This paper examines the role of ethics in modern and contemporary era journalism. Part I is a brief analysis of the vital importance of ethics in journalism. Part II describes three of the most commonly-used media accountability systems of journalism: the Society of Professional Journalists' Code of Ethics, the Situational-Analysis-Decision Method, and the Potter Box Method. Part III is a review of the ethical codes from several top media organizations, including the New York Times and the Associated Press. Part IV is prefaced by a series of four story briefs containing controversial ethical dilemmas, which are then thoroughly examined according to each of the three media accountability systems. The cases include Susan Kelleher’s article, which named victims of sexual abuse; John Rinkenbaugh’s KSNT-TV reporting on gays and prostitution in Topeka, Kansas’s Gage Park; the Oklahoma Press’s dogged reporting on Governor David Walters’s son Shaun, who eventually committed suicide; and Jonathan Franklin’s surreptitious news-gathering methods on the Pentagon’s reported body count of Persian Gulf War soldiers. Part V is a conclusion, which also contains an analysis and critique of the aforementioned cases. This project is 42 pages in total with an additional 2-paged bibliography and includes attributions for all the researched subjects covered in the paper.