CODE OF ETHICS FOR MEDIA PROFESSIONALS

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A Code of conduct is a set of general principles from which rules adopted by media stakeholders are drawn, to provide frameworks of reference for professional standards. They are meant to govern conducts and practices of media professionals in the course of their duties.

Codes of ethics, normally in a form of a document, are used as a guiding reference point for media professionals when taking sound decisions about professional and ethical dilemmas during day-to-day activities of gathering, processing and disseminating news. These principles are meant to guide media professionals when making self-critical assessment and evaluation of day-to-day activities as communicators.

The essence of having code of ethics is to ensure media professionals have a guiding reference point that helps them to maintain highest standards as required by professional responsibilities and roles accorded to them by the society. On the other hand, the code directs media professionals of their duties and obligations in the society they serve.

The Media Council of Tanzania (MCT) which is an independent, voluntary non statutory body dealing with regulations of media conducts in the country, by recognizing the relevance of codes of ethics to media professionals, collaborated with other media stakeholders to develop this document to be used as a guiding reference point for media professionals in the country. MCT believes that it is only by operating within ethical standards, that the freedom and independence of the media which it promotes would benefit the society.

This code shall apply to the following: media owners and publishers, public relations officers and media advertisers and more importantly to all media practitioners both local and foreign operating in the United Republic of Tanzania. These include media managers, editors, public relations officers, media advertising
agents, broadcasters, photographers, video producers, individual reporters, columnists, cartoonists as well media owners and publishers. Online content from mainstream media outlets are also bound by this code of conduct.

The document consists of seven parts covering obligations of media managers and editors, public relations officers and communication officers, media advertising agents, broadcasters, photographers and video producers, individual reporters as well as media owners and publishers.
DEFINITION OF KEY CONCEPTS AND TERMS

**Media Professionals:** Trained media practitioners who are practising media or communication activities

**Public Interest:** The term public interest is used in a wide variety of contexts. Its meaning varies according to the context. In the context of this code, public interest stands for the following: all issues of common benefit to the public, aspects that the public as a whole has a stake in, issues which recognize, protect and advance the general welfare of the public.

**Sensationalism:** Refers to exaggerating events and topics in news stories. It includes reporting insignificant matters and biased presentation of news by blowing them out of proportions. Sensationalism also involves writing in a manner that intentionally appeals to emotions of news consumers.

**Fanaticism:** Refers to excessive zeal about something. It includes following and believing in something without questioning. Fanaticism manifests itself in term of supporting a religious course, a specific political grouping, tribal customs, and the ideal of sports clubs. As regards to journalism, fanaticism leads to blind support of certain groups in society. This would affect a journalist’s professional judgment ability when handling stories.

**Innuendo:** An innuendo is an indirect remark about somebody or something, usually of a disparaging or derogatory nature. Innuendo occurs when words are twisted but readers or viewers can still associate the description in the story with a specific person. Such innuendo can be construed in a court of law or Press Council to disparage the reputation of a person even if that person was not the one actually referred to in the story, provided a sizeable number of readers or viewers can testify to have actually believed the words referred to that person.
**Stereotype:** Refers to labelling or assigning qualities to groups of people as related to their race, nationality and sexual orientation, status, leading to discrimination and ignoring diversity within groups.

**Hate speech:** Refers to attack a person or a group would receive on the basis of race, religion, gender, sexual orientation, physical appearances, or nationality, and has the potential of inciting hatred, misunderstanding and violence. Likewise hate speech stand for communication intended to degrade, intimidate, or incite violence or prejudicial action against someone based on race, ethnicity, national origin, religion, sexual orientation, or disability of all kind.

**Corruption practices:** Direct or indirect inducement, or canvassing meant to secure favours from people in position or otherwise to influence certain outcomes.

**Conflict of Interests:** Refers to a situation that has the potential to undermine the impartiality of a person because of the possibility of a clash between the person’s self interest and professional or public interest. In other words, conflict of interest is a situation in which a party’s responsibility to a second party limits its ability to discharge its responsibility to a third party.

**Media independence:** Refers to the ability to report information it receives without undue fear of being penalized. It also refers to the media that is not controlled by any interest group, but still has access to necessary data.

**Accountability:** Refers to taking full responsibility of consequences resulting from acts or activities which one does or takes willingly, voluntarily, with active intellect and deliberation.

**Social responsibility:** Stands for obligations directing the media to place more emphasis on the promotion of the well being of society rather than commercial interests.

**Plagiarism:** Stands for an action of making use of another person’s material or ideas without proper acknowledgement or attribution of the source.
**Tastes:** The term tastes is subjective and varies from place to place, from part of the society to another, thus becoming difficult for broadcasters to set taste standards acceptable by all audience.

**Decency:** Is concerned with respect for traditions, background and rituals of all people and their beliefs. It is also perceived differently depending on one’s perspective.

**Online content:** Refers to content produced via the new communication technologies (as opposed to the traditional newspapers, TV and radio). They include internet, website, multimedia, CD-ROM and DVD.
1.0 **Media Managers/Editors**

Media managers/editors refers to individuals who are responsible for selection and preparing written, visual, audio and film media used to convey information or news. Some of their duties are correcting, condensing, organizing and modifying news. The managers and editors should observe the following:

1.1 **Conflict of Interests**

   i) Remain free of associations and activities that may influence professional judgments, compromise personal integrity leading to undermining of the reputation of the profession.

   ii) Leave media professionals to make final decisions regarding any editorial work. In all ways, editorial coverage must be based on readers, viewers’ and listeners’ best interest in the view of the editors.

1.2 **Pressure or Influence**

Be free of obligations other than the public’s right to know as well as the well being of the society. In other words, media managers and editors shall not suppress or distort information about which public have a right to know because of undue pressure of influence from political, commercial or social interests.

1.3 **Fanaticism**

Media managers and editors should not involve themselves with any kind of fanaticism that can affect their neutrality in story treatment.
1.4 Professional Competence
Encourage employees to enhance their professional competency through training and further studies. Moreover, the managers/editors should ensure that their staffs are updated with new innovations in the communication industry.

1.5 Salaries and Remunerations
Encourage the media owners to pay their staff according to their academic qualifications and work performances. There should be a scheme of service that stipulates clearly issues regarding to remunerations and other incentives in all media houses.

1.6 Anti-corruption Practices
i) Gifts and Hospitality
The media managers/editors should refuse awards, entertainment, gifts or personal favours that should in any way influence or appear to influence their professional decisions and judgment. In situations where gifts are given, the receiver should declare to the office authorities the receipt of the gift or treat.

ii) Preferential Treatment
Managers/editors should not accept any preferential treatment under these circumstances to avoid being in a position where they would be under obligation to return the preferential treatment. Likewise, they should not use their positions or the knowledge gained as a result of their positions for private or personal advantage.

iii) Payment for Information/Sources
Managers of editors shall not give money or gifts to induce sources to provide information by them
giving money as equivalent to buying news, which turns news as a kind of an unequivocal merchandise, which should not be the case.

iv.) Receiving Payment for Giving News
Media managers and editors shall not receive money or any kind of payment as an incentive to publish or broadcast information.

1.7 Statement of Principles/Standards for Editorial Operations
i) Editorial Function
They shall ensure the content published or broadcast meet the agreed quality and professional standards, is not offensive or defamatory has no ill intention and is in line with the media outlet’s policy and regulations as well as laws of the land.

ii) Responsibility and Accountability
They shall be responsible for all the materials published or broadcast in the outlet and answerable for the consequences caused by such content.

iii) Facts and Personal Comments
Make clear distinction between facts, conjecture, opinions and comments

iv) Presumption of Innocence
They shall observe the principle of presumption of innocence in their coverage where every defendant will be presumed innocent unless and until proved guilty in a fair trial before the court of law.

v) Confidentiality
They should observe professional secrecy regarding sources for information obtained in confidence. They also have the duty to inform confidential
sources about conditions that might force them not to honour confidentiality promise including an order from the court of law.

vi) **Off-the-record information**
Media managers/editors shall honour a promise of not using some information for publication or broadcast (off the record information) if their reporters promised that to a source.

vii) **Accuracy and Corrections**
   a) Shall ensure their media outlets are guided at all times by accuracy and should not deliberately mislead or misinform readers or audience by commission or omission. Shall ensure information published or broadcasted is accurate and present all sides of the core issue or subject.
   
b) Make sure their publications do not indulge in unfair comment, falsification, distortion or misrepresentation of facts.
   
c). Shall not deliberately mislead or misinform readers or audience by commission or omission. Baseless, misleading or distorted material should not be set forth as facts.
   
d). Whenever it is recognized that an inaccurate, misleading or distorted story has been published or broadcast; it shall be corrected or clarified promptly, without waiting for a complaint to be raised first.
   
e) Ensure that corrections are clear and carry an apology to the affected parties. For purpose of clarity, corrections shall apply to errors of fact and inaccuracies while clarifications shall apply to misleading or distorted information.
   
f) Ensure headlines, sub-headings and captions
accurately and fairly convey substance of the report they are designed to cover.

g) Do not publish photographs or images which have been manipulated without informing readers of the fact and, where significant, the nature and purpose of manipulation. Those involving situations of grief or shock are to be handled with special consideration for sensibility of those affected.

viii) Right of Reply

a) A fair opportunity to reply to inaccuracies shall be given to individuals, groups or institutions when reasonably called for. Media Managers and Editors should promptly and with due prominence, publish or broadcast corrections of inaccuracies published or broadcast in their media outlets.

b). Where the editor has enough evidence to doubt the truth or factual accuracy of the reply or clarification, he shall be at liberty to add separately at the end of the clarification a brief comment showing his or her position in regard to the issue.

ix) Privacy

a) Ensure that publications of information, including pictures, about the private lives or concerns of individuals without their consent is acceptable only if a serious legitimate public interest outweighs their normal right to privacy.

b) Publishing such material or making inquiries about the private lives or concern of individuals without their consent is only justified where the material concerned
ought to be published in the public interest, outweighing the normal right of privacy.

c) ‘In the public interest’ is not synonymous with ‘of interest to the public. Public interest that justifies intrusion must be of serious nature and should not be confused with mere public curiosity. Entry into the public life does not disqualify individuals from the right to conceal their private affairs except where the circumstances of these are likely to affect their performance of, or fitness for the public roles they seek to hold.

d) The overriding public interest relied upon in this and other clauses of the code of ethics include: Detection or exposure of the crime; Protection of the public health and safety; Preventing the public from being seriously misled on an important matter by public statement or action of an individual or instruction.

xi) Shocking or Emotionally Painful Social Issues

In dealing with social issues of a particularly shocking or emotionally painful nature such as atrocity, violence, drug abuse, brutality, sadism, sexual salacity and obscenity, a special care is needed to present facts, opinions, photographs and graphics with due sensitivity and discretion, subject to its duty to publish in the public interest

xii) Plagiarism

a) Refrain from engaging in plagiarism. Plagiarism consists of making use of another person’s material or ideas without proper acknowledgement and attribution of the
source of those ideas or material.

b) Words directly quoted from sources other than the writer’s own reporting shall be attributed. In general, when other work is used as the source of ideas for stylistic inspiration the final report shall be clearly different from the original work.

c) The editor shall take final responsibility to ensure that published or broadcast contents do not contain plagiarized material and that any borrowed materials are properly attributed to the rightful author.

1.10 Feedback Mechanism

i) Media managers and editors should be accountable and address all claims/blames given by readers or audience.

ii) Publications or stations should put in place defined mechanisms which will enable members of the public to become active participants in the production of information, news and views.

1.11 Discrimination

Ensure publications do not place gratuitous emphasis on gender, religion, minority groups, social status, sexual orientation, age, race, color or disability of any kind. Nevertheless, where it is relevant and in the public interest, publication may report and express opinion on these.

1.12 Subterfuge

Make sure their journalists use straightforward means of obtaining information and pictures, normally identifying themselves when doing so. Subterfuge can be justified only in rare circumstances when the material
sought to be published in the public interest but could not be obtained in any other way. The use of such methods should be explained as part of the story.

1.13 Crimes and Anti-social Behavior

i) Do not glamorize crime and anti-social behavior, especially involving violence. They shall not report, portray or detail crime in a manner which on reasonable judgment would likely be able to encourage or incite imitation or experiment. Editors should pay particular regard to the context, probable effect and the likely readership of such item.

ii) Publications or broadcast shall not, unless it is both legally permitted and in the public interest name victims of sex crimes; knowingly name any young person accused of a criminal offence who is below the age of 18 and who has no previous convictions; identify without consent relatives of a person accused or convicted of a crime.

1.14 Defamatory Content

News content or an advertisement containing information likely to be defamatory, or with ill intention, should not be published. In cases where such information must be published, decision should not be taken by individual editor, rather should be discussed by senior editors and when necessary seek advice from a lawyer or any legal adviser.

1.15 Faith Related Issues

Approach and refer to faith related issues in a balanced, fair and seemly manner, recognizing the respect and reverence in which they, their representatives and their beliefs are likely to be held by adherents.
1.16 Accountability and responsibility

i) Shall recognize their obligation to the society and be ready to make the society’s well being a priority at the expense of their businesses interests and individual freedom.

ii) Shall treat information as a social good and not a commodity. Likewise they shall be accountable not to those controlling or owning their media outlets but to the public at large including social interests.

iii) Shall be accountable for consequences resulting from their professional acts or activities done or taken willingly, with active intellect and with deliberation. Under all circumstances should act in conformity with a personal ethical consciousness.

1.17 Online content/materials

i) Media managers and editors when handling online content, should double check it to verify its truth, context, and validity. This should be done even when such materials have been verified by the network.

ii) When traditional media outlet uses online content or materials, full identification of the author should be indicated in a story.

iii) Traditional media outlets should give fully acknowledgement for all online content or materials used.

iv) All online content or materials when used in traditional media should be bound by industry’s laws and regulations guiding the particular media outlet.

v) Media managers and editors should take full responsibility of the consequences resulting from online content or materials used by their outlets.
2.0 Public relation Officer/Communication Officer

Public relation or communication officer is the head of communication or public relation or public affairs in an organization. They are responsible for communication to a wide range of audiences, both internal and external, including the media, employees and the public order to fulfill this professionally and ethically, shall observe the following:

2.1 Honesty
Adhere to the highest standards of accuracy and truth in advancing the interest of the organization served and in communicating with the public.

2.2 Fairness
i) Provide fair services to clients, employers, competitors, peers, vendors, the media and the general public.
ii) Respect all opinions and support people’s right to free expression.

2.3 Advocacy/Promotion
While operating as advocates for their companies, public relation officers shall provide content which abides to ethical standards for professional media in Tanzania.

2.4 Loyalty
While public relation and communication officers have
to be royal to their company, they also have the duty to provide clients a balanced and credible content.

2.5 **Harmony**

They have a duty to provide mutual understanding, credibility, and harmonize relationship among a wide array of institutions and audience.

2.6 **National values**

Have the duty to promote and protect national values of peace, freedom, unity and security in the course of performing their duties.

2.7 **Accountability and responsibility**

i) Shall recognize their obligation to the society and be ready to make the society’s well being a priority at the expense of their businesses interests and individual freedom.

ii) Shall treat information as a social good and not a commodity. Likewise they shall be accountable not to those controlling or owning their institutions but to the public at large including social interests

iii) Shall be accountable for consequences resulting from their professional acts or activities done or taken willingly, with active intellect and with deliberation. Under all circumstances should act in conformity with a personal ethical consciousness.

2.8 **Online content/materials**

i) When public relation and communication officers use online content or materials, should verify the content beyond doubt to verify its truth, context, and validity. This should be done even when such materials have been verified by the network

ii) When public relation and communication officers use online content or materials, full identification
of the author should be indicated in a story.

iii) When public relation and communication officers use online content or materials should give full acknowledgement.

iv) All online content or materials used by public relation and communication officers, should be bound by the industry’s laws and regulations.

v) Public relation and communication officers should take full responsibility of the consequences resulting from online content or materials used.
3.0 Media Advertising Agents

Media Advertising Agents refers to a firm or company or individual that is dedicated to creating, planning and handling advertising and all other types of promotion for their clients. In order to perform their duties professionally and ethically shall observe and maintain the following:

3.1 Truth

i) Tell the truth and reveal significant and realistic facts about the products and services advertised in order to avoid misleading or deceiving the public.

ii) Ensure that the product advertised meet the quality as provided by acceptable quality assurance bodies.

iii) Avoid promotion and advertising of products that are prohibited by laws and regulations.

3.2 Language

i) Use language, symbols and formats that can easily be understood and interpreted appropriately.

ii) Use words which do not incite misunderstanding and conflicts among people or cause any harm to the society. Use the tone of speech which encourages peace and harmony.

3.3 Substantiation

Should be ready to provide evidence to substantiate claims when required by regulatory authorities.
3.4 **Taste and decency**
Avoid words, statements and symbols that are offensive to any socially recognized group in society.

3.5 **Price claims**
Avoid price claims that are sensational, misleading or false.

3.6 **National values**
Avoid advertisements that undermine the national value of freedom, peace, unity and national security. Likewise promote advertisements that recognize and protect rights and reputation of others.

3.7 **Defamation**
Do not advertise any content or make promotion of content with libel, calumny, slander and defamation.

3.8 **Discrimination**
Do not advertise any content or make promotions that suggest sexism, racism, ethnicity, and discrimination of colour or disability of any kind.

3.9 **Children**
Do not use children exploitatively in advertisements that concern adults. Also children should not be exposed to products that are harmful.

**Content**
Do not portray violence and aggression in advertisements aimed at children.

Do not broadcast advertisements with menacing or horrific themes, pictures or sound likely to disturb children.

Do not advertise or encourage anti-social behaviour by children.
Do not encourage children to ask parents to purchase products advertised, imply or suggest that children who do not own or have such products will be in some way inferior or regarded as inferiors.

**Safety**

i) Do not advertise content, oral or graphic representation of children taking part in unsafe acts or in unsafe situation, or content encouraging them to enter strange or hazardous places unless specifically advertising for safety.

ii) Do not advertise products being used in an unsafe or dangerous manner, or products that would be unsafe if used by children without supervision, unless specifically advertising for safety.

iii) Do not depict realistic toy weapons that could be confused with real weapons. Preserve programmes with advertisement for at least three months in case of complaints from listeners/viewers.

**3.10 Alcohol, Tobacco, Road Safety and Environmental Claims**

Take into account the relevant internal code of practice of the broadcasting organisation concerned, before accepting or transmitting advertisements dealing with products with health, safety, environmental hazards or concerns.

**3.11 Presentation**

In advertising certain products, state clearly whether an assembly or additional items, (e.g. batteries paint or costumes) are needed before such products are used or in order for the products to produce the advertised effect. Do not underestimate the degree of skills required by a child to use the product. The skill required to achieve the results shown must be attainable by an
average child in the age range for which the product is advertised.

3.12 Competitions
Clearly state the rules of any competition referred to. The value of prizes and the chances of winning must not be exaggerated.

3.12 Controversy and Political Advertising
When advertising, handle cautiously controversial issues, like political propaganda and faith related issues, to ensure the advertisement does not infringe upon individual rights.

Advertisement material from sponsors or paid for content should be differentiated with news content.

3.13 Sponsorship
i) Accept sponsorship only from legally and socially acceptable organizations. Any advertising material from the sponsor must be clearly differentiated from news content.

ii) Avoid advertisements that undermine the health and well being of the society.

iii) Avoid advertisements that compromise professionalism or affect the quality and integrity of a particular media outlet.

3.14 Code of Ethics
Advertisement should not contradict ethical practices observed by media professionals.

3.15 Testimonial Advertisement
Testimonial advertisement shall be limited to those competence witnesses who reflect a real or honest opinion or experience.
3.16 Accountability and responsibility

i) Shall recognize their obligation to the society and be ready to make the society’s well being a priority at the expense of their business interests and individual freedom.

ii) Shall treat information as a social good and not a commodity. Likewise they shall be accountable not to those controlling or owning their media outlets but to the public at large including social interests.

iii) Shall be accountable for consequences resulting from their professional acts or activities done or taken willingly, with active intellect and with deliberation. Under all circumstances should act in conformity with a personal ethical consciousness.

3.17 Online content/materials

i) When advertisers use online content or materials, they should verify the content beyond doubt its truth, context, and validity. This should be done even when such materials have been verified by the network.

ii) When advertisers use online content or materials should be bound by industry’s laws and regulations guiding the particular media outlet.

iii) Should take full responsibility of the consequences resulting from materials from the new media used by their outlet.
4.0 Broadcasters

Broadcasters is a person, a company or organization, a network or station that broadcasts radio or television programs. Broadcasting embraces the trades of presenters, reporters, camera crews, scriptwriters, sound recorders, programme producers, editors and communicators working in radio and television outlets. In order to perform their duties professionally and ethically, broadcasters must be guided by ethical principles and professional behaviour. Here are some of the essential tenets that any broadcaster and broadcast journalist shall observe.

4.1 Core Ethical Principles

4.1.1 Seek truth and report it

i) Shall present a clear, comprehensive and a reality of events as explained by all sources concerned in the core issue.

ii) Shall abstain from giving false or made-up reports that are intended to deceive the audience, distort the facts or have other ill intentions.

4.1.2 Accountability and responsibility

i) Shall recognize their obligation to the society and be ready to make the society’s well being a priority at the expense of their businesses interests and individual freedom.

ii) Shall treat information as a social good and not a commodity. Likewise they shall be accountable not to those controlling or owning their media outlets but to the public at large including social interests.
iii) Shall be accountable for consequences resulting from their professional acts or activities done or taken willingly, with active intellect and with deliberation. Under all circumstances should act in conformity with a personal ethical consciousness.

4.1.3 Minimizing harm

i) Shall treat sources, subjects, colleagues and members of the public as humans deserving respect.

ii) Shall show compassion for those who may be affected by news coverage. Shall use special sensitivity, when dealing children, inexperienced sources or subjects.

iii) Shall be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.

4.1.4 Act independently

Shall report acquired information basing on facts and truth without fear of being penalized and without the influence of individuals, interest groups or any other forces both internal and external.

4.2 Core values

4.2.1 Factuality / accuracy

i) Should report only authentic information that is verified beyond doubt about its validity and accuracy.

ii) Should report facts in a proper context by providing not only the facts about an issue or subject but also the context surrounding it.
4.2.2 Impartiality/ balance/fairness
   i) Should present a clear account of issues without adopting a position on the subject matter.
   ii) Should give all sides of the core issue or subject an opportunity to give their side of the story. Seek and include comments from the affected individuals.
   iii) Should give (the one alleging and the one responding to the allegations) equal treatment in the story.

4.2.3 Honest /integrity
   i) Shall act in accordance with journalists’ professional norms as well as in accordance with universal standards of rights and wrong.
   ii) Shall refrain from taking part in activities which are against their professional convictions.

4.3 Tastes and Decency
Taste is subjective and varies from place to place and from part of the society to another, thus becoming difficult for broadcasters to set taste standards acceptable by all audience. Decency is concerned with respect for traditions, background and rituals of all people and their beliefs. It is also perceived differently depending on one’s perspective. Thus, for broadcasters to maintain good taste and decency shall observe the following:
   i) Recognise and observe norms, regulations and standards of decency agreed by broadcasting regulatory authorities in the area where the broadcaster operates.
   ii) Shall consider the context in which the language
and behaviour occur (including humour, satire and drama), and the timing of transmission and likely audience of the programme.

iii) Shall treat people who are subjects and sources with decency. Shall be specifically sensitive when dealing with children and operate in a courteous and considerate manner, keeping broadcast equipment as unobtrusive as possible.

iv) Always broadcast a warning if a programme has material that might be offensive to some people.

4.4 Dangerous or Anti-Social Details

i) Should not transmit detailed pictures or information about methods of suicide and hanging, making of explosive or incendiary devices, or illicit use of drugs or solvents in a way that might instruct or encourage such action.

ii) Should refrain from broadcasting any programme that simulates news or events in sound or pictures in such a way as to mislead or alarm its audience.

iii) Should not depict the actual process of putting a subject into a hypnotic state or any process designed to induce a hypnotic state in its audience.

4.5 Gender Sensitivity

i) Should avoid the use of words and expressions that imply that one gender is inferior to another because if constantly used, assumption of inferiority tends to become part of people’s mindset.

ii) Should report factors such as race, national or ethnic origin, colour, religion, sexual orientation or marital status, physical or mental or any kind of disability only when they are relevant.

4.6 Crime and Disorder

Shall not broadcast programmes that are likely to
promote civil insurrection or encourage crime, public disorder or promote any other kind of evils confronting humanity.

4.7 Violent or Distressing Content

i) Should not justify violence shown graphically or realistically indicated by sound in its context and intensity as being necessary to the programme.

ii) Should not transmit violence combined with sexuality in a manner designed to titillate the audience. Explicit detail and prolonged focus on sexually violent contact must be avoided.

iii) Should take care in deciding whether the inclusion of graphic detail and intense violent or distressing material is warranted by its relevance and aid to public understanding of the subject.

iv) Give special consideration to possible transmission of particularly disturbing images including:
   a) Torture or ill-treatment of people or animals.
   b) Close-ups of dead or mutilated bodies.
   c) Images of people in extreme pain or on the point of death.
   d) Violent or ill treatment of children.

4.7 Warning of Disturbing or Offensive Content

Shall broadcast warnings before or at the beginning of any programme containing language or pictures that are likely to be disturbing or offensive to ordinary viewers or listeners considering the time and space of transmission.

4.8 Defamation

i) Do not advertise any content or make promotion of content with libel, calumny, slander and defamation transmission to the audience.
ii) Shall not make indirect remark about somebody or something, usually of a disparaging or derogatory nature. Neither shall they twist words in a way where listeners can still associate the description in the story with a specific person.

4.9 Statement of Principles/Standards for Editorial Operations

i) Deceptive Practices

Should not use any deceptive programme, practice or technique (including transmission of “reconstructions”, library films or recordings) that are not clearly identified.

ii. Interviews/Phone-ins/Discussions

a) Interviews must be unrehearsed and specific questions must not be submitted in advance. It is permissible to discuss in advance with the interviewee the purpose of the interview and the general subjects to be covered.

b) Should arrange, conduct and edit interviews, analysis, forums and discussions for radio and television fairly and honestly.

c) Should not distort or misrepresent the views of the participants or give a false impression of dialogue.

d) Should not present pre-recorded materials as live interviews, analysis, forums and discussions.

e) Should give callers a prior warning about phone-ins recording in order to avoid the use of offensive language, slander, racism and sexism.

f) Broadcasters should normally identify themselves to telephone interviewees from
the outset, or seek the agreement of the other party if they wish to broadcast the recording of a telephone call.

iii. Cartoons
   a) Do not include excessive violence or scenes of torture in cartoons depicting human characters.
   b) Do not show cartoons that attack people on the grounds of their race, religion beliefs or sexual orientation.

iv) Competition for Fair Dealing
   Ensure that in programmes and promotions providing prizes or rewards there should be no collusion between broadcasters and contestants to avoid unfair advantage for one contestant over another.

4 10 Broadcast Advertisements:
   i) When broadcasting advertisements, act in accordance with journalists’ professional norms as well as in accordance with laws and regulations (TCRA – regulations).
   ii) Refrain from taking part in activities which are illegal and against professional convictions.
   iii) Limit advertisements to a maximum of 30 percent of the total daily broadcasting time.

iv) Deception
   a) Do not mislead the audience through ambiguity or implication in sound or pictures.
   b) Use product comparisons in advertisement fairly, based on facts which can be substantiated.
   c) Do not in any way use advertisements that disparage or denigrate identifiable competitors
or products.

d) Give genuine testimonials and endorsements and relate directly to the endorsee’s personal experience. Testimonials and endorsements by children should not be used.

v) Guarantees and Giveaways

a) Give special care in advertisements offering guarantees or warranties to ensure the promised service is available as portrayed.

b) Do not describe ‘free’ products and services as free unless they are supplied at no cost or no extra cost, except that of postage or carriage.

vi) Public Controversy and Political Advertising

a) Make clear the identity of any client whose advertisement deals with a matter of public or political controversy or campaign in sound or vision.

b) The media should not in any way grant commission, discounts or other incentives to individuals or groups that engage in unethical and unprofessional conduct.

vii) Children

Do not broadcast advertisements that concern adults who use children exploitatively. Also children should not be exposed to products that are harmful.

Content

a) Do not broadcast content which portray violence and aggression in advertisements aimed at children.

b) Do not broadcast advertisements with menacing or horrific themes, pictures or sound likely to disturb children.

c) Do not advertise or encourage anti-social behaviour by
children.

d) Do not encourage children to ask parents to purchase products advertised, neither should you imply nor suggest that children who do not own or have such products will be in some way inferior or regarded as inferiors.

**Safety**

a) Do not broadcast any oral or graphic representation of children taking part in unsafe acts or in unsafe situation, or content encouraging them to enter strange or hazardous places unless specifically advertising for safety.

b) Do not broadcast products being used in an unsafe or dangerous manner, or products that would be unsafe if used by children without supervision, unless specifically advertising for safety.

c) Do not depict realistic toy weapons that could be confused with real weapons.

d) Preserve programmes with advertisement for at least three months in case of complaints from listeners/viewers.

viii) Alcohol, Tobacco, Road Safety and Environmental Claims

Take into account the relevant internal code of practice of the broadcasting organisation concerned, before accepting or transmitting advertisements dealing with products with health, safety, environmental hazards or concerns.

ix) Presentation

In broadcasting certain advertised products, state clearly whether an assembly or additional items, (e.g. batteries paint or costumes) are needed before such products are used or in order for such products to produce the advertised effect. Do not underestimate the degree of skills required by a
child to use the product. The skill required to achieve the results shown must be attainable by an average child in the age range for which the product is advertised.

x) Competitions
In broadcasting content relating to competitions, state clearly the rules of any competition referred to. The value of prizes and the chances of winning must not be exaggerated.

xi) Controversy and Political Advertising
When broadcasting controversial issues like political propaganda and faith related issues, ensure your content does not infringe upon the rights of others.

xii) Sponsorship
Accept sponsorship only from legally and socially acceptable organizations.
Avoid broadcasting advertisements that undermine the health and well being of the society.
Avoid broadcasting of advertisements that compromise professionalism or affect the quality and integrity of a particular media outlet.
In broadcasting advertised material from sponsors or paid for content, broadcasters should differentiate them from news content.

4.11 Analysis, Commentary and Editorial
All broadcasts should contain sufficient background information and explanation to enable the audience better understand the significance and consequences of information being reported. Journalists shall not insert their personal opinions or judgments in factual reports at any time.
Programs concerning sensitive public issues, national
values, public affairs programs and commentaries shall be handled only by persons who have thorough knowledge and practice of broadcast ethics. On the other hand, invited speakers in programmes should be people who are competent and qualified in the area in question.

Public affairs programs aired on time contracted to other parties shall name who is responsible for producing the programs every time they are aired. Opposing or contrasting sides of public issues should be fairly presented.

Personal bias or prejudice shall not be allowed to distort the facts.

4.12 Coverage Involving Children

The child’s dignity must be respected at all times. The child should not be demeaned or his or her innocence be exploited.

The personal circumstance of the child that will tend to sensationalize his or her life must be avoided. There should be a conscious effort to avoid sensationalizing, stereotyping, prejudging or exploiting children with disabilities or children belonging to minority or indigenous groups.

The right to privacy of children must always be respected. Since undue publicity or wrong labelling can cause them harm, children who are victims of abuse or in conflict with the law shall not be identified, directly or indirectly. Any information that might identify them shall not be aired.

Children’s vulnerability needs special protection from broadcasters, regardless of the status or actions of their parents. Their gullibility or trust must not be abused. Nor should they be questioned about private family or other matters beyond their understanding. Consent of
parents should be obtained before interviewing children under 18 on matters of significance. Where consent has not been obtained or actually refused; only overriding public interest can justify a decision to go ahead. Similarly children under 18 involved in police enquiries or court proceedings relating to sexual offences should not be identified in news or other programmes.

4.13 Right of reply
i) Broadcasters shall give a fair opportunity to reply to individuals, groups or institutions when reasonably called for. Shall promptly and with due prominence, broadcast corrections of inaccuracies broadcast in their media outlets.

ii) They should give reasonable opportunities to all parties to present significant viewpoints when dealing with controversial issues of public importance, either within the same programme or similar programmes, when the issue has immediate relevance to the community.

iii) They should neither misrepresent viewpoints expressed in a programme nor present materials in a misleading manner by giving wrong or improper emphasis or by editing out of context.

4.14 Privacy
Broadcasters should not use material relating to individual’s personal or private affairs, or which invades an individual’s privacy, unless there is a high public interest in broadcasting such information.

4.15 Live Phone-in Programmes
i) Live phone-in programmes are an accepted and very popular way of broadcasting individual
points of view. However, care must be taken to maintain the principles of fairness, integrity, objectivity and balance by securing a broad range of views.

Presenters of phone-in programmes are expected to moderate discussions and not to vehicle their personal opinion(s) on air and must always treat their callers fairly. Additionally, programmes must be protected against capture by organized pressure groups or by irresponsible individuals.

4.16 Tone of Moderation and Respect

i) Broadcasts, including talk shows and debates, shall at all times maintain a calm and professional tone and shall project a model of civilized, reasoned discourse, as well as respect for the human rights of all persons.

Broadcasts shall not contain material that could be construed as an incitement to violence.

Programming on disturbances or other tense situations must be balanced and factual.

4.17 Faith related issues

i) Broadcasters and guests shall not make religious, ethnic, socio-economic or cultural slurs upon any person or groups and shall observe common standards of ethics.

Contributors and preachers in religious programmes should not promote their point of view by improper exploitation of the susceptibilities of the audience. Neither should they attack other denominations and faiths.

4.18 Avoidance of Advocacy

Freedom, democracy and the human rights should be
supported. However, not advocate the adoption of specific policies or legislation, or endorse or oppose candidates for elected or appointed office.

4.19 Editing and Production Standards
All persons who edit report, interviews and other materials for air shall ensure that their editing reflects fairly, honestly and without distortion what was seen and heard.
Interviews should be edited in a straightforward manner, preserving, even in short sound bites, the sense of the interview.
Answers should not be taken out of context or edited in manners that change their meaning. The narration leading to a sound bite must reflect the question that elicited the response.

4.20 Copy rights
Broadcasters should respect copyright and neighbouring rights obligations in respect of any broadcast material.

4.21 Plagiarism
Do not make use of another person’s material or ideas without proper acknowledgement and attribution of the source of those ideas or material.

4.22 Online content/materials
a) When using online content or materials, broadcasters should verify the content beyond doubt to verify its truth, context, and validity. This should be done even when such materials have been verified by the network.
b) When broadcasters use online content or materials, they should be bound by the industry’s laws and regulations.
c) When broadcasters use online content or materials,
they should take full responsibility of the consequences resulting from materials used.
5.0 Press Photographers/Video Producers
Press photographer is a journalist trained in capturing events and communicating using pictures. Video producer: Refers to a person who manages the video production process while a producer is someone who initiates a production project and oversees it from the conceptual stage through completion. In order to perform their duties professionally and ethically, photographers and video producers should observe the following:

5.1 Core Ethical principles

i. Seek and present the truth
   a) Photographers and video producers shall broadcast or publish photos or visual images which present a clear, comprehensive and accurate representation of the event or the situation depicted.
   b) Should not fake reality by using any devices like lenses, filters, polarisers and tricks like angling, superimposition, editing, touch-up, electronic (computers) and mechanical effects in altering the reality of an image.
   c) Should capture photographs in a proper context by providing not only the image but also the context surrounding it.

ii) Accountability and responsibility
   a) Shall recognize their obligation to the society and
be ready to make the society’s well being a priority at the expense of their businesses interests and individual freedom.

b) Shall treat information as a social good and not a commodity. Likewise they shall be accountable not to those controlling or owning their media outlets but to the public at large including social interests.

c) Shall be accountable for consequences resulting from their professional acts or activities done or taken willingly, with active intellect and with deliberation. Under all circumstances should act in conformity with a personal ethical consciousness.

iii) Minimizing harm

c) Shall be sensitive when taking and using photographs of those affected by tragedy or grief. Such images should be used when it is necessary to tell the story and all other means have failed.

iv) Act independently

Shall report information received basing on facts and truth without fear of being penalized and without being influenced by individuals, interest groups or any other forces both internal and external.

5.2 Core values

i) Factuality / accuracy

a) The situation implied by the photograph or visual image should be fair, factual and an accurate representation of the events they depict in both content and tone.

b) They should present only authentic
photographs or videos which are verified beyond doubt about their validity and accuracy.

5.3 Professional Integrity

i) Shall act in accordance with professional norms as well as universal standards of rights and wrong. Shall refrain from taking part in activities which are against their professional convictions.

iii) Maintain, enforce and observe high standards of conduct in order to maintain and preserve integrity and independence of the profession. They shall identify themselves and the media house where they work. They shall not use undercover or subterfuge methods to gain entry into restricted places.

iv) Should not take photos without permission or use press cards to access restricted places like parties, dances, meetings and any other private functions. Likewise they shall not use the same to get favours of any kind.

v) Should not intentionally sabotage the efforts of other journalists.

5.4 Statement of Principles/Standards for Editorial Operations

i.) Picture manipulation

a) Photographs or visual images should not be manipulated except in cases which are legally, ethically and morally permissible.

b) If for special reasons a photograph or a visual image is altered or special effects are added, the changes should be explained to viewers and reasons for such interventions
mentioned as part of the story.

c) News photo or visual images should not be altered in any way that distorts the truth, mislead viewers or misrepresent subjects.

d) Image enhancement for technical clarity such as editing, cropping and other technical steps are always permissible but of course should maintain the integrity of the photographic images’ content and context.

ii) Stereotyping
Avoid taking and presenting photographs or visual images which stereotype individuals and groups.
Recognize and work to avoid presenting one’s own biases in the work.
Treat all subjects with respect and dignity. Give special consideration to vulnerable subjects and compassion to victims of crime or tragedy.

iii) Right to Privacy
Respect entitled general citizenry rights to privacy, space and personal information. However, the right of privacy shall not interfere with taking pictures and videos for public record, or general common good to the society.

iv) Corrections
Admit mistakes in full detail and ensure inaccurate photographs or visual images published or broadcasted are corrected promptly, giving the correction similar play to the error.

v) Grief
Respect personal grief by making any
necessary approaches and inquiries with sensitivity and discretion. Reporters shall take care not to add to the distress of the people who are already at a loss; this includes not pressuring them for interviews. They should also treat the dead with respect. The coverage of incidents and catastrophes should not exceed the limits when respect for the sufferings of the victims and the feelings of their relatives is lost.

Handle with special attention and consideration, situations of grief for the sensibility of those affected. You shall not do anything while taking pictures that will cause pain or humiliation to innocent, bereaved or otherwise distressed persons. Likewise; you shall not intrude on private moments of grief except when the public has an overriding and justifiable need to see.

Take special consideration when taking and presenting pictures of the dead. Do not take or publish such photographs without permission from relatives. When dealing with photographs of that nature, always take into consideration the culture, myths, beliefs and rituals of the people involved.

vi) Obscene

Do not take pictures of nudity, and in the event where such photos cannot be avoided, you should not focus on sexual organs, or features that demean persons.

More adjustments are acceptable including cropping, sizing, colour adjustment

vii) Pictures of human suffering/victims of violence

Do not be sadistic by marvelling at human
suffering and taking pictures of such scenes without human feelings. Likewise, do not take pictures, and leave victims suffering without rendering them help in the best way possible.

viii) Stage events

Photographers and video producers should not stage events. When they shoot video or photograph subjects in a studio, they must avoid misleading viewers to believe that the moment was captured in the course of gathering the news. Any interventions should be revealed so that they cannot be mistaken as an attempt to deceive.

ix) Shocking or Emotionally Painful Social Issues

Photographers should take careful consideration when dealing with social issues of a particularly shocking or emotionally painful nature such as atrocity, violence, drug abuse, brutality, sadism, sexual salacity and obscenity. Use images of that nature only when other means of telling the story have failed. Reasons for using such visual images should be explained.

x) Plagiarism

a) Should refrain from engaging in plagiarism. Plagiarism consists of making use of another person’s material or ideas without proper acknowledgement and attribution of the source of those ideas or material.

b) Photos published broadcast from sources other than the photographer shall be attributed.

xi) Copy rights

Press photographers and video producers
should respect copyright and neighbouring rights obligations in respect of using any photographs or visual material.

xi) Subterfuge
Photographers and video producers should use straightforward means of obtaining information and pictures, normally identifying themselves when doing so. Subterfuge can be justified only in rare circumstances when the material sought to be published in the public interest but could not be obtained in any other way. The use of such methods should be explained as part of the story.

xii) Defamatory images
Photographs or visual images likely to be defamatory, or with ill intention, should not be published or broadcast.

xiii) Captions
Write captions accurately comprehensively and fairly. The captions shall convey the substance of the report they are designed to cover. The language used in captions shall not discriminate, derogate or depict persons by race, creed, gender, and ethnicity.

5.5 Anti-corruption Practices
a) Gifts and Hospitality
Photographers and video producers should refuse awards, entertainment, gifts or personal favours that should in any way influence or appear to influence their professional decisions and judgment. Where gift is given, they should declare the receipt to the authorities in the office.
b) **Preferential Treatment**

Photographers and video producers should not accept any preferential treatment under these circumstances to avoid being in a position where they would be under obligation to return the preferential treatment. Likewise, they should not use their positions or the knowledge gained as a result of their positions for private or personal advantage.

c) **Payment for Information/Sources**

Photographers and video producers shall not give money or gifts to allure sources to provide information as giving money to sources is equivalent to buying news, which turns news in a kind of an unequivocal merchandise, which should not be the case.

d.) **Receiving Payment for publishing photos**

a) Photographers and video producers shall not receive money or any kind of payment as an incentive to publish or broadcast photographs or videos

b) Do not accept gifts, favours, or compensation from those who might seek to influence coverage.

5.5 **Trespass**

Do not damage property by walking on it in order to get a better view of a scene. Ask for permission first before entering restricted or private property and leave promptly when required to.

6.13 **Online content/materials**

a) When photographers and video producers use online content or materials, should verify the content beyond doubt to verify its truth, context, and validity. This should be done even when such
materials have been verified by the network.

b) Should give fully acknowledgement for all online content or materials used.

c) Should follow the industry’s laws and regulations in handling the online content or materials.

d) Should take full responsibility of the consequences resulting from online content of materials used.
6.0 Reporters
Reporters refer to a journalist who collects, writes and distributes news and information. In order to perform their duties of news gathering professionally and ethically, reporters shall observe the following:

6.1 Core Ethical Principles

i) Seek truth and report it
   a) Shall present a clear, comprehensive and a reality of events as explained by all sources concerned in the core issue.
   b) Shall abstain from giving false or made-up reports that are intended to deceive the audience, distort the facts or have other ill intentions.

ii) Accountability and responsibility
   a) Shall recognize their obligation to the society and be ready to make the society’s well being, a priority at the expense of their businesses interests and individual freedom.
   b) Shall treat information as a social good and not a commodity. Likewise they shall be accountable not to those controlling or owning their media outlets but to the public at large including social interests.
   c) Shall be accountable for consequences resulting from their professional acts or activities done or taken willingly, with active intellect and with deliberation. Under all circumstances should act in conformity
with a personal ethical consciousness.

iii) Minimizing harm

a) Shall treat sources, subjects, colleagues and members of the public as humans deserving respect.

b) Shall show compassion for those who may be affected by news coverage. Shall use special sensitivity when dealing with children and inexperienced sources or subjects.

c) Shall be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.

iv) Act independently

Shall report information received basing on facts and truth without fear of being penalized and without being influenced by individuals, interest groups or any other forces both internal and external.

6.2 Core values

i) Fairness, Honesty, Balance and Impartiality

Fairness, balance and honesty shall guide reporters in their work. They should neither take sides in any confrontation nor suppress useful information just because it is in favour of someone they do not support. Should also not withhold information on orders of government or protect anyone, be a government official, media owner or any other influential figure. People criticized in the mass media should have the right to immediate response; however, this right should not be taken as a defence if the criticism is not justifiable. Reporters should strive to ensure that controversial information is supported by verified evidence before publishing.
Trials should be covered objectively. At all stages of trial the reporter should seek comprehensive coverage of all points of view of all sides (in the criminal process, accordingly, the position of the prosecution and position of the defence). Court reportage must abide by the principle of presumption of innocence. Information that can damage the course of the trial should not be published until the verdict is pronounced and the case is closed.

ii) Factuality / accuracy
   a) Should report only authentic information that is verified beyond doubt about its validity and accuracy.
   b) Should report facts in a proper context by providing not only the facts about an issue or subject but also the context surrounding it.

iii) Integrity
    For the reporter to perform his functions with integrity he/she shall:
    a) Respect and comply with the laws of the land and shall conduct himself/herself both in private and public in a manner that promotes public confidence, integrity of newsrooms and the noble profession of journalism.
    b) Shall not allow outside interests to compromise or in any way jeopardize the integrity of the profession, independence of the media and competence.
    c) Shall desist from conduct that is capable of drawing an impression of being used by people with ulterior motives, or as someone involved in corruption or as one who is pushing his own agenda disguising it as a journalistic undertaking.
d) When requesting information reporter must introduce himself/herself, name the media outlet that he/she represents and inform the source that his/her words may be published unless the situation demands otherwise.

6.3 Statement of Principles/Standards for Editorial Operations

i) Facts and Personal Comments
Make clear distinction between facts, conjecture, opinions and comments

ii) Presumption of Innocence
They shall observe the principle of presumption of innocence in their coverage where every defendant will be presumed innocent unless and until proved guilty in a fair trial before the court of law.

iii) Confidentiality
They should observe professional secrecy regarding the source of information obtained in confidence. They also have the duty to inform confidential sources about conditions that might force them not to honour confidentiality promise including an order from the court of law.

iv) Off-the-record information
Reporters shall honour a promise of not using some information for publication or broadcast (off the record information) if they promised that to a source.

v) Plagiarism
Reporters shall not plagiarise. Plagiarism includes copying and pasting other people’s materials without declaring the source and giving proper attribution. The reporter shall, whenever using other people’s work, acknowledge properly as to
who is the source of the quoted words. The reporter shall not download, quote from whatever source of information (books, Internet, conversation etc) and later present quoted material as his/hers. Information from new media shall be treated as a tip and not to be taken wholesomely as true information without verifying.

vi) Privacy
Reporters shall strive to understand the boundaries of private and public life. They shall report one’s public affairs but never about his private affairs. However, that shall never deter them from justly reporting about individuals’ private matters where it is for exposing anti-social behaviour, protecting public health and safety and preventing hypocrisy where the public is being misled on important matters by a public figure or public statement or action of an individual or institution. When working on the territory of hospitals or other medical establishments, reporters should get permission from the management of these bodies. It should be kept in mind that the information on bodily defects or diseases is in principle a private secret.

vii) Non-disclosure of Sources
Reporters have a moral obligation to protect confidential sources and to respect confidences knowingly and willingly accepted in the course of their employment. Reporter should however, inform the source that although professional ethics require him/her to protect the source, the law of the land makes it an offence if a person summoned in court to give evidence refuses to answer questions put to him or simply refuses to name the source of the information. (Section 199 of The Criminal Procedure Act, 1985)
viii) Discrimination
Reporters shall avoid discriminatory and offensive, stereotyping reports or depiction by race, creed, gender, ethnicity, age, disability, geography, physical endowment or social status. Reporters shall avoid identifying people by ethnicity or colour. They shall be sensitive to the rights and dignities of disadvantaged people and children.

ix) Stereotype
Avoid taking and presenting photographs or visual images which stereotype individuals and groups. Recognize and work to avoid presenting one’s own biases in the work.
Treat all subjects with respect and dignity. Give special consideration to vulnerable subjects and compassion to victims of crime or tragedy.

x) Defamation
Do not advertise any content or make promotion of content with libel, calumny, slander and defamation.
Do not make indirect remark about somebody or something, usually of a disparaging or derogatory nature. Neither should twist words in a way where readers can still associate the description in the story with a specific person.

xi) Crimes and Anti-social Behavior
a) Do not glamorize crime and anti-social behavior, especially involving violence. They shall not report, portray or detail crime in a manner which on reasonable judgment would likely encourage or incite imitation or experiment. Editors should pay particular regard to the context, probable effect and the likely readership of such item.
b) Publications or broadcast shall not, unless it is both legally permitted and in the public interest, name victims of sex crimes; knowingly name any young person accused of a criminal offence who is below the age of 18 and who has no previous convictions; identify without consent relatives of a person accused or convicted of a crime.

xii) Coverage involving children
Avoid interviewing children under the age of 18 without the consent of their parents, guardians or other adults responsible for them. The same shall not happen at school without the permission of the school authorities. Publication of any material about any child’s private life cannot be justified by the fame, notoriety or position of his or her parents. Any negative reports of children shall not include their names and addresses. When a crime is committed by a minor, or has a pending case in court names identifying them should not be published.

xiii) Victims in Sexual Offences
Avoid identifying victims of sexual assaults or giving details that could disclose their identities. Do not identify children under the age of 18 either as victims or witnesses in alleged sexual offence cases. However, adults involved in sexual offences against children may be identified but not the facts that imply a close relationship between the accused adult and the child victim. Where either party is identifiable the word ‘incest’ shall not be used.

6.10 Personal Interest and Influence
Reporters shall not allow personal or family interests to influence them in their professional duties. They
shall not allow themselves to be influenced by gift or advantage offered to them or by advertising or other commercial considerations, which could influence their opinions or create such an impression, and should not take part in activities or organisations which could limit the independence of their thinking and endanger their professional integrity.

a) Shall remain free of associations and activities that may influence professional judgments, compromise personal integrity leading to undermining the reputation of the profession.

b) Reporters should not involve themselves with any kind of fanaticism that can affect their neutrality in story treatment.

6.5 Anti-corruption Practices

a) Gifts and Hospitality
Reporters should refuse awards, entertainment, gifts or personal favours that should in any way influence or appear to influence their professional decisions and judgment. In situations where gifts are given, the receiver should declare to the office authorities the receipt of the gift or treat.

b) Preferential Treatment
Reporters should not accept any preferential treatment under these circumstances to avoid being in a position where they would be under obligation to return the same treatment. Likewise, they should not use their positions or the knowledge gained as a result of their positions for private or personal advantage.

c) Payment for Information/Sources
Managers of editors shall not give money or gifts to induce sources to provide information as giving money to sources is equivalent to buying news,
which turns news as an unequivocal merchandise, which should not be the case.

d.) **Receiving Payment for Giving News**

Reporters shall not receive money or any kind of payment as an incentive to publish or broadcast information.

### 6.6 Innocent Relations

Reporters shall avoid identifying relations of persons convicted or accused of committing crimes and wrongs or guilt because of association unless the connection is directly relevant to the matter being reported.

### 6.7 Faith Related Issues

Shall approach and refer to faith related issues in a balanced, fair and seemly manner even though all public institutions are subject to scrutiny, inquiry and comment. Reporters shall recognise the respect and reverence in which they and their representatives are likely to be accorded by adherents. They shall recognise the need for sensitive and balanced treatment of religions and religious affairs especially in a society of differing faiths.

### 6.8 Grief

Reporters shall respect personal grief by making necessary approaches and inquiries, with sensitivity and discretion. They shall take care not to add to the distress of the people who are already at a loss; this includes not pressuring them for interviews. They should also treat the dead with respect. The coverage of incidents and catastrophes should not exceed the limits when respect for the sufferings of the victims and the feelings of their relatives is lost.

### 6.9) **Anti-corruption Practices**

a.) Gifts and Hospitality
Reporters should refuse awards, entertainment, gifts or personal favours that should in any way influence or appear to influence their professional decisions and judgment.

b.) Preferential Treatment
Reporters should not accept any preferential treatment under these circumstances to avoid being in a position where they would be under obligation to reciprocate. Likewise, they should not use their positions or the knowledge gained as a result of their positions, for private or personal advantage.

c.) Payment for Information/Sources
Reporters shall not give money or gifts to allure sources to provide information as that is equivalent to buying news, which turns news in a kind of an unequivocal merchandise, which should not be the case.

d.) Receiving Payment for Giving News
Media managers and editors shall not receive money or any kind of payment as an incentive to publish or broadcast information.

6.10 Freedom of the Press and Social Responsibility
Reporters should defend freedom of the media, because it belongs to the people. Should make sure public business is conducted transparently and must be vigilant against those who exploit the press for their own interests. In disseminating information, reporters shall bear in mind their responsibility of educating and informing the public on matters affecting them and their responsibility shall include monitoring government and other centres of influence on behalf of the public; and this responsibility shall not be abused for whatever reason. Resist any efforts to distort information or introduce censorship.
6.11 **Subterfuge**

When gathering information, reporters should not misrepresent themselves. Reporters’ search for information by hidden means can be justified only in cases when the information in question is of major importance for society and cannot be otherwise obtained.

6.12 **Sensationalism**

Reporters should avoid sensationalism/falsification/distortion and misrepresentation of facts. Reporters should present the facts and preserve their true meaning and not allow distortions.

6.13 **Online content/materials**

a) When a reporter uses online content of materials, he/she should verify the content beyond doubt to verify its truth, context, and validity. This should be done even when such materials have been verified by the network.

b) Should give fully acknowledgement for all online content of materials used.

c) When a reporter uses online content or materials, he/she should follow the industry’s laws and regulations in approaching the story.

d) Should take full responsibility of the consequences resulting from online content of materials used.
7.0 Media Owners/Publishers
Media owner or publisher refers to an individual or a group of individuals, institution or organization that owns a publication, radio station, TV station or online publication. Sometimes media owner/publisher may refer to an individual/person who leads a publishing company. For them to maintain highest levels of professionalism and integrity, they should observe the following:

7.0 Autonomy
Maintain a system, independent of the original reporter and editor. They shall not, however, interfere in editorial work including the checking of facts in all articles and other printed or broadcast matter.

7.1 Competition
Avoid conditional competitions. Competition should be open to all.

7.2 Undue Pressure or Influence
Refrain from suppressing or distorting information about which the public has a right to know because of undue pressure or influence from commercial, political, social, economic or religious interests.

7.3 Payment for Information and Sales
Avoid publishing or suppressing an editorial report or omit or alter vital facts in that report in return for payment of money or for any gift or reward. This ethic shall, however, not apply to advertisements or
advertorials. Media houses shall distinguish editorial content and advertisements or advertorials.

7.4 **Scrutiny**
Media owners should accept scrutiny of their own affairs. This scrutiny is not to be directed by the government but through structures formed by the media itself, such as Media Council of Tanzania (MCT), which provide for democratic accountability of the public for whom they publish.

7.5 **Conflict of Interests**
   a) Shall not use their associations and activities to influence their news outlet to compromise their ethical positions and professional standards.

   b) Shall leave media professionals to make final decisions regarding any editorial work. In all ways, editorial coverage must be based on what the editor believe is solely in readers/viewers/listeners’ best interest and not in the owners or publisher’s desire and interest.

7.6 **Pressure or influence**
Be free of obligations other than the public’s right to know as well as the well being of the society. In other words, media managers and editors shall not suppress or distort information about which the public has a right to know because of undue pressure of influence from political, commercial or social interest.

7.7 **Fanaticism**
Media owners should not involve their outlets in any kind of fanaticism which might compel them not to stand by their professional standards and ethics.
7.8 **Professional Competence**
They shall facilitate their employees to enhance professional competency through training and further studies. Moreover, media owners should ensure that their staffs are updated with new innovations in the communication industry.

7.9 **Salaries and Remunerations**
   a) Shall pay their staff according to their academic qualifications and work performances.
   b) Shall have a scheme of service which stipulates clearly issues regarding to remunerations and other incentives.

7.10 **Coercion or Intimidation**
   a) The media owners/publishers should suggest without coercion or intimidation any feelings regarding certain issues to their managers. Should use non violent ways in resolving misunderstandings.
   b) Media owners/publishers shall protect their media practitioners who may be under threat of attack to their person, their working tools and their office until such threats have passed.

7.11 **Social Responsibility**
   i) Shall observe social responsibility obligation, which dictate media to place more emphasis on the promotion of the well being of the society rather than commercial interests.
   ii) Shall not interfere or abuse for whatever reason the power of their outlets including that of monitoring government and other centres of influence and power on behalf of the public.
7.12 Responsibility and Accountability
Shall recognize their obligation to the society and be ready to make the society’s well being a priority at the expense of their business interests and individual freedom.

7.13 Dealing with new media content
Media owners should take full responsibility of the consequences resulting from the use of materials from new media by their media outlets.

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**REFERENCES**

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