



# **SUB ENABLING 2**



**APPLY JOURNALISM ETHICS IN  
COMMUNICATING WITH NEWS SOURCES**

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## **Journalism ethics required in communicating with news sources**

- ✓ Honesty; base on the fact
- ✓ Fairness; be fair during interview
- ✓ Accountability and responsibility; be responsible for the repercussions of the actions you are doing. Know your duty that is to inform for the public interests
- ✓ Be aware about confidentiality; honor the promise between you and the source to keep some information confidential. (an agreement is a contract)

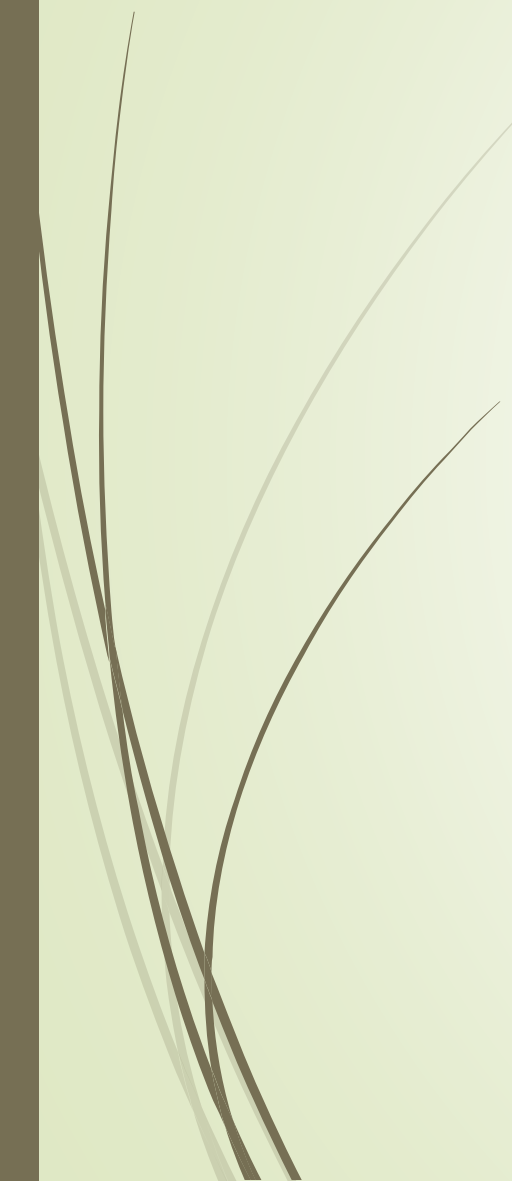


## Cont....

- ✓ The right to privacy; know your boundaries
- ✓ Truth and accuracy; verify information
- ✓ Be polite
- ✓ Avoid exploitation
- ✓ Avoid corruption
- ✓ Avoid discrimination




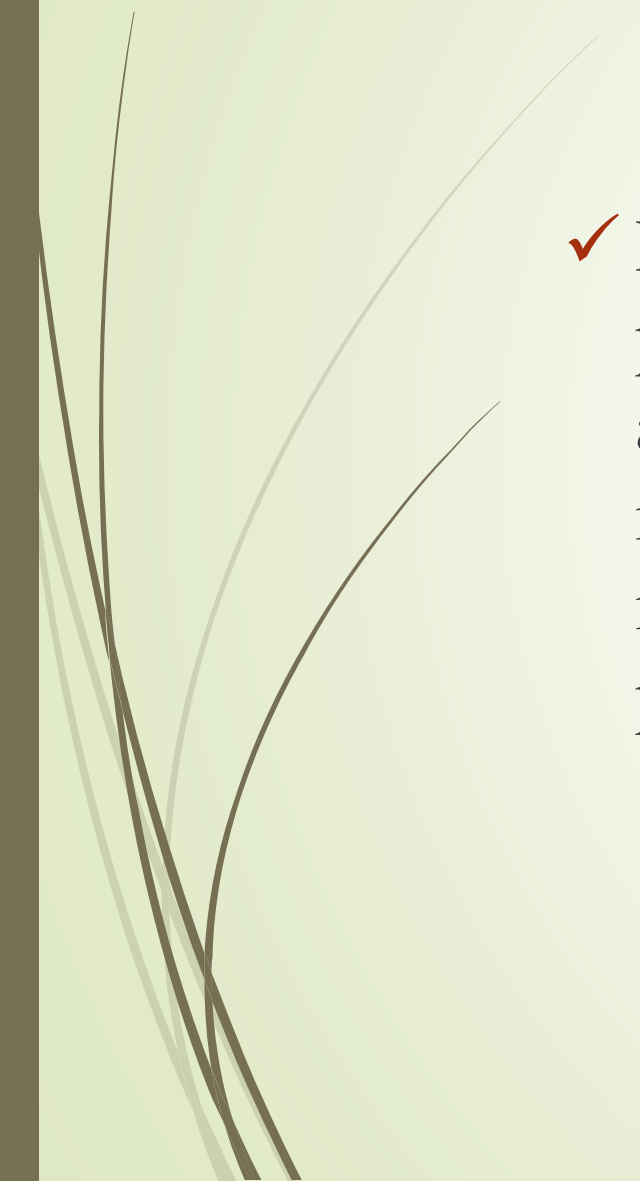
## **How Journalists Protect News Sources And Respect The Right Of News Sources**

- ✓ By considering the right to privacy; reporters are forced to know the boundaries of private and public life. They shall not report one's private affairs if it is not for the great benefits of the public. The inversion of someone's privacy is allowed for the public interests only like exposing ant social behavior, protecting public health and safety
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## Cont....

- Coverage involving children; any negative reports of children should not include their names and addresses. Whether a child has committed a crime or is a witness, do not identify that child.
- ✓ Victims in sexual offenses; journalists are not allowed to identify their names unless otherwise they have agreed to be known but not children.

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## Cont....

- Anonymous sources/ non-disclosure sources; is the moral professional to protect confidential sources. Journalists should make it clear before the source of information that it is the profession ethics to protect him but the law of the land want a source to be known. It is an offence to hide the source





## Cont..

- ✓ Off- the record information; reporters have to honor the promise of not publishing or broadcasting some information
- ✓ Confidentiality



# Do's And Don'ts During Interview

## Do's During Interview

- ✓ Keep your target audience in mind.
- ✓ Know what you want to get from that interview
- ✓ Remember to leave the door open for the source if he have any other information to share
- ✓ Be polite



## Cont....

- ✓ Ask embarrassing questions but keep good taste in mind
- ✓ Keep questions simple and clear
- ✓ Keep eyes contact
- ✓ Take useful notes

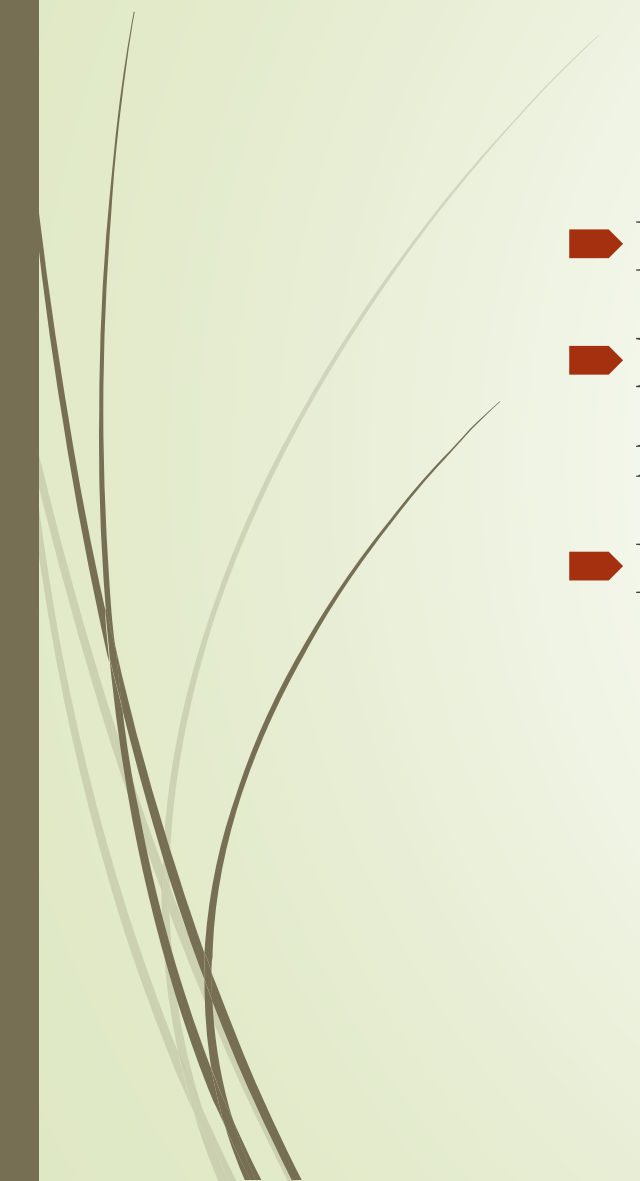



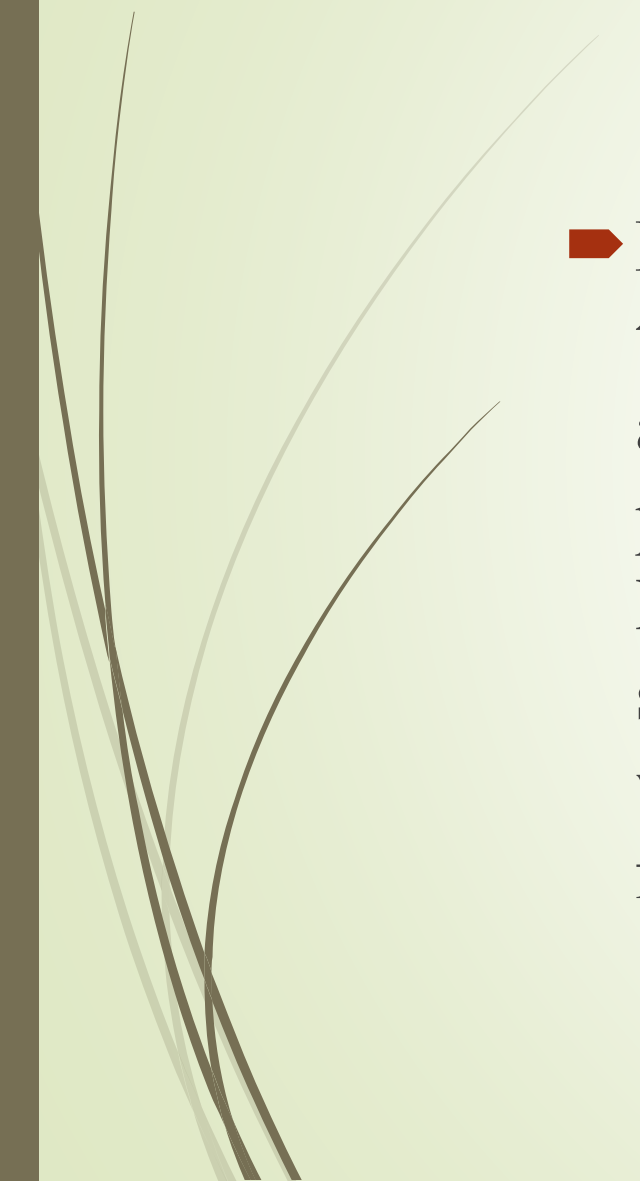
# Don'ts



- **Don't Lose focus – be short and to the point.** stay focused on the conversation and avoid rambling. Craft concise and confident answers, even if you don't have all the details readily available. It's perfectly acceptable to say, "I don't know the answer right now, but I'd be happy to follow up with you after the interview." Remember, your key messages are your guiding light. Keep them in mind and deliver clear, informative responses while listening attentively to the interviewer's cues. This ensures a productive exchange of ideas and leaves a positive impression.



## Cont....

- Don't interrupt your source except for clarification
  - Do not ask "est" questions (greatest, strongest, best actor, musician, seller)
  - Don't ask questions with simple yes/no answers
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- **Don't allow a dead air, be afraid of silence.** It's okay to take a break between answering questions and thinking about what you want to say, especially if it's an important point or something new that hasn't been discussed yet. Reporters will often use our natural discomfort with silence to see if they can lead us into filling the silence with the one thing we hope we don't say out loud. Don't fall for it. Just smile and wait for the next question.

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- **Sacrifice the truth for sensationalism.** In the age of clickbait headlines and fake news, maintaining accuracy and integrity is more important than ever. **DO NOT LIE.** Avoid creating sensational headlines or exaggerating facts to grab attention, as this can damage your reputation and undermine the credibility of your message. Stick to the truth, even if it means sacrificing a bit of drama. You may also just want to prepare yourself to have your seemingly reasonable response to a question turned into a dramatic headline.