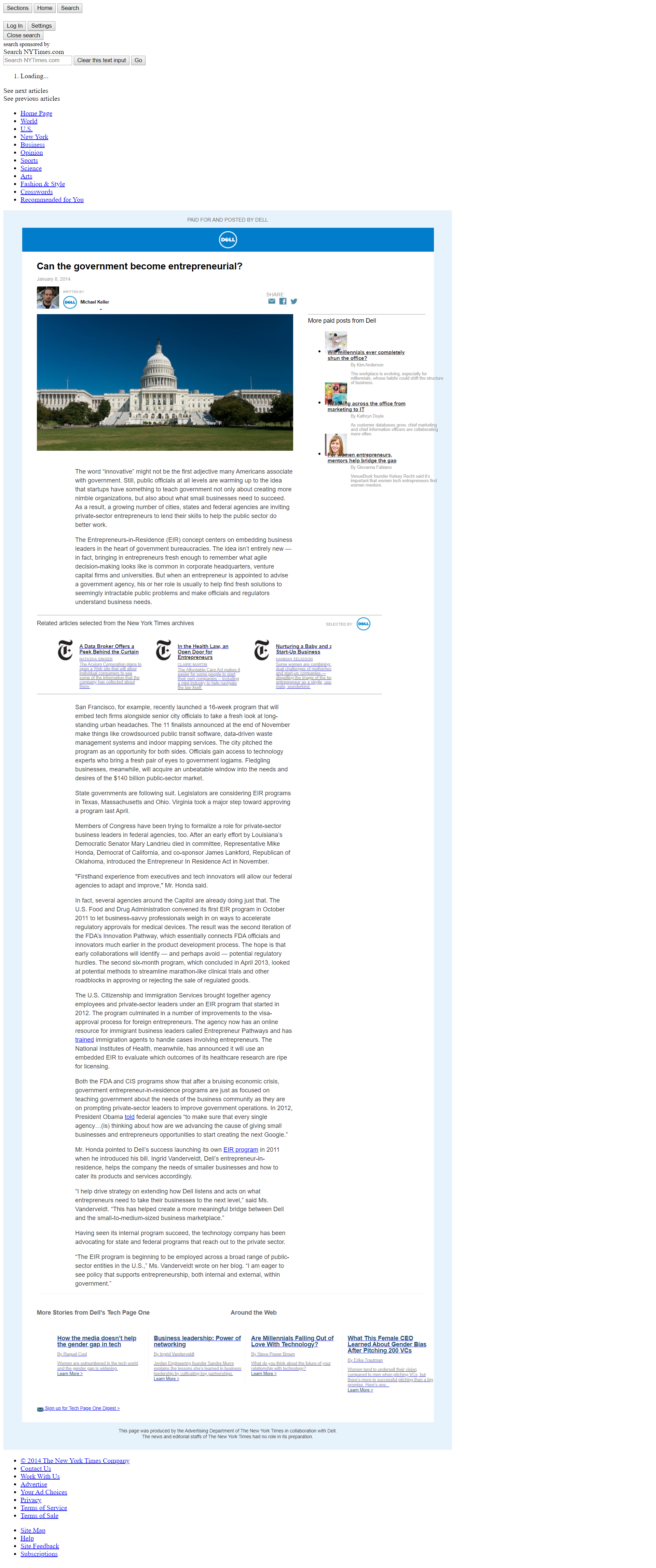
# Advertising in Journalism: Making ethical decisions

***READ***:

* SPLC: [Student Guide to Advertising Law](https://splc.org/2001/09/student-media-guide-to-advertising-law/)
* FTC: [Publishers Will Be Held Responsible For Misleading Native Ads](https://adexchanger.com/publishers/ftc-publishers-will-be-held-responsible-for-misleading-native-ads/?utm_content=buffer17f3e&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer%20)
* FCC: [Complaints About Broadcast Advertising](https://www.fcc.gov/consumers/guides/complaints-about-broadcast-advertising)
* [ASME releases guidelines for native advertising](https://www.poynter.org/reporting-editing/2015/asme-releases-guidelines-for-native-advertising/)

***ACTIVITY***:

* Can you reject an ad? Why or why not?
  + What types of ads would you reject? Ads that promote violence or illegal activity?
  + How do you ask yourself if you “should” run the ad? What’s the ethical approach?
* Take a look at how the New York Times debuted its native advertising:
  + [As The New York Times debuts its template for native ads, will other newspapers follow?](https://www.poynter.org/reporting-editing/2014/as-the-new-york-times-debuts-its-template-for-native-ads-will-other-newspapers-follow/)



* Have students work in groups and ask them to identify the advertisements that are posing as an article in this link.
  + [Try to spot the native ad on the cover of the newest issue of Forbes](https://mashable.com/2015/02/13/forbes-cover-native-ad/)
  + [Cocainenomics](http://www.wsj.com/ad/cocainenomics)
    - Is it easy to identify as an ad?
      * How do you know?
    - Can this be interpreted as misleading?
    - What approach would you take?

***ACTIVITY 2***:

* Have students read [the Atlantic advertising policy](https://cdn.theatlantic.com/static/front/docs/ads/TheAtlanticAdvertisingGuidelines.pdf).
  + What key guidelines are outlined to let consumers know their policy or approach?
  + Have students develop a public statement and guidelines to help consumers understand your advertising policy.