

# LESSON PLAN

Level: About the Author: Grades 8 to 12

Adapted, with permission, from an article written by Gordon Sanderson, Reader's Advocate for *The London Free Press*.

# You Be the Editor

# Overview

This lesson is based on an article, which ran in the January 21, 1995 issue of the *London Free Press*. In the article, readers were asked to "play editor," by responding to cases based on real news events. The *Free Press* had an overwhelming response to their call for participants, which resulted in a follow-up article called "You were the Editor." In this lesson, students will become aware of the editorial decisions that have to be made by assuming the role of a newspaper editor who must decide what information to report, and what information to withhold in a series of prospective news stories. Once students have made their decisions, they shall see what the real editors decided in each case.

# Learning Outcomes

Students will:

- appreciate the tension that exists between freedom of expression and an individual's rights to privacy
- understand the editorial process in news journalism
- analyse how individuals or groups are presented in newspapers and assess the accuracy and influence of these representations
- understand media representations of social, political, and cultural issues

## **Preparation and Materials**

- Photocopy the Case Studies: One through Twelve handout
- Once students have made their editorial decisions, use *the Case Summaries, One through Twelve* to discuss the editorial decisions that were made by newspaper professionals and *London Free Press* readers.

## Procedure

## You be the Editor: Introduction

Newspapers and their readers love the truth, but they routinely differ over how much truth should be published. The decision to print potentially embarrassing, agonizing facts is a judgement call - and today, you are all going to experience that decision making process.

Ask students:

- What is the role of a newspaper? (Newspapers are expected to report the truth, keep readers fully informed and aware of events that may affect their lives; to reflect the world as it really is, not as we would like it to be.)
- What is the role of a newspaper editor? (A newspaper editor acts as a "gate-keeper," who makes decisions regarding the appropriateness of the content within newspaper stories.)
- Should the whole truth always be told? (There are many situations where editors must consider the harmful effects on others of upholding these journalistic ideals.)
- Under what circumstances does the public's right to know conflict with a person's right to privacy? (*Deciding* which has a greater weight is something editors grapple with almost daily.)
- Comment on the following statement: "The hardest choices are not between good and bad. They are between differing outcomes which appear to have equal merit."
- Frequently the question arises: "Should newspapers more vigorously pursue the right to print, or should they exercise more restraint and publish only that which is socially acceptable?" Do you agree or disagree?

#### Activity

- Here is your chance to play the role of an editor. The following cases are based on real news events. Some are from the files of *The London Free Press*, others copies from similar quizzes at other newspapers.
- You have two choices in each scenario. There are no right or wrong answers. Other options may occur to you, but to keep results uncomplicated, please mark either (a) or (b) for each case on the coupon provided on this page. Use a separate piece of paper to explain or amplify your decision if you wish.
- Distribute the case studies amongst students or groups of students
- Once students have made their editorial choices, discuss each case and their decisions as a class.

#### You were the Editor: Follow-up

Explain to students that you are now going to see how their answers compare to those of *London Free Press* readers, and to the decisions that would have been made by newspaper professionals.

When *The London Free Press* first published these case studies, more than 500 readers jumped at the chance to be the editor. They made the call on 12 real life situations that required agonizing judgements on how to tell those stories. Here are their decisions, along with some comments they offered, and a comparison with the choices some *Free Press* staff would have made.

From the responses they received, the Free Press found:

- That readers care passionately about the way newspapers keep them informed.
- That readers want editors to avoid sensational headlines and show more respect for individual privacy in assessing and reporting the news.
- Answers to the same questions by 21 Free Press editorial staff found editors more or less on the same wavelength as readers on eight of the cases, but at odds with readers and each other on four.

- Publishing photographs of grieving relatives at funerals of prominent citizens was one issue where readers and editors differed sharply. All but one of the 21 editorial staff supported publication, but 65 per cent of the readers were opposed.
- What to include or leave out of obituaries produced a similar split, with 79 per cent of readers against reporting cause of death when a prominent person dies of AIDS, an opinion shared by only 21 per cent of editors.
- An overwhelming 82 per cent of readers would not include details of a deceased businessman's 20-year-old fraud to mar an otherwise unblemished record of public service, but 80 per cent of editors would include it.
- A majority of both readers and editors opposed publishing an unconfirmed rumour of impending layoffs at a local manufacturing plant, but 34 per cent of readers and 43 per cent of editors felt it should appear.
- The summaries to each of the case studies are included in this lesson kit.
- Have students compare and discuss the answers in the summaries to their own responses.

## Acknowledgements:

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## **Case One: Story**

## You be the Editor

Figures in a Christmas nativity scene in a public park have been vandalized and the community is outraged, with some people calling for corporal punishment for the culprits. Police question suspects seen in the vicinity but there's insufficient evidence to determine which members of the group damaged the figures. Police, however, issue a charge of causing mischief against one teenager seen pulling down a string of lights as the group left the area.

Your newspaper does not publish the names of the accused persons unless it intends to follow a court case to conclusion. This can be a lengthy and time consuming process. Also, the newspaper usually doesn't publish names of those accused of minor offenses. As editor, do you:

- A. Name the accused person, who may or may not have been the ringleader.
- B. Do not name the accused, but report a person has been charged.

## Case Two: Story

#### You be the Editor

It is your newspaper's policy to include cause of death whenever possible in obituaries of newsworthy people. A prominent cleric dies but relatives refuse to discuss cause of death. A reporter is able to confirm from a close family member the cause was an AIDS-related illness.

Do you:

- A. Go against wishes of the family and print that AIDS was the cause of death.
- B. List the cause as complications of pneumonia, without reference to AIDS.

## Case Three: Story

#### You be the Editor

A prominent community leader dies suddenly of a heart attack, leaving his immediate family and many friends and associates in shock. A newspaper photographer is assigned to cover the large funeral attended by many community leaders. The photographer returns with a selection of pictures, including one taken near the graveside of the grief-stricken widow being embraced by her daughter.

- A. Publish the graveside photo because it is the most compelling of those taken and reflects the sense of loss shared by the community.
- B. Choose another more routine shot showing pall-bearers carrying the casket.



## **Case Four: Story**

## You be the Editor

During an armed robbery of an electronic store, two gunmen hold several customers hostage. After hours of negotiations, police storm the store and shoot the gunmen to death. In the gunfire, one of the robbers kills one of the hostages.

Later, a coroner tells your reporter the dead hostage may have been committing a crime himself because he had video equipment hidden in his clothing which was "apparel that shoplifters use." The fact the dead hostage may have been killed while shoplifting is news.

Do you:

- A. Use the information, being careful to attribute it to the official sources.
- B. Do not use this information because the dead man can't explain himself and while the evidence is suspicious of shoplifting, the dead man's family shouldn't have to endure shame as well as grief.

## **Case Five: Story**

## You be the Editor

A reporter and photographer are assigned to interview a popular politician who has recently completed an alcoholrecovery program paid for by a group of citizens. He is now pledged to a life of sobriety. One photo taken in his office reveals what appears to be a liquor bottle partially hidden in a bookcase, behind some folders.

Do you:

- A. Erase the bottle from the picture.
- B. Publish the picture intact and let readers come to their own conclusions.

## Case Six: Story

## You be the Editor

A once-prominent merchant, who disappeared from public life 20 years ago after a trial and conviction of fraud, dies. He had been well known, not only for the store that bore his name, but also because of his community service as head of several local fund-raising charities, his membership in leading civic and social clubs and because he was a decorated Second World War veteran. He served a short term in prison, his store was sold and eventually closed.

- A. Instruct a reporter writing the obituary to include details of this disgraceful episode in his life because his trial at the time was a major news story and to leave it out would look like a cover-up.
- B. Tell the reporter to leave it out in deference to the family. The man hasn't been in the news for 20 years and nothing will be served by rehashing his misdeeds. Let him be remembered for his accomplishments.

## **Case Seven: Story**

## You be the Editor

For three weeks there has been a persistent rumor in the business community that a local manufacturing firm plans to lay off up to one-quarter of its work force. Your reporter checks it out from all angles but the best sources come up with nothing. Although baseless, the rumor persists.

Do you:

- A. True or not, you believe the rumor is news because it's so widespread. You ask that a story be written reporting it is a rumor and also that no basis in fact can be found.
- B. You decide to print no story because some readers may interpret it as a sneaky way of hinting the rumor may be true. Also, publishing non-news about a baseless rumor seems irresponsible.

## Case Eight: Story

## You be the Editor

A judge awards custody of an infant placed for adoption to two lesbians, then seals all records about the case including the judge's name. A reporter learns of the adoption and in her story notes the judge's identity cannot be established.

Some readers are irate and say the newspaper is covering up. They insist they have the right to know the identity of the judge and demand the newspaper publish his name.

Several days later a clerk hands the reporter a copy of the adoption papers which have been removed illegally from files. The adoption papers identify the judge.

- A. Publish a story naming the judge, even though the papers were obtained illegally. You believe the public is entitled to know and the reporter was simply the recipient of the document and did not herself steal the material.
- B. You do not publish. The public's interest should not override the fact the records were sealed and taken from files illegally, no matter who took them.



## **Case Nine: Story**

## You be the Editor

While a man sits watching television in his living room in one of the city's more affluent suburbs, a drive-by sniper shoots through the front window and wounds him, but not seriously.

He persuades police investigators not to release his name and address because he doesn't know whether he was an intended or random target. He'll feel safer if he isn't identified publicly. One of your reporters phones around and manages to come put with the man's name and address.

Do you:

- A. Identify the man and give his street address, keeping in mind other residents in the neighborhood may want or need to know, perhaps to protect themselves because the shooting may have been random. A couple of homes a few kilometres away are also targets the same night.
- B. Accede to the man's fears and withhold his identification and address, simply giving the general area of the city in which the shooting occurred.

## Case Ten: Story

## You be the Editor

A local politician addresses a group of his constituents and tells a raw, sexual joke in the process. Several in the audience are greatly offended and walk out. Your reporter's story of the speech includes a reference to the walk out and retells the joke, with explicit language, so readers can make their own judgments about the protest.

- A. Decide the joke's impact can only be conveyed by using exact language, and let it be published even though many readers will be offended.
- B. Decide readers don't need to know explicit details and take it out of the story.



## **Case Eleven: Story**

## You be the Editor

A children's puzzle book that was to be removed from stores because of its racist content shows up on the shelves of some local stores. A reporter outlines the situation and reports the comments of spokespersons for the minority group, which considers the material highly offensive. The book's distributor agrees the materials is racist and promises to ask all merchants who hadn't yet complied to remove it from sale, but has no way of forcing compliance.

Your reporter describes the book in detail and includes some of the offensive terms it uses to describe the minority.

Do you:

- A. Include the specific details of the book, including the offensive wording so that readers may understand its racist content and know what to look for and guard against.
- B. Decide the story naming the puzzle book, the store where it was found and general description of content is sufficient, without the need for giving readers explicit detail of offensive language.

## Case Twelve: Story

#### You be the Editor

The newspaper gets an anonymous letter alleging a world-famous medical researcher at a local university is guilty of scientific fraud. The anonymous writer indicates copies of the letter have been sent to nine others, including the researcher's department head, the heads of fund-granting institutions which channeled substantial sums of public money into the researcher's projects, and the editor of a professional journal.

Most anonymous letters go into the wastebasket but because this one was literate and typewritten by someone who obviously knew what was going on in the labs, a reporter is assigned to check it out. It is learned the researcher was reprimanded on a purely procedural and technical matter which had nothing to do with the validity of research. Also, the reprimand was being appealed.

- A. Publish a story about the reprimand to set the record straight.
- B. Drop the matter as being information not of legitimate public concern.



# Case One : Editorial POVs

## You were the Editor

Figures in a Christmas nativity scene in a public park have been vandalized and the community is outraged, with some people calling for corporal punishment for the culprits. Police question suspects seen in the vicinity but there's insufficient evidence to determine which members of the group damaged the figures. Police, however, issue a charge of causing mischief against one teenager seen pulling down a string of lights as the group left the area. Your newspaper does not publish the names of the accused persons unless it intends to follow a court case to conclusion. This can be a lengthy and time consuming process. Also, the newspaper usually doesn't publish names of those accused of minor offenses.

As editor, do you:

- A. Name the accused person, who may or may not have been the ringleader.
  Readers 26%
  Editors 25%
- B. Do not name the accused, but report a person has been charged.
  Readers 74%
  Editors 75%

#### **Readers comments:**

"Vandalism is such a frequent crime, every avenue should be used to discourage it, including naming the offenders."

"This type of vandalism should be covered from start to end."

"Don't name the person. It would be pure speculation this was the ringleader but readers might assume this was the case."

"Never name anyone without proof."

"It's enough the person was there during vandalism, whether a ringleader or not."

"Individuals caught in the act and charged should be named and held responsible."

"I never agree on printing the names of accused persons because it could be false, and blemishes their names forever."

"Whether the person is ringleader or not is not the issues. The one seen pulling down the string of lights and charged should be named, even if it is a minor offense. If their first offense was with the wrong crowd you can be sure they may think twice if their accusations became public."



# **Case Two: Editorial POVs**

## You were the Editor

It is your newspaper's policy to include cause of death whenever possible in obituaries of newsworthy people. A prominent cleric dies but relatives refuse to discuss cause of death. A reporter is able to confirm from a close family member the cause was an AIDS-related illness.

Do you:

- A. Go against wishes of the family and print that AIDS was the cause of death.
  Readers 21%
  Editors 43%
- B. List the cause as complications of pneumonia without reference to AIDS.
  Readers 79%
  Editors 57%

## **Readers comments:**

"Why bring more grief to loved ones."

"Investigate further to see how the cleric contracted AIDS."

"I don't agree with publishing cause of death."

"Those how were in intimate contact with the cleric have a right to know. The family may not be aware of all contacts."

"Why is it necessary to publish cause of death?"

"How did the cleric contract AIDS? If helping or working with those infected, report it -- if not, omit it."



# Case Three: Editorial POVs

## You were the Editor

A prominent community leader dies suddenly of a heart attack, leaving his immediate family and many friends and associates in shock. A newspaper photographer is assigned to cover the large funeral which is attended by many community leaders. The photographer returns with a selection of pictures, including one taken near the graveside of the grief-stricken widow being embraced by her daughter.

Do you:

- Publish the graveside photo because it is the most compelling of those taken and reflects the sense of loss shared by the community.
  Readers 35%
  Editors 95%
- B. Choose another more routine shot showing pallbearers carrying the casket.
  Readers 65%
  Editors 5%

## **Readers comments:**

"Grieving is a private family affair."

"Expressions of grief should not be made public."

"Though I believe in the right to privacy, a funeral of a community leader is usually a public affair and the scene could easily have been seen first hand."

"His wife, no doubt, had a lot do with his prominence; showing her genuine grief is good for the community and good for her as well."

"Definitely run the graveside photo because it speaks louder than words. By publishing a routine photo you'd be doing just that - publishing a routine photo that's nothing but redundant. The loss to the community and the family can best be expressed by the photo and is obviously more newsworthy. Of course, if the family request that you don't, then don't."



# **Case Four: Editorial POVs**

## You were the Editor

During an armed robbery of an electronics store, two gunmen hold several customers hostage. After hours of negotiations, police storm the store and shoot the gunmen to death. In the gunfire, one of the robbers kills one of the hostages. Later, a coroner tells your reporter the dead hostage may have been committing a crime himself because he had video equipment hidden in his clothing which was "apparel that shoplifters use." The fact the dead hostage may have been killed while shoplifting is news.

Do you:

- A. Use the information, being careful to attribute it to the official source.
  Readers 33%
  Editors 43%
- B. Do not use this information because the dead man can't explain himself and, while the evidence is suspicious of shoplifting, the dead man's family shouldn't have to endure shame as well as grief.
  Readers 67%
  Editors 57%

#### **Readers comments:**

"The paper should not judge the dead man's motives."

"Shoplifters on a regular basis do not have their names in papers, so why bother."

"There's nothing to be gained by the assumption shoplifting was committed. Leave it out."

"There's no proof that the dead man had evil intentions."



# **Case Five: Editorial POVs**

## You were the Editor

A reporter and photographer are assigned to interview a popular politician who has recently completed an alcoholrecovery program paid for by a group of citizens. He is now pledged to a life of sobriety. One photo taken in his office reveals what appears to be a liquor bottle partially hidden in a bookcase, behind some folders.

Do you:

- A. Erase the bottle from the picture.
  Readers 19%
  Editors 5%
- B. Publish the picture intact and let readers come to their own conclusions.
  Readers 81%
  Editors 95%

## **Readers comments:**

"Let the politician explain the bottle. Maybe it's empty. Maybe it's a bookend."

"Don't doctor up photos. Ask the politician about it."

"Forget it. Many recovering alcoholics will leave temptation around to prove themselves."

"Publish no photo."



# **Case Six: Editorial POVs**

## You were the Editor

A once-prominent merchant, who disappeared from public life 20 years ago after a trial and conviction of fraud, dies. He had been well known not only for the store that bore his name but also because of his community service as head of several local fund-raising charities, his membership in leading civic and social clubs and because he was a decorated Second World War veteran. He served a short term in prison, his store was sold and eventually closed.

Do you:

- A. Instruct a reporter writing the obituary to include details of this disgraceful episode in his life because his trial at the time was a major news story and to leave it out would look like a cover-up.
  Readers 18%
  Editors 80%
- Tell the reporter to leave it out in deference to the family. The man has not been in the news for 20 years and nothing will be served by rehashing his misdeeds. Let him be remembered for his accomplishments.
  Readers 82%
  Editors 20%

#### **Readers comments:**

"Don't bring 20-year-old skeletons out of the closet."

"He's paid for his mistake. Why hurt his family again?"

"His 20-year-old fraud was part of his life and who he was: nice, warm, fuzzy stories don't sell newspapers as well as hard-hitting dirty details."

"He's dead. Let him and his kin put the past behind him."



# **Case Seven: Editorial POVs**

## You were the Editor

For three weeks there has been a persistent rumor in the business community that a local manufacturing firm is planning to lay off up to one quarter of its work force. Your reporter checks it out from all angles but the best sources come up with nothing. Although baseless, the rumor persists.

Do you:

- A. True or not, you believe the rumor is news because it's so widespread. You ask that a story be written reporting it is a rumor and also that no basis in fact can be found.
  Readers 34%
  Editors 43%
- B. You decide to print no story because some readers may interpret it as a sneaky way of hinting the rumor may be true. Also, publishing non-news about a baseless rumor seems irresponsible.
  Readers 66%
  Editors 57%

#### **Readers comments:**

"Never print an unconfirmed rumor."

"Rumors often turn out to be true. Story is newsworthy. Printing it may force company to state intentions."

"Where there's smoke there's a fire. Print it."

"No other speedier evil exists than rumor."

"Rumors are part of our daily lives. Rumors in the sports or entertainment business are commonly reported and if a rumor persists it usually becomes fact to varying degree."

"Publishing such a rumor causes townspeople to tighten spending and can have detrimental effects on business."

"Printing potential gossip may cause harm because most readers won't notice the fact that it is unfounded, or if they do notice, they tend to ignore it."



# Case Eight: Editorial POVs

## You were the Editor

A judge awards custody of an infant placed for adoption to two lesbians, then seals all records about the case including the judge's name. A reporter learns of the adoption and in her story notes the judge's identity cannot be established.

Some readers are irate and say the newspaper is covering up. They insist they have the right to know the identity of the judge and demand the newspaper publish his name.

Several days later a clerk hands the reporter a copy of the adoption papers which have been removed illegally from files. The adoption papers identify the judge.

Do you:

Publish a story naming the judge, even though the papers were obtained illegally, because you believe the public is entitled to know and the reporter was simply the recipient of the document and did not herself steal the material.
 Readers 23%

Editors 15%

B. You do not publish. The public's interest should not override the fact the records were sealed and taken from files illegally, no matter who took them.
 Readers 77%
 Editors 85%

#### Readers comments:

"Judge should not be shielded."

"Public has the right to know the judge's name but names of the lesbians should be withheld to protect the child's identity."



# **Case Nine: Editorial POVs**

#### You were the Editor

While a man sits watching television in his living room in one of the city's more affluent suburbs, a drive-by sniper shoots through the front window and wounds him, but not seriously.

He persuades police not to release his name and address to the news media because he doesn't know whether he was an intended or random target. He'll feel safer if he isn't identified publicly.

One of your reporters manages to come up with the man's name and address.

Do you:

- A. Identify the man and give his street address, keeping in mind other residents in the neighborhood may want or need to know, perhaps to protect themselves because the shooting may have been random. A couple of homes a few kilometres away are also targets the same night.
  Readers 20%
  Editors 76%
- B. Accede to the man's fears and withhold his identification and address, simply giving the general area of the city in which the shooting occurred.
  Readers 80%
  Editors 24%

## **Readers comments:**

"Give street name but not the house number."

"Don't risk placing this person's life in jeopardy."

"Identifying the man will warn other residents to take precautions in the event the shooting was intended. I am serving the public by publishing his name and address. The man may possibly be involved in criminal activity."



# **Case Ten: Editorial POVs**

## You were the Editor

A local politician addresses a group of his constituents and tells a raw, sexual joke in the process. Several in the audience are greatly offended and walk out. Your reporters story of the speech includes a reference to the walkout and retells the joke, with explicit language, so readers can make their own judgments about the protest.

Do you:

- Decide the joke's impact can only be conveyed by using the exact language, and let it be published, even though you know many readers will be offended.
  Readers 38%
  Editors 60%
- B. Decide readers don't need to know explicit details and take it out of the story.
  Readers 62%
  Editors 40%

#### **Readers comments:**

"A dirty joke is a dirty joke - who wants details."

"It has already offended once. Sufficient to say the joke was raw, sexual and - inappropriate."

"The impact of the story cannot be conveyed unless the story is told, then readers can decide if they would have walked out or not."

"Some people think a joke formula forgives the teller of everything. Giving exact wording (using suitable dashes) may help offenders to see themselves as they are."



# **Case Eleven: Editorial POVs**

## You were the Editor

A children's puzzle book that was to be removed from stores because of its racist content shows up on the shelves of some local stores. A reporter outlines the situation and reports the comments of a minority group, which considers the material highly offensive. The book's distributor agrees the material is racist and promises to ask all merchants who hadn't yet complied to remove it from sale, but has no way of forcing compliance.

Your reporter describes the book in detail and includes some of the offensive terms it uses to describe the minority.

Do you:

- A. Include the specific details of the book, including the offensive wording so that readers may understand its racist content and know what to look for and guard against.
  Readers 34%
  Editors 48%
- B. Decide the story naming the puzzle book, the store where it was found and a general description of content is sufficient, without the need for giving readers explicit details of offensive language.
  Readers 66%
  Editors 53%

#### Readers comments:

"Print what is really stated. The readers can decide for themselves. Changed or left out it will keep readers wondering." "Give examples of offensive racist statements. The buying public should be made aware."



# **Case Twelve: Editorial POVs**

## You were the Editor

The newspaper gets an anonymous letter alleging a world-famous medical researcher at a local university is guilty of scientific fraud. The anonymous writer indicates copies of the letter have been sent to nine others, including the researcher's department head, the heads of fund-granting institutions which channeled substantial sums of public money into the researcher's projects, and to the editor of a professional journal.

Most anonymous letters go into the wastebasket but because this one was literate and typewritten by someone who obviously knew what was going on in the labs, a reporter is assigned to check it out. It is learned the researcher was reprimanded on a purely procedural and technical matter which had nothing to do with the validity of research. Also, the reprimand was being appealed.

Do you:

- Publish a story about the reprimand to set the record straight.
  Readers 38%
  Editors 40%
- B. Drop the matter as being information not of legitimate public concern.
  Readers 62%
  Editors 60%

#### **Readers comments:**

"Forget it. The letter was anonymous and had nothing to do with validity of research."

"Don't add to muck-raking. Who hasn't been reprimanded at one time or another."

"No legitimate story. It's one person's personal vendetta."

"The public and medical researcher are owed having the record put straight."

"Paper should publish, whatever the repercussions."

