodian of proprietary rights to broadcast material is one way to manage the problem.

<u>P2</u>   Really? There's also more potential for <u>enforcement</u> and <u>for gadgetry that prevents abuse</u>, i.e., chips that block the transfer of information on computers.

<u>P4</u>   Reports must take extra care to use their own research, not someone else's.

<u>P5</u>   I'm sure this is probably true although I haven't really come across this.

<u>P6</u>   Yes. Clearly those who generate an instant communication via the net (think of chat rooms) are in danger of losing their rights to that information -- especially since many of these original thoughts are actually collaborations by several people. Perhaps the safest thing to do is copyright the chat and credit all. Rigorous attention to attributing new ideas is essential but not observed: the Golden Rule here is "give credit where credit is due." I have no idea how to police the inception of theft, once something is send/filed we at least

have a time date-stamped record and therein may lie the solution to enforcement. This poses a nightmare of censorship for some such as me because it may greatly hamper the free flow of ideas if we spend a lot of our time trying to find out who first said something -- more typically these ideas come in fragments.

P7   Copyright laws need to either be enforced or reworked to account for the increased access to information. If they're enforced and enforced strictly, people will obey them. But if that just not do-able, then journalists need to put forth some ideas to change the laws so that they better reflect the times we live in.

P8   Becky, I'm sorry. I just don't know enough to offer much insight into how to address this.

P9   Most reporters, producers, editors, etc. really do not understand copyright law as well as they do libel laws. There needs to be more emphasis on copyright law -- and the consequences of violations. We're talking about plagiarism, so ethics are also involved, as in Item 2.

P10   This certainly is a danger. I believe reporters and editors need to educate themselves about copyright, particularly in connection with information on the "information superhighway." Newspapers also need to assert themselves to protect against copyright infringement by radio stations fighting to keep and grab listeners in a highly competitive marketplace. I've found radio station personnel to be ignorant or intentionally ignoring of the copyright that applies to my newspaper. For the price of a newspaper, a radio station gets the script for daily broadcasts while newspapers loose

subscribers who believe they are getting good local coverage via radio. Without newspapers, many radio station could offer their listeners little news.

P12   The potential is in fact there. It's highly likely that infringement for the most part will be inadvertent. Management must stay current with the emerging technologies and the problems they may raise in the production of news products.

P13   This is a matter for the injured party and the court system. A few heavily publicized cases with stiff penalties for infringement will solve the problem.

P14   Copyright is perhaps the biggest issue facing new information technologies. Once in digital form, anything can be moved anywhere in the world within seconds or a few minutes, depending on the network. Copyright violations are rampant, and many of the people who have much at stake in protecting intellectual property violate copyright routinely by the clippings they may not legally keep or by the files they obtain via computers. Fair-use does not mean I can keep a copy if I am the only one who is going to use it or see it.

P15   This obviously presents the possibility of legal remedies. I am not sufficiently expert to know what is needed, but I think this is where the answers lie.

P17   Not sure much can be done.

P18   Is there really such a possibility? Or is there actually less of such a chance of copyright abuse?

If improved technology can make it easier to abuse copyrights, why can't it also be used to ensure such abuse doesn't happen, or at least make it easier to find such abuse?

Computer assisted research can often find plagiarized material far faster than someone pouring through books days on end.

However this is not to say such copyright problems do not exist. They do. Particularly with broadcast outlets stealing stories from one another and claiming they were 'first' with the story.

Let's face it! The days of the 'scoop' aren't quite gone. But in this day and age of broadcast journalism, an electronic 'beat' or 'scoop' lasts only seconds or minutes. Once it enters the airwaves, it's fair game. After it's been on the front page of the newspaper, it's old news.

P19   This is an area I know very little about. My guess is that each company should deal with this on an individual basis.

P20   I don't know enough about this to discuss it.

P21   I think this is a legal issue, not an ethical one, and I defer to the legal experts.

A1   There is always a possibility of copyright abuse, even without the additional technology available. One of the problems today is that a lot of people just don't know what the copyright laws are, and frequently we don't do enough training and workshops on copyright law and what is allowable and what is not. Good training in journalism schools about copyright is the first step, and newsroom seminars as a follow-through are the second part of that solution.

A2   Have everyone know the law.

A3   a.) Send copyright rules to all media law firms - with explanation.

b.) set up defense fund for writers/journalists to pursue copyright defense (set precedents).

c.) Have strong ethical guidelines.

A5   Post signs on computers -- warning labels. Ask those who supply to clearly label copyrighted material. We are very conscious of that here.

A6   Attribution should be the golden rule every reporter should follow.

A7   True -- but we do have a legal system that can deal with it.

A9   Copyright is going to be very difficult to maintain. Tolerance on the part of creators will be necessary as will sensitivity on the part of infringers. "Reasonable people" is a valid injunction for most of these cases.

A10   While the new technology seems to encourage copyright violations, I think much of the abuse to this point is unintentional and results from a lack of familiarity with the technology and how it affects the transfer of information. That may be a self-correcting problem to a degree. To the extent that it isn't corrected, I suspect that copyright laws will be expanded or interpreted to cover the perceived violations.

A11   Just as copy machines changed how people viewed ownership of information, so have other new forms of technology. Because so many of us now have tools that encourage the repackaging of others' work, there is greater likelihood of copyright abuse than ever before. Unfortunately, copyright law is nowhere near ready to handle the plethora of abuses.

As a bystander, I sometimes wonder whether it wouldn't be a good idea to experiment with decriminalization of what we now consider violation of intellectual property rights. It would be a fascinating venture into a true open marketplace of ideas.

However, as a published author I deeply resent plagiarism and theft of my work, and know that other writers feel as I do. Such theft is ethically and legally wrong, and should be stopped.

Given the general spirit toward deregulation and downsizing of government, it doesn't seem likely the current administration will beef up copyright enforcement. The problem is probably going to get much worse before it gets better. It will probably take a wholesale violation of Newt Gingrich's copyrighted books or college courses before Congress puts teeth into the law.

(Meanwhile, international violation of copyright will probably continue unabated.)

(p.s.: You're not going to copyright this dissertation, are you? I and your other participants have gone to some amount of trouble to create our own intellectual property. Do you get to claim ownership?)

A12   Once again, such abuses should be redressed in the civil courts, as they are now. To prevent them, they should be stressed in media law courses and in special symposia as I suggested for ethical decision-making.

A13   Yes, that is already a problem. Case law will develop rapidly in this area. Beyond the present Copyright Tribunal, a monitoring system (electronic) will have to be developed

to detect copyright infringements. Presently that is done by surveillance or by after-the-fact litigation.

A14   This is a question for the lawyers. Both those working in newsrooms and students need to have more instruction in legal matters.

A15   I'm not sure what to say here. This is true. But it's not a serious problem among honorable people, and it is a problem that must be dealt with through enforcement of laws/rules regulating copyright infringement.

A16   This is an enormous problem on the so-called Information Superhighway of the future. The media can avoid problems by writing strict staff policies against the verbatim use of materials gathered electronically. But only the law can protect intellectual property rights. Congress (helped by legal think tanks that help draft proposed uniform laws) ought to embark on a major revision of copyright laws. The media should be prepared to participate.

A18   Attorneys for media organizations must continue to be updated on the latest case law with regard to copyright. A proactive attitude on this issue would keep most organizations out of trouble.

Statement 6

P1   This is not an issue that is properly addressed by a journalist, particularly one who works for an over-the-air local broadcast organization, which is perhaps the most available vehicle for news to all socio-economic classes.

P2   Yes, it has that potential, but look at what happens in practice. *The Wall Street Journal* has one of the best-educated, wealthiest readerships in the nation, yet most business folks I know who need it get their information -- their factual information on policy questions -- from the editorial and opinion pieces, not from the news columns. At a lower level, Rush Limbaugh's lack of facts hasn't stopped a large number of people from relying on him either as a source of news or as their prime analyst of it.

Second, while manipulation of symbols (money, laws, influence, power) may be profitable for lawyers, communicators and other professionals and politicians, it only produces that discrepancy in <u>speculative</u> ventures or service industries. The solution to this pseudo-problem is to produce food, machinery etc. You can't eat words (okay, you can) and stave off starvation.

P4   The educational system must be reformed. Someone who cannot read cannot gain information from a computer.

P5   Though unfortunate this is a fact of life. We can take solace in the fact that as technologies advance in the future, the technologies of today become less expensive and more readily available to those that couldn't afford them before.

P6   There is no question that my teen son's abilities at the terminal with their on-line services, CD encyclopedias and extraordinary Internet/e-mail capabilities set them apart from any child not able to access the same. I see the division even more clearly when I look at their grandfather who never quite mastered a typewriter. The gap grows daily -- if information is power, these kids are enormously powerful by comparison to those less skilled, less well equipped and less motivated to transverse the information super highway.

Giving those in poverty lap tops won't work -- I believe the access should be through libraries and educational institutions. As the price of technology falls it may not be far-fetched to provide school children with the use of a lap top and access to on line information. Ultimately educating the poor has proven the best investments so long as you can help them find work to put that education to use.

P7   We have public libraries. Why can't we set up public computers where people can get on-line? It's not an easy solution and it doesn't mean everyone who can't afford a computer will go to the public computer and use it, but frankly, people's food, clothing and shelter needs are more of a priority than their information needs. This is really a social issue. There's no way we can guarantee everyone they'll be able to have a computer. But, like libraries, we can set up computers people can use for free.

P8   I'm not sure I see this as a problem. The rich have always had technology before most of the rest of us. But it's been short-lived. As tech. advances, it becomes cheaper, easier for the masses. Anyone with a home computer can get on-line for little money. I don't see tech. creating info haves and have nots to the point it becomes totally one-sided.

P9   Public libraries should be equipped and funded to provide reasonable access to electronic information. In effect, there may need to be an "information welfare system."

P10   I'm afraid I have no solution to this problem.

P12   Absolutely ... one of the reasons over the air broadcasts will survive is for this reason. There will always be an insatiable demand for information. The broadcasters goal and challenge will be to grow with the new technologies without ignoring the "have nots."

Selection and focus within newscasts will have to be closely monitored. This is a daily, constant process.

P13   The government, in the interest of its citizens, has to ensure through public policy, that everyone have access to information technology. This unfortunately, means continued regulation of the communications industry.

P14   All new information technologies have for a period of time divided the citizenry. Part of this is the learning curve required by different segments of survey, part of it is cost. The introduction of television in the late 1940s and early 1950s is but one example. TV sets were a high-cost item, even for middle class families; in many cases, families would visit homes of friends with television sets to watch favorite programs. Much the same type of thing is happening with those who do not own computers: they visit their friends who do when the need is there to access information of some sort, and that includes entertainment. In other words, over time a leveling of access occurs, and concern for further divisions within society need not be cause for alarm if put in perspective.

At the same time, we need to form partnerships with schools, businesses and government agencies to launch computer education programs similar to those now in place to encourage literacy. The Newspaper in Education program would be an excellent place to start.

P15   Books could be written on this subject. It's absurd to pretend to offer solutions in this space. I should just say that international agencies created to help developing nations acquire and deploy new information technologies will be part of the answer. The trick is to leapfrog these countries past some stages of the process. Ultimately this could be the

great leveling development that permits resource-poor nations to compete with those that are resource-rich. But only if the less-developed nations upgrade their educational systems. It does no good to have information technologies that are on the cutting edge, if your citizenry is ill-equipped to use it.

P17   Not sure much can be done.

P18   Interesting development, isn't it? But it's happening. Those with home computers and the financial well being to attach themselves to this network and that network have the world at their fingertips.

Those without the finances rely on news and information from their radio, their TV, daily newspaper and publications.

Perhaps we must look on this technological treasure as simply another educational advancement for mankind. First it was the published word. Those who had it had power and the ability to transform it to personal wealth. Electricity and the telephone did the same. Radio and TV as well. Cable TV was another version.

Solution? Education. Who would have thought computers would soon be in every library and be available as a book on the shelf? As journalists, we find our stories are now available on the information highway and more listeners, more viewers and more readers have access to what we report. A newspaper reporter's story is now read by more than just the subscriber to a particular paper. It's read on the internet [sic] by someone thousands of miles away while they're getting ready for work in the morning.

Back to your premise about division of the haves and have nots and the rich and poor. I recently dug through an old family desk and found my high school slide rule used in algebra and geometry. At one time it was the latest technology, dividing those with and without the ease of solving math problems. Perhaps the latest technological advancements are simply the slide rules of our time.

P19   Trying to solve this one is about like trying to find a way to enable all of American to go to Blockbuster to rent movies for the night. Except that VCRs are a lot less expensive than home computers.

If the day ever comes when newspapers (as we know them) are replaced by some computer alternative, it will be a sad one for the poor in this country. Television and radio only go so far toward keeping people informed. A three-minute news story simply cannot compete with a 50-inch story on the same subject.

That makes it that much more important to preserve the daily papers that keep this country informed and knowledgeable.

P20   I disagree. This sounds like hysteria-mongering to me. Media outlets will continue to deliver information at the level that their readers and viewers want it. Some of that information will increase in sophistication to satisfy the techno-junkies, but the media generally will continue to try to appeal to a mass audience.

P21   This is a new version of the old problem that the power of the press belongs to those who own the presses. My impression is that the new technologies will enhance the

possibility of a world mostly of "haves" because they are relatively cheap and becoming ubiquitous. I think there will be less of a problem soon than at any time in the past.

A1   I just don't think the new information technologies are going to do that any more than current conditions in our society have already done. We have the information haves and have nots today and I don't see new technology as making any difference than existing conditions have. Obviously, the illiteracy problem has to be solved, but that is one that is very basic and has to start in the school system with revamping the school systems and what the priorities are that they teach today.

A2   This is a severe problem. The world is divided into the haves and have nots and won't be changing. It is pretty hopeless.

Perhaps educators (with parental and politician backing) can get computers in every school, train all students and get corporate supporters to make computers available for students to rent or buy or be given free for home use.

A3   - Keep issue in forefront of discussion.

- Ally with librarians in fight to keep information free.

- Charge journalists to not only give voice to the voiceless but to work to maintain information lines to the poor.

A5   No matter what you do, the difference in the levels of information will get wider. As you make an adjustment to bring information to the have nots you are also providing the same information to the haves, making the gap wider still.

A6   Every school should have computer capability -- not just the schools in "rich" school districts. If every child has an opportunity to learn we stand a better chance of keeping that division narrower in this country. The gap is already huge between First and Third World countries.

The problem should be helped somewhat as technology gets less complicated, proliferates and gets less expensive.

A7   Like the telephone - rich people get them first, isolated, rural areas last. However, access to the new media technologies could be provided through computers in libraries for example, and most everyone will be exposed to computers through the public school system. These are national public policy issues that government should address.

A9   Soon technology will be inexpensive enough to be available. Motivating the have-nots will be the problem. Society needs to see to its educator's needs, which it is not doing.

A10   Assuming that information industries continue to operate by the conditions of a free-market economy, the solution here lies with government making it economically attractive for media to make their product available through some channels that are less expensive and more simple to use. Media willing to accept greater social responsibility will be willing to go beyond minimal expectations in this regard, just as some are no

A11   This one of my favorite concerns about new information technologies. At one point I thought I had some cutting edge observations about the issue. But now even *Time* magazine (Jan. 23, 1995) has eloquently addressed the issue, so I don't have much to add.

Sure, the information rich are very different from you and me. Of course, the information poor will always be with us. Naturally, a liberal worries about the political, social and economic inequities that result. Interesting, even conservatives have given it some thought, perhaps because of the benefits to accrue from the inevitable power shifts this technology brings.

Hyperdemocracy should give all of us some pause. The Tofflers' *Creating a New Civilization* poses a brave new world of direct citizen participation in political decisionmaking. Their and Newt's visions of the future (it's already here) unfortunately include a national babel of electronic namecalling and sloganeering and artificial but seemingly legitimate groundswells of public opinion engineered to manipulate narrow and self-serving legislation. It would scare hell out of James Madison. Even John Milton might have to reconsider his open marketplace of ideas.

However, in a nation where half of the VCR's incessantly blink "12:00" "12:00" "12:00" because we don't know or don't care about fixing them, how realistic is it for use to expect truly widespread interactivity?

It's time for new education. Our children are learning how to perform magic on their computers, but are they learning civics and values? Will there be a whole generation of us voluntarily disenfranchised from the information age because we think we're too old to learn new ways? (My [spouse], [a recognized] [grade] teacher, works at a technology magnet school, where she fears the kids are learning faster than she is.) How long will it be before the information imbalance is recognized as a national policy issue in dire need of being addressed by apparently self-absorbed elected officials and electorate?

A12   Public libraries could make the information superhighway available to the have-nots. But I have confidence that as mass-production of the new technologies accelerates, costs will come down and bring them within reach of the great majority of consumers. Telephones, color televisions, and VCRs were once considered luxuries to the privileged few, but now they are commonplace.

A13   Yes. That is the Information Gap Hypothesis developed by Tichenor, Donohue, Olien. The gap has already occurred and it will get wider and wider as new technologies develop. Newt Gingrich has the solution: give everyone in American a lap-top computer. That will be day.

A14   Perhaps there is no bigger issue before society than this one. The only way to solve the problem of the split between the information-rich and the information-poor is to invest in public education -- to make sure all children learn about new technologies. The journalism industry should invest in this as part of its "Newspapers in the Classroom" program. Journalism schools should get more involved also in terms of working with student publications from the grade schools up the educational ladder. Children need to learn how to produce journalistic products.

A15   Every new piece of technology ever invented has resulted in this complaint. The divisions you outline exist, of course, but technology is not the reason. The reason is the social climate in which we live that encourages such divisions. It's a bigger issue than its journalistic component, and its solution lies in cultural priorities -- again, educational priorities.

<u>A16</u>   Government policies, laws and regulations are the key to avoiding a society of information haves and have-nots. The last Congress failed to agree on a new Communications Act. The new Congress needs to act. An analogy could be drawn between what is happening now with information technologies, and the development of electrical power and telephones in an earlier era. The federal government passed legislation to ensure that poor and rural areas were not left behind; clearly, such legislation is needed now. The Clinton Administration says it supports universal service. The media need to be part of defining what "universal" means.

<u>A18</u>   Not that I have any optimism that this would ever be attempted, but the best way to address this is to make improving access for the information-poor a part of the price of franchises for organizations wishing to use the information superhighway. Net access should be made available through public libraries and schools, with all users helping to subsidize the connections. Freenets are a good start.

Statement 7

<u>P1</u>   I'm not enamored of the idea of too many rules to follow in journalist procedure. The best rule is "no rule at all". However, there are some Ten Commandment-type guidelines that all journalists ought to know, and obey, and presumably are familiar with before they get too far into the profession. At this news organization, issues of ethical consideration are by policy brought to a supervisory or management person, as appropriate, for discussion and decision. Here, the rule is no one free-lances any decisions in areas that involve ethics or station liability.

In my experience, no two ethical dilemmas are identical; hence, a comprehensive manual for actions and reactions in matters of ethics isn't practical, or really necessary. The two rules in this newsroom are: "if your mother says she loves you, check it out;" and, "when in doubt, talk to your editor."

P2   I disagree. <u>While free speech, like other freedoms, carries with it responsibility, that responsibility cannot be imposed.</u> Witness the legal and medical professions, where both self-regulation and governmental regulation of ethics have largely failed. <u>Ethical limits in these professions and in journalism can be taught - and should be - by stressing responsibility to society.</u> This is currently undermined by the ever increasing kowtow to the advertising buck.

P4   Rules and a process will do no good if people in charge have no integrity. Educators must double efforts to teach ethics. Professional associations must try to reach <u>publishers,</u> who set the tone.

P5   Agreed. The problem is where do you draw the line and what do you do about those who don't abide by the rules. Since journalism isn't a profession such as law or medicine you can't disbar reporters, but we can do a better job of policing ourselves. SPJ, besides giving out awards, should also recognize unethical journalism.

P6   Read [the SPJ Ethics Committee] book. *Doing Ethics in Journalism* provides a procedure for making good decisions by asking good questions. It is critical this process now find its way into newsroom budget meetings so that everyone will benefit from careful, thoughtful consideration of the principles, people and policy before publication/broadcast.

P7   Individual newsrooms and journalism schools need to incorporate these process building classes into their daily operations. Media companies have retreats all the time to talk about their products and how to better them. Why not have a retreat to establish a company process for ethical decision making? Then, after it's drawn up by a newsroom committee, have workshops on how to use the process. This is a question individual newsroom must answer for themselves because deciding ethical issues differs from newsroom to newsroom. There is no universal solution.

P8   Agreed. The SPJ book is a start. A revision of the code is second. But it will be tough. There are a number of people who want only rules AND punishment for not obeying them. Remember, this is not a science. People need to learn by understanding the process of good decision making. No more knee-jerk reactions. It's a re-education using the theory that if you take the time to rationalize it, you can make the best decision.

P9   Might and might not -- just a suggestion for clarification.

      (One process would be impossible, so this should be discussed in plural.)

      Surely software programs can be created to help journalists learn what processes exist in terms of various media policies and standards. This might help in comparing situations that face them to what others did in similar circumstances.

P10   Rules may not ensure ethical decision making, but they sure make it clearer that there are ethics in this profession. I think a newspaper or broadcasting outlet must start the process by developing rules, or at least discussing the possible need for rules. Developing a habit of communication that lives on after the rules are written and the

process established will ultimately provide the best insurance that ethical decision-making will take place. Every individual in a news operation needs to understand the ethical standards that apply because most decisions will have to be made in the field or late at night on deadline when managers aren't around to double-check the process.

P12   In general, I believe too little thinking occurs in the news rooms. It's fine to think and do, run and gun, but there must be constant dialogue between everyone involved in the process of producing newscasts. This is the only way to stay in touch and on track at the same time. A good manager is as much teacher as leader.

P13   Journalism is a trade, not a profession. Doctors and lawyers are licensed by the government. Their careers depend on compliance with the ethics or rules of the profession. No regulations except libel really affect journalists. Ethical rules will have no teeth. The ethics of journalism are the same as ethics for any human beings. A journalist should have the same sense of decency and morality as the average citizen. But those who don't care, won't care.

P14   A process for discussion of ethical issues as they relate to new information technologies already is taking place. There are about a dozen list services on the Internet that are used by working journalists. Some of them are restricted to approved users to address corporate confidentiality concerns. Other discussion lists are broader than a corporate base, but they often are limited to those users covering specific topics, such as the environment. The ability to post a message of concern to people who are likely to face similar problems in far-distant places can be most helpful.

<u>P15</u>   Sigma Delta Chi developed a fine booklet with case studies on ethics. It's an example of an approach that abjures ethics codes and written rules, in favor of examining ethics in practice. It's called *Doing Ethics in Journalism*. It responds directly to the problem cited here.

<u>P17</u>   Again, I believe seminars, or guidance from management can help greatly.

<u>P18</u>   Guidelines maybe. Rules? No.

For every concrete example you can provide why someone should abide by a certain ethical standard, I believe I can find an exception.

If you create 'rules' someone's bound to turn them into laws. And journalists, especially broadcast journalists face enough laws the way it is. Journalism is something which comes out of 'freedom'. Rules tend to restrict the creative process. Creativity is the spark of journalism.

Guidelines can come from the journalistic associations and organizations we all belong to at one time or another. They come from the classroom where students are taught about the 'right' and 'wrong' of reporting. And they come from each newsroom where stories are produced and written and aired.

<u>P19</u>   I see little that can be done beyond what is already done. As I said earlier, everything we do must be done on a voluntary basis. Only those who choose to practice ethics will do so.

It would help if our newspapers and television stations established policies to help employees deal with ethical quandaries. Perhaps a designated editor(s) whose responsibilities include helping guide others through troubled times.

Unfortunately, it reminds me of the juvenile offenders who increasingly join our country's ranks of violent criminals. Often they never learned right from wrong, and are incapable of distinguishing right from wrong.

Some of our fellow journalists, similarly, have never learned right from wrong when it comes to ethics. I fear they can never be taught. So the emphasis should be placed on the education of aspiring journalists at the college level. Perhaps there, sound thinking can be learned.

P20   I don't see anything like this happening.

P21   I'm too much in the SPJ camp to disagree with this statement. The new SPJ handbook and SPJ workshops provide at least the germ of the answers.

A1   I agree wholeheartedly with the fact that journalists will need to establish a process for ethical decision-making. This should begin in journalism schools, but it also needs to continue in the newsrooms with in service training. Just as we do writing coaching today, we ought to be doing ethics coaching. This is something that perhaps APME could take up to work with reporters and editors in newsroom situations in dealing with real life problems on a day-to-day basis.

A2   This would be an excellent tool but who will design such a process? This could be a wonderful joint project for a school and professionals.

<u>A3</u>   Yes. See <u>attempt</u> at SPJ ethics guidelines and handbook.

<u>A5</u>   Every newsroom should establish its own pragmatic rules within company policy, a list of can and can't dos.

<u>A6</u>   The best vehicle I know of is the SPJ Ethics Committee and its ongoing work to revise approaches, ideas, the code and the manual.

The work of that group is invaluable.

<u>A7</u>   You make it sound as though there is some agreement on ethical issues and a "right" answer to apply. That's simply not the case. While situational ethics is not the only approach and some structure or guidelines can be suggested, it would be limiting and narrow to attempt to tell journalists what they can or cannot do.

Journalists need to learn how a process of ethical decision-making can help them make and explain their tough calls. They don't need or want rules.

<u>A9</u>   Develop a continuing forum in which journalists participate. First, there needs to be recognition that today's rules of journalism are flawed. Then we will discuss them and identify reasoning processes.

<u>A10</u>   As far as I'm concerned, SPJ's *Doing Ethics*, if not the solution here, certainly points the way to the solution. It takes a big step beyond codes toward the process of implementing them. Having this kind of process available at the newsroom level, will enable incoming journalists who are well versed in the fundamentals of journalism ethics to take journalistic performance to an even higher level than it is now.

A11   I couldn't agree more. Feel free to quote a number of places where I have been making this claim for the past 20 years. See *Doing Ethics in Journalism*, or any of the dozens of SPJ workshops or seminars [identifying clause - held in the past]; see the *Journal of Mass Media Ethics* over the past nine years; see chapter 15, "Ethics and Social Responsibility," in the fourth edition of *Introduction to Media Communication* ([authors]; Brown & Benchmark Publishers, Dubuque, Iowa, 1995); see "Teaching Mass Media Ethics," in Michael Murray and Anthony Ferri, eds., *Teaching Mass Communication: A Guide to Better Instruction* (New York: Praeger, 1992, pp. 235-255); etc.

A12   The Society of Professional Journalists already have a Code of Ethics and is in the process of revising it to meet many of the problems addressed in this dissertation. However, the problem remains compliance and enforcement. Statutory controls are anathema. Once again, the only solution that will genuinely curb abuses is for those wronged to bring civil action.

A13   Yes. We will need to develop over time a common law of ethical decisions. That is, we will need precedents to guide us. Where a News Council is in place, as in Minnesota, it's easier to begin that process from the more than 100 cases that have been heard and resolved. They are cases where the issue before the Council had to do with an ethical lapse, or an alleged ethical lapse and where, in many cases, there would have been no legal remedy. This would be a suitable undertaking for a large professional organization to sponsor and to assist in fund raising. The actual work would probably have to be done in the academies.

A14   Yes, there needs to be more of the ethical decision-making process as outlined in the SPJ ethics manual. That's why mid-career training, ethics workshops, classes, etc. (representing a partnership between educators and industry) should be increasingly important. If journalism has a future (and some say it doesn't), then it has to have a new ethical base.

A15   To "establish a process" is almost a contradiction of terms. Processes of ethical decision making evolve; we can only confirm them at a given point in time. Ethical decision-making occurs in the minds of individual journalists, based on input from the public, colleagues and employers. The need is to continue major efforts to communicate the expectations -- in the form of consistent public criticism of those who transgress, establishment of written forms of those expectations (codes) and, mostly, in consistent dialogue about what is expected. I have to believe that most journalists want to know what is expected of them. These folks need encouragement from the system; then we need to deal with those who violate the system. It's an informal process that grows from understanding. we run a real risk if we place too much emphasis on the nonthinking or the different-thinking people.

A16   Ethics rules and guidelines, as well as a process for applying those rules, need to be in place at every newspaper, magazine, and broadcast station. The Ethics Code -- or whatever it is called -- should be an important part of orientation for every new employee, from publisher to copy person. Those rules should also be communicated to readers, listeners and viewers, and transgressions should be reported to them as well.

<u>A18</u>   Course development in colleges of journalism and mass communications should

begin to address this problem, and inservice programs in professional organizations could

carry the education further.

Statement 8

<u>P1</u>   I concur that this is a problem and I envision only one clear way to avoid

problems. The people in charge of the toys that make the flash and trash happen on the

television screen should be under the control of journalists, not technicians. Technology is

a tool and the story should drive the machines; the machines should not drive the toys.

We flatter ourselves if we think this is a new problem up to our generation to fix. The

pioneers of every technological change have faced the same issue, from Gutenberg to

Marconi to Murrow.

<u>P2</u>   I feel that way now about most news media, and I don't have a solution except

prayer, or an electronic pulse from a thermonuclear bomb.

<u>P4</u>   Managers must hire people of intelligence with dedication to journalistic principles.

Graphics experts should <u>not </u>be managing editors.

<u>P5</u>   This goes back to problem No. 1. We must make sure qualified people enter the

field, and make sure they stay. As long as we can keep experienced credible journalist out

in the field we will not lose the traditional product.

P6   Developing outstanding gatherers of news is essential. Although critical to getting the attention of readers/viewers, color graphics, right impact of video editing and soundtracks are no substitute for substance.

Rigorous training is essential and self criticism is important if the media is to help curb its own excesses before government or a riled electorate take matters into its own hands. High tech is only awesome when the power is on, the presses are running and the satellite signal is received -- government has many more opportunities to intervene (with legal precedent) when it comes to regulating air waves, signals, band width and access.

P7   Rarely in journalistic circles do media companies ever make the connection of doing good journalism with making money. That's a correlation that's need to be made. Most media companies believe that whatever they're doing is fine as long as they're making money. This issue will have to be addressed by visionary media company heads who see that what their company is about is providing information. When they realize that flash and dash will eventually not be profitable without substance, then they'll invest in substance.

So, it is up to journalists to help draw that correlation so the corporate bean counters get the point.

P8   Amen. The time is now to let students know that technology will take you so far. And you can dazzle the public for awhile, but in the end, they'll know they've been cheated. *USA Today* has it's place -- glitz and neat packaging -- but it will never replace the papers that offer in-depth reporting. All down the line, even at the smallest paper,

publishers must learn that all the graphics and redesigns in the world won't compensate for bad reporting. More money in reporting skills is needed.

P9   Media consumers need to be educated as any other consumers. Ombudsmen at media outlets would help as would independent non-governmental rating systems for accuracy.

P10   I believe the hiring process has to include a briefing on ethics and ethical standards so the issue is part of the culture of the workplace. No reporter, editors, photographer or designer should be hired without making sure each has an understanding of what a newspaper is all about. I'm talking here about newspapers in relation to a free society and the goal of press freedom set by the First Amendment.

P12   An old argument that has not been proven to be true. The challenge lies in balance. Balance between technology and people, balance between leadership and teaching. Balance between explosive growth and thoughtful discussion. The packaging or delivery of the message is largely irrelevant, if the message (story) is transmitted accurately and fairly.

P13   Sadly, the technology can dictate the story. Its bad journalism to think that the technological delivery system is to be used for its own sake. On the other viewers, readers and listeners expect effective presentations to tell the story. News managers must use their capability responsibly.

P14   The nice thing about flash-and-dash journalists is that they usually burn up on re-entry into reality. Of course new information technologies will have their share of flash-

and-dash, but solid journalism has been winning out for many decades. The media barons of Yellow Journalism in print are gone; *The New York Times* remains. Solid media companies will understand and help develop journalists for a new age. At the same time, if one is going to consider one's self a professional, much of the learning must be the responsibility of one's self. That means a personal commitment to spend one's own money and time to develop new skills. Specific skills an employer may require is justifiably an employer expense.

P15   Not to be fey about this, but ultimately the <u>market</u> will determine whether journalism is directed toward content or toward presentation. If the market rewards flash and dash, that's what newspapers will give readers. If it rewards content, that's what newspapers will emphasize. The proliferation of competitors for the advertising dollar, and the pressures of corporate as opposed to family ownership, make this inevitable.

P17   That is a problem, but in a business where ratings are the bottom line, it's hard to say. Stay away from sensationalized news as much as possible.

P18   Ahah! It's the very dilemma, it's the very criticism which rails television news coverage in the 90s. Reporters who have no training or background on subjects they're forced to cover rely too much on the technological of their medium to carry the story, rather than the content. Some radio reporters are the same. Indeed there must be more pressure applied in journalism schools to train reporters in the art of writing and reporting, interviewing and 'thinking' about what they're doing! It is not merely enough to capture a story on video or audio tape. What is the significance to the viewer and listener? Merely

because something 'looks' great on video does not make it a significant story having the largest impact on the viewer, listener or reader!

However, like many of the previous questions, I am of the belief these kinds of ethical problems confronting journalists have confronted others before us. The speed of technology 100 years ago produced similar quandaries I am quite sure. Like those before us, we too must carefully wrestle with them.

P19   As with other things, we simply need to spend a little time thinking. Thinking about what we are doing and what it means. The way we become too much flash and not enough substance is if we let ourselves. We must keep ethical journalists in positions of power in newsrooms so that the glitz does not dominate. Someone must be there with the authority to say "stop," whenever those involved in packaging the news have gone to far.

P20   It's pretty clear that this is already happening and it's going to be up to the public to decide if they're getting more flash than news.

P21   I don't think there's ever been much investment in developing those skills and attitudes.

Consumers will soon be able to get virtually any content they want. People who want flash and dash will certainly be able to find it, but substantive content is increasingly easy to get anywhere via Internet, for example.

I don't see this as a problem.

A1   Indeed, this impact of technology is happening today. We are seeing wonderful layouts and terrific methodologies in graphics, and we are spending a great deal of time on

this, but we then sometimes short-circuit the content that goes into these packages. We need to look at the good old concept of bringing everyone together who has any part of the story, from the graphics people to the art people to the reporters and editors working on it, and put them together in developing priorities as to what needs to come out of that particular story. We need to stress good writing just as we stress the advantages of the new technology. However, journalism has always been based on good writing and good reporting, and I don't think that will ever die no matter what the new technology does. We just need to realize that both have an equal role in this process.

A2   Educators need to be demanding that students give much attention to content. They need to create projects and exercises that stress the value of content. Attitudes need to be discussed in great length. Once again case studies are a good source for learning.

Editors need to remind reporters constantly that flash & dash is okay but the content must be there. They need to refuse all reports missing content -- hold to their standard.

A3   History records that technology has always driven the mass media and it will always be expensive. Train many more journalists than there are jobs. They will a.) keep the system honest and b.) find ways around the financial "barriers to entry."

A5   I agree, but then again we need to develop one-day and two-day continuing education seminars.

A6   The economics of the marketplace will eventually win out. People will pay for a quality product and the folks that skimp on content are eventually going to lose out. The

expansion of cable and the Internet and the proliferation of newsletters and trade publications help fill in the gaps. News magazines are an important tool for additional information.

A7   The technology is a tool used to <u>deliver</u> the message. Journalists still have to have the skills to create the message.

The industry has invested money on other new technologies -- full page pagination, for example on the hope (and the equipment dealer's promise) that it will save time, money and staff. I have yet to see that promise fulfilled. Most editors will be cautious enough to keep a balance between the product they must develop and the resources they spend on the new toys.

A9   [A9 had no response to this statement]

A10   Short of an incredible spasm of conscience by media management, I am pessimistic that significance of content will supersede entertainment value in programming decisions. Given that, new technology that amplifies entertainment values will take greater precedence over traditional human skills associated with journalism. Since the prevailing theory is that media consumers prefer this in their media, I am even more pessimistic that a practical solution exists.

A11   These are issues I have considered to be extremely serious. Lately, I have come to be somewhat more sanguine about them.

Much of the evidence would seem to support the hypothesis. The technology is omnipresent, and examples of our fixation on it abound. Even the lay public has learned

what is possible with some of this technology, to the point we're only mildly amused when viewing the new Pepsi commercial about a little kid who sucks on his straw so hard he gets pulled into the pop bottle. We have come to expect instantaneous and slickly packaged news from afar. We're sometimes so absorbed in the packaging we don't notice the flaws in the contents. And we're spending so much money on hardware and software that we're little left over for peopleware.

This too shall pass.

Following their initial *USA Today*-induced infatuation with color and graphic slickness as ends in and of themselves, newspapers have been reminded that there is much more to capturing and holding serious readership. Substance has started to follow form in enough cases to give cause for optimism. The shakeout period isn't over. When it is, serious journalism and tabloid journalism should take their separate paths once again.

Television may be a different story. For many years, television has been driven by seemingly inexorable forces toward form over substance. In light of diminishing shares of audiences and ad revenues, pandering has become inevitable. Blurring of information/entertainment/persuasion lines continues unabated.

Readers and viewers who desire serious fare can find it, but they have to look especially hard when flipping through television channels. (And in the face of federal cutbacks for public broadcasting, even the venerable public radio sources may be negatively impacted.) There will always be talking heads and other shows that are too boring for much of the electronic audience.

However, the phenomenal growth of the Internet and other electronic information sources shows us that serious processors of information have alternatives. Many of these tens of millions of sophisticated information processors don't have much use for traditional journalism and journalists, whom they perceive to be shallow, imprecise, and redundant. When owners and operators of news media recognize the drift of this significant portion of their audiences toward do-it-yourself journalism, they'll snap to and commit appropriate time and resources to assure themselves that they won't lose this audience. Sophisticated, specialized journalists will have more and more opportunities in the future to provide needed services. If major players don't employ them, they'll become information entrepreneurs, starting up their own specialized news services ... a bunch of electronic Izzy Stones, so to speak.

A12   I fear I have no solution. The sad fact is that the media consumer, prefers "flash and dash" to probing, insightful reporting. The blame for the trivialization of journalism lies not with the technology, but in public tastes and attitudes. How do you convince a blue-collar worker with a high-school education that he should be reading the *New York Times* instead of the *Daily News*, the *Post*, or *USA Today*?

A13   Already some academics are so caught up in technocracy that they are prepared to abandon the basic skills of reading and writing. They will pay a terrible price for this down the line. This is already happening. Much of the conversation on Internet is of no consequence. However, it's not all bad to have people talking to one another, even if it's just chit chat. We are too close to many of the problems you cite to know how to deal with them. Or put another way, the problems haven't as yet clearly defined themselves.

A14   To me the greatest impact is the fact that the consumer may not know whether or not the "image" aspect of the content bears any relationship to reality. Means need to be set up for better evaluation of information no matter how it is transmitted. Here again we need more education! Education in <u>what</u> attitudes traditionally have guided journalistic products. Truly the public does not seem to know. Without knowledge of how responsible journalists operate, the public is likely to object to the First Amendment. We need media literacy training.

A15   We tend to function in cycles. It is true right now that a major focus is being placed on technology. We love the new gadgetry and what it can produce for us. Journalism's appearance is changing these days as a result. Eventually, however, I believe we will settle into a pattern when the technology becomes more routine. Then we will begin to enhance the flash of technological presentation with more substance. And some news organizations will continue to refuse to allow the flash to dominate. Perhaps I'm an optimist, but I do believe the journalistic function will not die in the face of all the contradictions we see today. It will be changed; it will be deferred; but it will continue to live. As we learn more about technology, we will learn more about how to use it effectively.

A16   Flash and dash and good reporting don't need to be mutually exclusive. A pretty newspaper can still be a good newspaper. Examples of that abound. But the profession needs to point out those media that are beautiful, but empty, vessels. Media criticism will be even more important in the future. Perhaps we need to look to the academy --

journalism academics -- to provide such criticism. We need more CJRs and AJRs. But that requires more money. And I'm not sure where it will come from.

<u>A18</u>   Some of this is already happening, and there will be a market for it. There will also be a market for media offerings that are more information-intensive. Aside from those market-driven forces, there is not much the professionals will do, and considering that, there is not much educators can do.

Statement 9

<u>P1</u>   Inasmuch as checkbook journalism is increasingly an established practice, I think it's inherent on the news organization that pays for stories to disclose to its audience that the stories were indeed paid for. If an organization fails to do that, then I think other organizations may wish to report that information reported by another agency was indeed purchased. This raises the issue of self policing among news agencies, but when on agency follows a story produced by another agency, and there is an issue that the information may be tainted by delivery of payment, that itself may become part of the story.

Parenthetically, an increasing practice is the purchase of video tape by home movie makers who stumble onto a fire, flood or instance of police brutality. Most stations point out that the video they purchased was shot by a citizen on the street, as opposed to a trained journalist, but some do not. They should.

<u>P2</u>   Let's exclude those who buy news from our definition of "journalist." Let's call them "TV movie advance staff" instead.

<u>P4</u>   Media should refuse to buy sources.

<u>P5</u>   Anytime you have to pay one for an interview or a story there needs to be a credibility check. Certainly, the appearance of truthfulness is lost. The industry should set the standard by not paying for stories, but laws can help. The O. J. Simpson case opened the debate about outlawing the selling of interviews related to a murder case until the case has been adjudicated. Credible news organizations and journalism professors specializing in ethics should push for laws such as this.

<u>P6</u>   Stop it immediately. This undermines our credibility and that of our sources. It interferes with basic constitutional guarantees like the right to a fair trial wherein all the evidence and testimony is available to the defense and prosecution.

Selling sources testimony is horrendously damaging when you offer $1 million to Al Cowlings to tell what went on in the Ford Bronco with O.J. you are forever tainting his observations even if precisely accurate -- after all "wouldn't you say just about anything for $1 million bucks?"

<u>P7</u>   This is where we need to be clear about "Us" and "Them." Traditional news organizations must decide and put into policy not to pay sources. And when a story surfaces through a tabloid media outlet, the traditional media needs to point out that the story was paid for and that its viewers and readers should question it.

All too often what happens is the tabloid media reports on a rumor and the traditional media reports it as well. What the traditional media needs to do is investigate how the tabloid media got the information to start with and include them in the story. We are letting tabloid journalism destroy us. We do investigative reporting about government and political types who try to pull a fast one over on the American public, but we tend to just wink at the tabloids who pull one over on the American public every day.

I suggest the traditional media start going on the offensive with its reporting and editorials to tell people we are not like them and what they do is unethical and inaccurate.

P8   Don't be mistaken, in light of what's happened with OJ -- everyone lined up to make a dollar -- the American public is getting outraged. Buying stories is being seen by the public for what it is. And ethical news establishments must hold the line in not doing it. It would help if stations and papers would disclose how much they paid, or other conditions, when they report the story.

P9   I believe all paid-for interviews and information should be voluntarily labeled as such (although not necessarily with the amount of money included).

P10   Buying stories -- meaning paying people for interviews -- ought to be banned. But in a free society, I guess anything goes. I can't imagine paying money to anyone for a local story. Every time someone has said he or she will only talk to us for money, we've said "No thanks" and walked away.

P12   It shouldn't be.

<u>P13</u>   There is no way to enforce standards in this area. The only hope is that public

opinion will destroy the credibility of those who participate in this practice.

<u>P14</u>   As newspapers develop on-line services an interesting problem is developing:

Cash-strapped government agencies are asking with a greater frequency for a percentage

of the income gained by access to that information. "Why should you make money on

work we do?" is a common complaint. Some agencies are themselves searching for on-

line services that pledge to rebate a portion of the revenue they receive. The public's

information should be available to all, but will it be available only to those willing to pay?

<u>P15</u>   I really believe that readers and viewers will exercise restraint in this area,

pressuring media to avoid this practice. Most folks understand the consequences of such

practices and prefer that they be avoided by journalists who serve them. Newspaper

editors and news directors should <u>speak out publicly</u> against those in the media who

practice checkbook journalism. That's the way to alert the public and exercise control, or

let the public exercise control.

<u>P17</u>   I've never experienced that -- not sure.

<u>P18</u>   Current and future issue? Nonsense! It's been around for years. People were

paid for stories decades ago. A hundred years ago.

Is it right? No, I don't think so. However we must define our terms of checkbook

journalism. Who among us hasn't bought a cup of coffee for someone to interview them?

Checkbook journalism? Paid for their dinner? Is it the same issue when a news

organization sends a dying boy on a last trip to Disneyland and makes it a story? Or are

we simply talking about paying someone direct cash or check in order to publish or air their story?

I think the question will be with us for years to come. And while some of the 'trash' news shows will pay for some of their interviews, it makes the story have a greater credibility problem.

P19   This shouldn't even be an ethical consideration. It's just wrong. Anyone who buys a story, pays for an interview, etc., should not be referred to as a journalist. Call them entertainers, because that is what they are. This cannot be accepted on any level.

We must separate ourselves from those who practice checkbook journalism. When others pay, we should note it in our stories on the same subject. We should do everything we can to expose it as the wrong that it is.

P20   This is a serious problem, and not just in the tabloid media. The network TV news magazines, for instance, also routinely buy stories by stealing projects done by print reporters, hiring the print reporters as consultants and then reporting the story as an exclusive. This is an issue that media critics need to keep reporting on, but I think the problem is only going to get worse.

P21   I'm not persuaded that the public is badly served by this practice. I can't recall an instance where checkbook journalism hindered public understanding of a critical issue. It's usually employed in the flash and dash realm. Who cares who gets -- and pays for -- such materials.

A1   Buying stories, or checkbook journalism, is part of this whole info-tainment stretch which we are seeing, particularly in television. Until managers learn to be more responsive to the ethics of what's happening in their newsrooms, both print and broadcast, this practice is going to continue. These types of decisions must come from the top, and when we have people who don't have long, distinguished careers in journalism rising to the top as managers of media operations, then we will continue to have problems.

A2   Make it illegal.

A3   Don't do it -- it pollutes the veracity of information.

A5   Real newspapers and real broadcast news organizations simply develop a policy nationwide not to pay for interviews, and stick to the policy and make it known.

A6   Professional journalists must be ever cognizant of public perception. It is essential that professional journalists adhere to high standards and that efforts regularly be made to make the public aware of the difference between entertainment and news.

A7   Ethical newspapers don't do this now and probably never will. Tabloids, TV tabloid programs will -- but they already have the reputation they've earned. They're trash, and readers know it.

A9   It is a key feature of a free-enterprise society. Journalists will have to develop strategies for generating the information in alternative ways if they cannot, or will not, pay.

A10   It is my perception that few journalists indulge in this kind of journalism without the backing -- if not outright encouragement -- of those in charge. Thus, the solution lies

in the proliferation of newsroom policy against checkbook journalism and continued,
vigorous media exposure of those who indulge in it. It is important in the short run that
this practice continue to be associated only with the so-called "tabloid journalists" and not
be adopted by media that recognize it as being dishonest journalism.

<u>A11</u>   I agree the trend is growing, and think it has not yet peaked. It will probably peak
sometime in the near future. And once it does, serious changes in our ethic will occur.

It would seem that the potential miscarriages to justice brought on by the OJ
Simpson feeding frenzy may have alerted us to the dangers of checkbook journalism.
Apparently not; it may taken even more egregious examples. (We thought we might have
learned enough already from Tonya and Nancy; from the Bobbitts; from Amy Fisher; from
Michael Jackson ... Apparently not. And apparently even Judge Ito isn't going to change
the practice of checkbook journalism.)

Many forces drive this enterprise. Even responsible individual journalists get co-
opted by the insidousness of it all. They feel helpless to change it, when those around
them are getting scoops and exclusives when their management demands results.
Throughout history, this type of individual and institutional pressure has tested ethics in all
fields. Journalism is not immune.

It will take more than some revisions in our codes of ethics to bring about change.
(Already, the majority of codes address this issue, and state flatly that news is not to be
bought.) It will take a change in our corporate ethics, a change that will come about only
when either 1) the public grows so sick of the process that it turns away from bought

news, or 2) the courts step in and rule the process to be some sort of illegal restraint of trade.

Of course, the process might change if more and more individual journalists of good character not only refuse to engage in checkbook journalism, but loudly and publicly heap scorn and ridicule on their colleagues who continue the practice.

A12　This abuse can be corrected at the managerial level, provided that editors themselves haven't become corrected. Any reporter who reports a story because he was paid by a source should be fired -- period. That will stop it.

A13　I'm not certain that this problem is as simple as it is sometimes made out to be. In one way or another, money is expended on news gathering all the time in many different ways. And there's nothing new about checkbook journalism. We're just embarrassed about it now. We didn't used to be. Again, the very enunciation of the problem suggests that our ethical sensitivities have risen. And it is becoming less and less ethical in journalistic circles to buy information. Keep talking about it. That is the only solution I can think of.

A14　Yes -- the main thing here is to require that checkbook journalism be disclosed to the public. Once it knows how much have been spent for a story it has some means to evaluate its truth.

A15　Checkbook journalism is not new. We are more aware of it these days because of the rise of increasing numbers of conspicuous examples. We in journalism (indeed, we in the public) are becoming increasingly aware of the difference between true journalism and

pseudo journalism. As unfortunate examples of checkbook journalism occur, the public outcry against them grows. We in journalism must continue to be part of that public outcry. Public criticism of the faults of our own system -- including specific criticism of those who violate the norms -- must continue.

A16   This is a problem that the responsible media -- those who do NOT offer dollars to purchase the "best news money can buy" -- need to report about more vigorously. The frenzy of purchased interviews surrounding the Michael Jackson and O. J. Simpson stories got enough serious coverage to call into question the reliability and credibility of the reporting. We need more tough reporting about the "News Payola."

A18   As long as there is a market for publications and programs that pay sources, there will be organizations like the *National Enquirer* that will fill that market position.

Statement 10

P1   The lines are blurred and it is up to journalists to clear them up. Many of the flashy production techniques associated with print and broadcast tabloids are being used by respectable, conservative news agencies. This is okay. Good journalism doesn't have to be boring. But when such techniques may potentially alter the accuracy of the information, or in any way distort the way the facts are perceived by the audience, the technique should be abandoned, or the viewer/reader/listener should be specifically warned.

P2   (Oh boy, my last answer anticipated this one.) See above [Question 9].

<u>P4</u>   Simulations are unethical and should not be used.

<u>P5</u>   There is little the industry can do about this. It must be made <u>clear</u> when your seeing a re-enactment. Hopefully the public will clue in.

<u>P6</u>   The distinction between news and entertainment must be made up front and repeated. I'm uncomfortable when credible journalists narrate these things but recognize that it is a protected form of speech and one that can be valuable to society ("Most Wanted" puts criminals behind bars) -- yet it can be easily exploited and it has no purpose whatsoever when used as pre-trial propaganda.

<u>P7</u>   Just altering photo images, TV stations need to determine that re-enactments are unethical, confusing and lead to misinformation and should be banned. If news directors and producers took a stand, this stuff would stop. The problem is, they won't stop because they're bosses think its OK.

   So, the only way to get rid of it is to call attention to it. Newspapers and TV stations who don't do it should ridicule the ones who do. They should shame them into stopping the practice. People shouldn't trust those simulated events because they're deceptive. And unless there is backlash, they will continue to appear.

<u>P8</u>   My prayer is this is a trend and we'll bag this crap soon, hopefully not for something worse. My only solution to this is to pressure those people to constantly label these events. Maybe a note at the beginning of each show, like when you rent a video, "This video has been formatted to your screen." Make it a requirement. But I don't know how you can do that unless the FCC gets involved.

<u>P9</u>   This is similar to ethical problems in Item 3. As I oppose censorship of artistic or journalistic endeavors, I believe we have to live with such "liberties," but should make the labeling unmistakable.

<u>P10</u>   My only suggestion is some concerted effort within the media to bring pressure on TV to be more forthright about what is being aired.

<u>P12</u>   Viewers are smart enough to know the difference. Simulations as a method of delivery are rarely the most effective way to package important messages.

<u>P13</u>   Simulations do confuse viewers -- if used they should be accurately labeled. There is no way to enforce ethics in this area. If the individual journalist has no ethics -- they will not practice their profession ethically.

<u>P14</u>   Docudramas always confuse viewers, and for that matter listeners and readers. As a profession, we have a responsibility to educate the citizenry to be more discriminating information consumers. If so-called "tabloid TV" has a following, could it be we have not done our jobs as well as we might?

<u>P15</u>   My answer to this question is the same as my answer to the question above [Question 9]. The public will support journalists who routinely, publicly declare their views on Docudramas and simulations. The point is to reinforce the distinction between legitimate and illegitimate media, real journalism and entertainment. We in the real journalistic world are too timid about publicly making the case.

<u>P17</u>   I disagree -- if something is a simulation and is labeled as such, I don't see a problem.

P18   Indeed the lines are blurred. Watch any of the successful cop shows such as 'Unsolved Mysteries' and others and you'll see re-enactments galore! Without them, they couldn't exist! Yet they assume a certain 'journalistic' label, don't they? They're docudramas of sorts. We know they're re-enactments.

Put it in the news ... the real news ... a newscast, and you have serious problems. Yet how many local TV reporters haven't asked an interview subject to 'do something again for the camera'? Huh? What about newspaper photographers asking subjects to pose for a picture, re-enacting a law signing or someone giving a donation to a group?

Best bet? No re-enactments in the news. It makes for a shaky foundation for news credibility.

P19   This practice is only slightly less offensive than checkbook journalism. Labeling of these simulations should be made so obvious (both verbal and visual) that no one could be mistaken about its nature.

If only we could convince television to stop the practice. But since reality dictates otherwise, we can only hope that television will act responsibly when using the simulations. An when they do not, it is up to the rest of the industry to make them wish they had.

P20   I don't know what the solution to this is.

P21   Do the movies get reality right. Do textbooks? Do newspapers and TV? Does anyone really know where lies the line between reality and fiction? Is my reality -- that of

a white, middle-class editor -- the same as the reality of an inner-city homeless person or a farmer in rural Iowa?

I think this is a difficult but -- on the surface -- insignificant question. The easy answer is that docudramas aren't journalism, so don't pose a journalistic problem. The question of what is reality is an endlessly fascinating one.

I find it interesting that, reduced to basics, all of these questions have been around for a long, long time.

A1   This is true. Even with labeling, simulations do blur the lines between reality and fiction. Similar to number 9, the leadership of news organizations need to decide that this is not something that is going to be done. Unfortunately, the bottom line is intervening in all of what we see in journalism today, and if it gets ratings or sells more papers, then it's expedient. Again, let me say that I think that we need to have some of the leadership organizations in journalism today take a very hard stand on ethical issues as they occur and force the hand of the media managers who are indulging in these types of episodes. Ethics need to come to the forefront in decision-making, but in too many instances they are sadly lacking.

A2   The words "This is a docudrama and may not be true" need to be run constantly in the lower 1/3 of the screen throughout the entire program. Make it difficult for a viewer to be confused.

Educators can be clear in pointing out the dangers & evils of such programs by having students do comparative analyses of a docudrama & actual press coverage of that event.

A3   Yes. Journalists should continue to run stories (articles) about where the facts were changed from original truth. Entertainment should be labeled as "true," "based-on," "inspired by," etc.

A5   Write columns, speak to civic clubs, tell people what real news is all about. NBC made it more difficult but we have to make real efforts to differentiate between the two. Even TV needs to do stories about how news works and run those stories two and three times a year.

A6   Emphasis must be on the labeling. It is too late to say these programs should not be made.

A7   True. And not all viewers are sophisticated enough to see through it -- remember, readers don't sometimes know the difference between an editorial, an analysis or a straight news story.

Let TV do it -- it's all part of that funny realm of infotainment. Just make sure newspapers don't.

A9   As with all the categories above, journalists (and others) need to step away from self-serving behaviors and determine what is needed to serve audiences to produce valid social decisions. Until journalists recognize their functioning and perform it, they will be attracted by [unintelligible word] gimmicks and cheap stunts.

A10   Agreed, labeling in and of itself is an inadequate solution here. Every effort must be made, largely by the media as a whole, to identify and explain any distortions of what is purported to be only fact, including that within their own journalistic products. Simulations, re-enactments and fictionalization can be of value in explaining complex issues and events and should not be discarded out of hand by responsible media. But they must be used in a responsible, honest way. Ethical journalists can employ them without compromising their integrity.

A11   Haven't we address this already? Or did I go astray in some of my earlier answers, and inadvertently touch on it? Sorry; my mind must have been on the upcoming Fox special on OJ Simpson.

Of course this is a problem. Any time media blur their basic functions (information/entertainment/persuasion) there is cause for concern. The solution, it would seem, would be for journalists to first get straight what the fundamental role in society should be, and then act upon that articulated sense of moral duty. If journalists recognize that what sets them aside from any other business or professional person is a constitutionally protected role of gathering and distributing information, the journalism ethic might well prevail. Journalists should not only get clear in their mind what their ethic is, they should never cease telling the rest of the world. Then and only then will the rest of the world recognize that "Rescue 911" and "Current Affair" and "Hard Copy" are not news, but something else.

A12   Once again, I cannot see a solution to this that is not destructive of First Amendment rights. If a docudrama plays fast and loose with the facts, those who dispute

those facts should take their case to the court of public opinion, assuming that the falsity is not grounds for actual litigation.

Organizations such as SPJ should go on record opposing this practice, as SPJ is in the process of doing.

A13   Yes. This is a major problem. Commentators, narrators, directors and producers have to take pains to warn television audiences that fact and fiction have been combined. Again, we must keep harping about this problem and many of the others you have raised -- both in the colleges and universities and in the professional fields.

A14   Yes -- I see no solution to this except, once again, public education. People need to know that there is a difference. Certainly labeling should help. More public discussion is what is needed; however, media literacy ought to be required in high school. Ideally students should learn by doing -- students should have hands-on training in video. Then there is a real basis for ethical discussion of simulations.

A15   I'm not convinced the public is completely fooled by docudramas. We tend to underestimate our audiences. Some will be confused, but many others know the difference. Education again provides the key to overcoming what I consider to be a fad -- education of journalists themselves and education of media consumers.

A16   Legitimate news outlets ought to ban simulations outright -- at least those that use live actors. Animations seem entirely appropriate to explain how something happened, because readers never mistake them for reality. Television is the biggest problem area, because it is primarily an entertainment medium. For that reason, the news is expected to

entertain as well. Still, a medium that is ALL news -- such as CNN or C-Span -- seems to

have resolved that problem. Clearly, viewers already recognize that they have more

credibility than the entertainment networks.

A18   About all that organizations can do is more clearly label docudramas. Professional

organizations should take a more firm stand against simulated event depictions. That is

about all they can do.

VITA

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Thesis: SEARCHING FOR A PLACE IN THE JOURNALISTIC SUN: A
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APPENDIX M

RESEARCH APPROVAL

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
HUMAN SUBJECTS REVIEW

Date: 07-29-94   IRB#: AS-95-006

Proposal Title: A DELPHI STUDY OF FUTURE ETHICAL ISSUES AS ASCERTAINED
BY A PANEL OF MEDIA PROFESSIONALS AND EDUCATORS

Principal Investigator(s): Charles Fleming, Rebecca Tallent

Reviewed and Processed as: Exempt

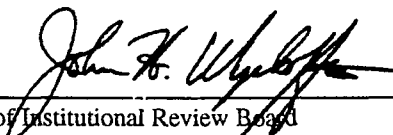Approval Status Recommended by Reviewer(s): Approved

APPROVAL STATUS SUBJECT TO REVIEW BY FULL INSTITUTIONAL REVIEW BOARD AT NEXT
MEETING.
APPROVAL STATUS PERIOD VALID FOR ONE CALENDAR YEAR AFTER WHICH A CONTINUATION
OR RENEWAL REQUEST IS REQUIRED TO BE SUBMITTED FOR BOARD APPROVAL.
ANY MODIFICATIONS TO APPROVED PROJECT MUST ALSO BE SUBMITTED FOR APPROVAL.

Comments, Modifications/Conditions for Approval or Reasons for Deferral or Disapproval are as
follows:

Signature: Date: August 2, 1994

Chair of Institutional Review Board