

Using Potter's Box to Make Ethical Decisions in Media

REMEMBER:

1. It's a process, not a solution. This will help you see all sides and make a *thoughtful* decision.
2. Different people may come to different conclusions based on their individual values, loyalties, etc.
3. This doesn't address the question, "Can we do that?" It helps with the question, "Should we?"

DEFINITION:

In this box, you need to give a summary of the situation. This should include all known **facts**. Do not include unverified rumors or suspicions. Just the facts!

VALUES:

State the values involved for you as a member of the press and for others involved in the situation.

PRINCIPLES:

1. *Aristotle's Mean:*
2. *Kant's Categorical Imperative:*
3. *Mill's Principle of Utility (Utilitarianism):*
4. *Rawl's Veil of Ignorance (Egalitarianism):*
5. *Judeo-Christian Persons as Ends:*

LOYALTIES:

Determine to whom your **primary loyalty** belongs in this situation. Begin by listing out all of your loyalties and then prioritize them.