**Visual reporting and ethics**

***Ethical Statement:***

The visual elements of a story help to explain and provide detail that would be otherwise difficult to express. At times, the visual elements are crucial to a story, good or bad. Photos, videos and sound can emit emotion that words may not be able to convey.

It’s critical to understand the importance a visual or audio element may play in a story. Determining the news value of a photo, video or audio element can help identify its role within a news story. Identify whether the story is explicit in nature, graphic or harmful to either its subject or readers.

***Procedure***

* Determine the news value of the image or video.
	+ What is its purpose?
	+ How does it relate to the story and facts?
* Why should it be viewed?
	+ What will the viewer/reader learn from the image or photo?
* Does the photo require blurring or a warning?
	+ Why?
	+ If done, does it lose it’s meaning?
* Will the photo/video/audio cause unneeded harm?
	+ Could you share the same information in an alternative way that would minimize harm?

EXAMPLES:

* Is it ethical to publish a photo or video of a victim? When, if at all, would it be permissible?
* Is it ethical to publish an emotional, graphic 911 call? When, if at all, would it be permissible?