

# VISUAL REPORTING ETHICS

## PURPOSE

1. What is my journalistic purpose?
2. What organizational policies and professional guidelines should I consider?
3. What are my ethical concerns?
4. Who are the stakeholders—those affected by my decision? Think inclusively

## PRODUCT

5. Is the content authentic?
6. Are our research, reporting and rendering steps fair and honest?
7. Is the work an example of credible creativity?

## PROCESS

8. What do I know? What do I need to know?
9. Is the photographic content what the photographer saw in the viewfinder?
10. Can I clearly and fully justify my thinking and my decision?
11. How can I include the voices of other people with different perspectives and diverse ideas?

## PRESENTATION

12. What are my alternatives?
13. Is the content being changed in ways beyond basic image quality corrections?
14. Is it necessary to place the image in context with additional text explanation?

## KEY CONSIDERATIONS

- Blend of Accuracy and Aesthetics
- News value of the story
- Impact on audience
- Timeliness

Undertake thorough reporting about the image.

Discuss the circumstances associated with the image with the visual reporter

Maximize journalistic responsibility while minimizing unnecessary harm

When you ask good questions in advance, you make better ethical decisions!