



Journalism And Ethics

Journalism and Ethics Mod 10 PowerPoint and Video

Student's Name: _____

Take notes from the Mod 10 Journalism and Ethics PowerPoint and Video

1. Define Ethics:

2. Define the First Amendment:

3. Define Appropriation:

4. Define Intrusion:

5. Define Copyright:

6. Define False Light:

7. Define Libel:

8. According to NSPA Code of Ethics, seven key points when making decisions are:
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____

Mod 10: Ethics is a system of moral values, principles of right or good conduct. Your **staff manual** should include basic principles of scholastic press law, such as First Amendment status, libel, copyright and other topics of legal concern.

- Yearbook staffs are responsible for creating a yearbook publication that becomes the **permanent record of the school** they serve.
- It is a **record/history book** for many years to come.
- Because the publication is a historical document, the **ethical questions** facing the yearbook staff are challenging.



First Amendment



- Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

Mod 10-Definitions: You may have a great idea for your yearbook, but have you considered whether you have the legal right to include it in your publication?

Appropriation

A person's name or photograph cannot be used for commercial use without written consent. A photo of the homecoming queen on a poster with a bubbled message reading, "You'll be my king if you buy a yearbook today" is illegal without written consent.

Intrusion

- People in public places have no right to privacy, but restrooms, locker rooms and individuals' homes are considered private. A



copyright

all rights reserved

Copyright

Under this law, the following forms of “art” are protected: Literature, Music, Lyrics, Plays, Choreography, Pictures, Photos, Sculptures, Graphics, Movies, Audiovisual Works, Sound Records. A collage of copyrighted materials (CD covers, photos, magazine covers, etc.) may be photographed to demonstrate current trends.



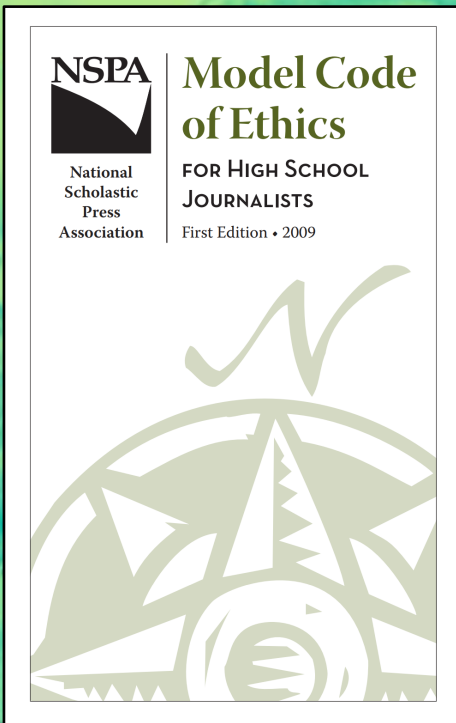
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False Light

Information reported, and photographs taken are true, however if they imply something false, then this is false light. A picture of four athletes taking a water break during practice adjacent to the story on athletes breaking the substance abuse policy, implies these four are guilty.

Libel

- A statement printed as fact that is false and attacks a person's reputation.



Mod 10: When you decide to publish something, ask yourself is it ethical?
NSPA Code of Ethics

Seven Key Points

When Making Tough Decisions



- Be **responsible**.
- Be **fair**.
- Be **honest**.
- Be **accurate**.
- Be **independent**.
- Minimize **harm**.
- Be **accountable**.



Copyright Laws

Copyright law protects the works of authors, including musical, dramatical and literary works. A copyright protects the way in which a creator expresses his or her idea, but not the actual idea or facts behind the idea. Copyright protection is unavailable for names, titles of books and movies, slogans, and short advertising expressions.



Copyrighted Works

Only the creator of a copyrighted work or the owner of a copyright is legally allowed to reproduce, perform, display, distribute copies of or create variations of a work. Any unauthorized use of a copyrighted work is copyright infringement. If you include a piece of copyrighted material in your yearbook without obtaining permission from the copyright owner, you can be sued for copyright infringement.

Mod 10: Copyright Law

It is important to establish clearly who owns the copyright to your yearbook and the elements that comprise it, such as the photos, designs, stories, and graphics. The publication itself often controls the use of yearbook content by sources outside of the staff.



Advertisements

Acceptance/Refusal



Any publication has the right to refuse advertising before a formal contract is signed between the advertiser and the publication. Refusal can be for any number of reasons:

1. The staff disagrees with the position taken in an advocacy ad.
2. The staff chooses not to accept ads that concern specific controversial issues, such as abortion or birth control.
3. The staff feels an ad promotes a product that is harmful to students.

Mod 10: While you might consider an ad to be any content in the book for which a customer pays, not all ads are created equal in the eyes of the law.

Mod 10

Possibilities

It is a Mod:
Do the items that is
best for your staff!

- Video/PowerPoint of Theme Development with Follow-up handouts and discussion.
- Six activities, (**Ethics Getting Started, Definitions, First Amendment, Two on Copyright, and Advertisements and Ethics**)
- Resources-**Two PowerPoints on Ethics and the Law; Handouts/Readings on Ethics in advertising, NSPA code of Ethics, Yearbook Suite, Make the Commitment to Create an Ethical Yearbook, Ready Made Guiding Light, Copyright in the Time of Corona.**
- Evaluation of Mod 10(Two Quizzes) (**Objective and Subjective**), and Assessment



Mod 10:
Journalism and Ethics

Walsworth yearbooks

I Should Have Known That!



Blaze Bucks

I Should Have Known That!



Blaze Bucks

- Each Mod Lesson I will begin with a challenging, fun question.
- At end of lesson, I will give you the answer.
- Each week, two winners of \$5.00 Starbucks Gift Card.
- Staffs will be on different Mods, but no problem!
- Let's have some fun!

I Should Have Known That!

- They are already in a relationship.
- Poor hygiene.
- Talking about an ex.
- Ordering a healthy meal.
- Being on your telephone.

According to one of the top dating outlets, the number one deal breaker on a first date is:

New York Reps:

Jessica Crokos, Wantagh, New York
Katie Smith, Livonia, New York
John St. Pierre, Hauppauge, New York



- A study shows that women are attracted to men wearing blue.
- According to one dating specialist, never cook dinner for someone until the third date is completed.
- Movie theaters and restaurants are not good places for date.
- Malls, coffee shops, colleges and schools are better places for dating because they are more open.

Blaze Bucks

I Should Have Known That!

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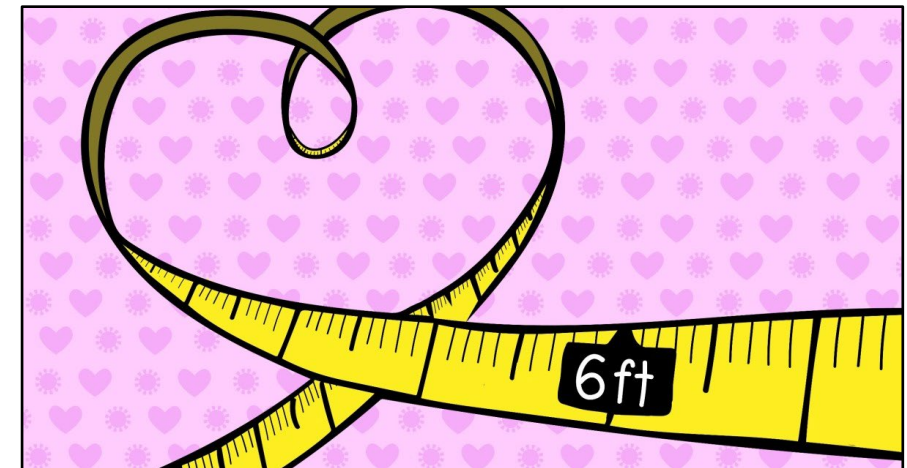
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- Saying the name of the other person at least twice during a conversation in a date leads to instant link. That is because saying out the name means connectiveness and attentiveness.

Blaze Bucks



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Top 5 Cities Where Most People are Single

- 5. Tallahassee, FL- Single Population 59.1%
- 4. Lawrence, KS-Single Population 59.6%
- 3. Gainesville, FL-Single Population 60.7%
- 2. Bloomington, IN-Single Population 60.9%
- 1. Ithaca, NY-Single Population 61.6%

Blaze Bucks



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**A. They are
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