

Exercise 1: Answer

The question invites you to compare the two media watchdogs and identify what you consider to be their strengths and weaknesses.

Key points to consider:

- The BSA is a statutory body established by the Broadcasting Act 1989 with its structure, duties and powers enshrined in legislation. The NZPC was established by the newspaper industry, which determined its structure and modus operandi as an exercise in self-regulation.
- Should print and broadcast media be treated differently? What are the implications of having these different types of media watchdog for the media? For the public?
- How are the members of the BSA and NZPC appointed? Who do they represent? How well do the public members reflect the demography of New Zealand?
- The organisations differ in their complaints processes, including the right of appeal. How well is the public served by these different procedures?
- The significant difference in penalties and sanctions that can be imposed.
- Compare the organisations' ethical codes as guidelines for professional practice.
- The BSA must undertake research, which its more substantial funding facilitates. How does that assist the BSA perform its functions?

Exercise 2: Answer

The question raises the issue of privacy, particularly as it relates to public figures.

Key points to consider:

- What is the public interest in identifying the Olympian in these circumstances? What does the public have a right to know?
- How does his status as a public figure affect his right to privacy? Is frequenting a brothel relevant to his role as an elite sportsman? As a role model?
- How would publication/broadcast impact on him? On his wife and children? What weight do we put on the potential to harm?
- What are our options for editing the images? Should we? Do we disclose any digital manipulation?
- Can we not identify the building as a brothel?
- How do we justify our decision?

Exercise 3: Answer

The question asks you to think about your relationship with sources, especially important contacts.

Key points to consider:

- Why can't I have a social life and friendships like any other citizen? What makes me different?
- What conflicts of interest might arise from our relationship? How might it compromise my reporting?
- How might others perceive or choose to perceive our relationship? How might they use it to their advantage?
- What problems does our close relationship pose for my editor?