



SEARCHLIGHTS AND SUNGLASSES

LEARNING LAYER

Update

Revising codes of ethics:

- The Society of Professional Journalists in 2014 revised [its code of ethics](#). The society's [ethics essays and articles](#) help apply the code. In the SPJ ethics blog, Andrew Seaman writes that the new code "doesn't specifically address digital journalism." But he says "the changes address concerns shared by all journalists practicing in a digital and social world." Read the code and discuss. Are there digital news or media practices that aren't addressed?
- [The Online News Association](#) is using crowdsourcing to create the [ONA Build Your Own Ethic Code](#). It has solicited feedback through its website and at domestic and international conferences. The project is intended to help journalists and organizations design ethics codes that reflect their view of journalism while maintaining fundamental principles.
- Native [advertising](#) is becoming increasingly popular. Look at some examples of legacy media native advertising. The [New York Times](#) has done it. The [Washington Post](#) does it. Should the code of ethics be updated to reflect these practices? If native advertising [succeeds to the extent that it deceives](#), is it ethical?
- Not all ethical issues are digital: Reporting on your company or yourself. How does a media outlet know when to mention itself?? [Bloomberg](#) has put forth a great example. Another is the case of former NBC anchor [Brian Williams](#), who embellished war stories about himself and lost the anchor's chair.