



online ethics for journalists

Journalistic best practice while
navigating a digital-first world

fraycollege
of Communications

online ethics for journalists

Duration: 5 weeks online eLearning / 1 day training facilitated online or in person

The media landscape has undergone drastic changes and more audiences are migrating to consume news on online platforms. This brings the industry many opportunities, but also comes with a unique set of challenges. Good journalism underpinned by solid ethics is still one thing that sets media practitioners apart from bloggers and casual content creators. Join award-winning journalist, Paula Fray, as she helps you navigate the key areas of journalistic ethics in an online world.

OUTCOMES AND GOALS

- Theories of ethics
- Applying ethics in daily journalistic practice
- Balancing speed and ethics
- Understanding the difference between legal and ethical principles
- The public interest and the good of one versus the many
- Protecting sources and considering outcomes of your decisions
- Navigating ethical dilemmas
- Newsroom ethics case studies

COURSE DESCRIPTION:

Citizen journalism is on the rise, and anybody with a smartphone and an internet connection now has the ability to create and share content with the world. But every blogger and social media poster is not a journalist. The main differences between you as a professional media practitioner and the next online content creator are good journalistic principles, solid ethics and a sound responsibility to the audience you serve.

A robust digital first-strategy is one way to ensure that you and your organisation retain and expand your audience. Social media is rife with opinions, unverified facts, misinformation and disinformation. Even the best news organisations have sometimes succumbed to online blunders and careless mistakes, and these can go viral within minutes. In a digital-first newsroom it's sometimes easy for ethics and accuracy to take the back seat when competing with speed and sensationalism.

Unlike traditional media corrections, few people are likely to see your amendments or retractions.

Clicks might be the currency of the digital world, but with thousands of competitors, bloggers and content creators fighting for your audiences' attention and the advertising revenue that comes along with it, we cannot forget that trust and credibility remain the currency of modern journalism. You can retain and grow your online audience by producing good, compelling content underpinned by solid journalism ethics and responsible, accountable reporting.

Some of the core ethical issues you may be faced with when taking your work online include commercial pressures, credibility, accuracy and the verification of facts, regulation, privacy, and news-gathering methods. The coursework will introduce you to theories of media ethics and help you navigate through practical dilemmas you might encounter when working online. During your training you will also learn a framework or schema to ensure your decisions are ethical and accurate. In this course, which includes an assignment and a final quiz, Paula Fray, will guide you through the key areas of journalistic ethics.

media courses

Master key media concepts and gain in-depth knowledge that will help you keep pace with the latest trends and new technologies

LEADERSHIP

- Media Management

FUNDAMENTALS

- Presenting Story Ideas
- Research for Journalists
- Mastering the Press Code
- Writing for Journalists
- Social media for journalists

WRITING

- Writing Winning Proposals
- Column Writing

REPORTING

- Court Reporting (South Africa)
- Specialist reporting

LAW AND ETHICS

- Introduction to Media Law
- Online Ethics for Journalists

AUDIO AND VISUAL

- The Ultimate Radio Sales Course
- Introduction to Podcasting



CUSTOMISED COURSE PROGRAMS

We know your organisation is unique, and that means your training should be too! At fraycollege we will work closely with you to customise training programmes, offering you tailor-made interventions that meet your personal and organisational learning needs.



SETA FUNDING FOR YOU OR YOUR TEAM

fraycollege deals with five Sector Education and Training Authorities (Setas) and can assist you in obtaining funding for your leadership and communication training programmes.



GROUP DISCOUNTS ON SELECTED COURSES

Take advantage of our special group rates and discounts when you book three or more spots on a course and ensure that your entire team reaps the benefit of our world-class fraycollege training programmes.

about **fray**college

fraycollege provides short courses and qualifications in journalism, as well as communication training to all sectors and industries across the African continent and beyond. Over the past 14 years, we have refined our programmes to ensure our learners gain theoretical knowledge and practical skills in line with national, regional and international best practice.

Our **fray**college facilitators are qualified industry experts with a passion for learning, training and information sharing. The college operates under pan-African impact communication firm **frayintermedia**, which boasts media specialists and a newsroom that produces traditional and new media content.

Our dynamic training courses are offered both online and in person, based on the latest learning trends and developments within the South African and international training sphere. The **fray**college trainers and facilitators have worked with groups and individuals for more than a decade across 31 African and Middle Eastern countries, training participants in journalism, communication and social media skills in line with the latest global trends and standards.

our team



Paula Fray

CEO

Paula Fray has worked in media for more than three decades as a journalist, editor, trainer, and media manager. Paula was the first female editor of the Saturday Star newspaper in South Africa. She is currently the managing director of the pan-African media training organisation **frayintermedia**, which she founded in 2005. The organisation has trained journalists, media leaders, civil society organisations, government officials and corporate leaders during its decade-long existence.

She is President of The New Humanitarian news agency, a board member of Africa Check and of Accountability Lab SA. She is a Print and Digital Media SA fellow and a public representative on the Press Council of South Africa.

Paula graduated with a BJourn degree from Rhodes University and has a Woman and Law Certificate from UNISA. A recipient of the prestigious Nieman Fellowship at Harvard University, she is a former member of the Nieman Foundation Advisory Board at Harvard.

Dr Sandra Roberts

Academic Head

Dr Roberts heads **fraycollege**. She has worked in media development for over 18 years and was lead developer of the learning materials and contributed to the EISA of the new Journalism Certificate. Dr Roberts specialises in the development and application of practical journalism and communications training.

Most recently she was research and academic head of **frayintermedia**, before which she was the Centre Manager of the Centre of Excellence in Human Development at the University of the Witwatersrand. She was previously the Writing Unit Manager of the Institute for the Advancement of Journalism and the Head of Research of Media Monitoring Africa. Dr Roberts has her degree in Information Science, her honours and Masters (cum laude) in Sociology and her D Litt et. Phil in Sociology.



our clients



CAXTON



OLDMUTUAL



fraycollege has been an excellent sounding board for Media24 in terms of strategy, the approach we should be taking in terms of learning and development. They have become a true business partner as they understand our organisation and its needs so well

Adam Cooke
Head: Media24 Academy
Media 24

fraycollege, has provided Soul City with training for story writing, column and formal report writing as well as web and online skills. They have provided these high-quality services timeously and at an effective cost.

Phinah Kodisang
Chief Executive Officer
Soul City

fraycollege is a professional and efficient organisation and we recommend their services, we have been more than happy with the service we've received

Kate Skinner
Executive Director
SANEF

fraycollege
of Communications



+27 84 900 0344



+27 11 888 0140



info@fraycollege.com



www.fraycollege.com