



# **Personal Ethics Code for Mady Nutter: Sex Educator and Reproductive Justice Communications Manager**

December 3, 2020, Journalism 3200 Final Project



# Ethical Values

The relevant readings that I referenced to form each of these values:

- Seeking Relevance: PR and Media during the COVID-19 Pandemic
- What Are the Top Ethics Challenges, Skills and Deficiencies Facing Public Relations Professionals?
- Follow the Leader: Ethics and Responsibility
- What Being Transgender Looks Like, According to Stock Photography

**Consent**

**Truth**

**Sex  
Positivity**

**Advocacy**

# Guideline 1

I will make sure my students and clients are aware that consent means that they and their partner(s) are fully conscious and acting freely with clear intent and enthusiasm.

# Guideline 2

I will ensure that any personal information of others in my advocacy or personal anecdotes in my educational presentations either maintain confidentiality or have been consented to share.

# Guideline 3

I will get consent of participants in my sex education presentations that involve any level of physical touch or emotional vulnerability prior to involving them in my presentation.

## Consent

Consent is a foremost pillar not only of sex education, but communication management as well. I am presently a peer health educator with POWER/GAMMA, and we start off every single educational program with a discussion on consent. Communication management also involves consent in sharing information, organizational news, names, pronouns, identities or pictures with the public.

# Truth

Truth is one of the ultimate pillars of journalism, and also is so critical to sex education. Many people come from sex education backgrounds that are severely lacking in correct information, and only 17 states in the U.S. require that sex education programs are medically accurate (Guttmacher Institute). It is my duty as an educator to deliver the most accurate and up-to-date information for my clients and students. Truth is also essential to any communication management role, and is often necessary to destigmatize misinformation about reproductive justice.

## Guideline 4

I will be medically accurate at all times in my sex education and inclusive of people of all genders, sexes and sexualities.

## Guideline 5

I will continue to further my education on the countless subjects of sexuality in order to educate and include as many identities, sexualities, lifestyles, etc. in my teaching.

## Guideline 6

I will accurately represent my reproductive justice organization and seek to amend untrue representations of my organization.

## Guideline 7

I will ensure that my students and clients understand that my classroom or office is a safe space for them to learn about themselves and their sexuality.

## Guideline 8

I will not tolerate hatred of any kind in my role as an educator or advocate, and I will seek to educate those who are hateful, for this hate is so often rooted in ignorance.

## Guideline 9

I will encourage my clients and students to view sexuality as an individual experience that they can be excited to pursue and explore without shame.

## Sex Positivity

Sex positivity is a very important personal value to me, and I will uphold this value throughout my professional career. So much of people's sex education has been rooted in shame, misogyny, homophobia, racism and transphobia. While I'm aware that one sex education course or class I teach cannot dismantle the entirety of these oppressive systems, my hope is that I can begin to eradicate these systems from the realm of sexuality for at least the individuals I teach.

# Advocacy

Advocacy will play an instrumental role especially in my future as a reproductive justice communications manager, but it will also be ever-present in my life as a sex educator. Advocacy will come into play when defending my reproductive justice organization against lies or demonization of reproductive health access (i.e. Planned Parenthood being characterized as "baby killers"). I will stand as a advocating voice in the very public debate over bodily autonomy and sex education.

## Guideline 10

I will always advocate for the destigmatization of the sexuality field at large and on the individual level.

## Guideline 11

I will defend the fields of reproductive health and justice as well as the field of sex education against attempts to discredit or demonize these imperative public health fields.

## Guideline 12

I will advocate for my clients, students, and organization(s) at all times, regardless if their right to autonomy or existence is presently up for debate.