Ethical Journalism Network

Media Standards for the Digital Age

Annual Report: 2013: Journalism in the Digital Age

The Global Campaign for Ethical Journalism, Good Governance and Media Self-Regulation

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Introduction and Summary

This report on the 2013 programme of the Ethical Journalism Network covers a period of intense activity following the launch of the Network in 2012. Building on the success of the launch year the EJN focused in developing a manifesto to better understand the role of journalism in the digital age.

The EJN has firmly established itself as an expert voice on critical issues concerning ethics, good governance and self-regulation of media and journalism. During the year the Network has carried out activities in Egypt, Tunisia, Myanmar, Costa Rica, Hungary, Indonesia, Turkey and Pakistan, as well as regional support work particularly in South East Europe.

The report outlines the activities of the EJN in targeted regions and covers all activities planned and executed with the support of a grant from the Norwegian Ministry of Foreign Affairs. It describes the full calendar of events and actions of the EJN in 2013.

During the year the EJN took further steps to strengthen the craft of journalism and to build public trust in media. The achievements of the network during the past months can be summarised as follows:

1. To launch a policy document – *What We Stand For* – that clarifies the role and responsibilities of journalism in the context of the open information landscape.[1]

2. To initiate a global debate on these issues at major media professional events in Tunis, Bangkok, Hanoi, San Jose (Costa Rica), Brussels, London, New York and Paris.

3. To assist Tunisian media leaders on a ground-breaking proposal to launch an independent self-regulating press council.

4. To support and help launch the first media-credibility index for assessing editorial performance in Pakistan media.

5. To assist and support editors across all media platforms in Egypt to organize and to launch their own independent association.

6. To carry out a mission to Turkey to support local media and journalists in their struggle to maintain editorial independence in the face of political pressure.

7. To support press councils in Myanmar, Indonesia and Pakistan and to promote a discussion about the need for co-operation between press councils worldwide.

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[1] The policy, launched after extensive internal discussion, can be found at http://ww.ethicaljournalismnetwork.org

8. To help reinforce standards and rules about the need for higher standards of ethical journalism at election times and to highlight the dangers of hate-speech.

9. To launch a targeted report on a media case-study, *Innocent Mistakes,* covering Turkey, the United States, Pakistan and the United Kingdom on how media can inadvertently contribute to misinformation used to incite violence and hate.[2]

10. To prepare two major global surveys to be carried out in 2015 on a) the effectiveness of self-regulation in media and b) the impact of internal corruption on the ethical and governance of media and journalism.

Additionally, in 2013 the Network took the first steps towards consolidation of its status by registering as a non-profit company in the United Kingdom.

The EJN has increased its membership and engaged in high-level discussions on media policy development at national and international level and has continued to develop practical tools designed to assist journalists and media professionals.

During this year the Network wound up its formal association with the Global editors Network and signed a co-operation agreement for administrative support with the Norwegian Institute for Journalism with effect from January 1st 2014. Our Founding Statutes were also amended (See Appendix FOUR).

The Network held meetings in Brussels in September 2013 and in London in December 2013 at which a draft of plans for the coming three years were endorsed.

The EJN web site was launched during 2013 and has attracted widespread support with almost 1000 subscribers in more than 60 countries. An editorial board of acknowledged media experts advises the Director on ethical and policy questions.

During 2013 the EJN Director met three times with representatives of professional associations in Norway and established a Norwegian consultative and advisory group which has contributed advice and support on the development of the EJN programme.

The EJN continues to work closely with the agencies of the United Nations, including UNESCO, the office of the UN Special Rapporteur on Freedom of Expression, and the UN Human Rights Commission particularly on issues of hate speech and xenophobia.

The issue of hate-speech and the dangers of misinformation led to the publication of *Innocent Mistakes,* in May 2013. This detailed report produced by journalists in Turkey, Pakistan, the United States and the United Kingdom examined how media handled coverage of the controversial film *Innocence of Muslims.* The report revealed serious ethical failures in coverage which may have contributed to incitement to

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[2] This report is available here: http://ethicaljournalismnetwork.org/en/2013/innocent-mistakes-ejn-report-on-how-media-failure-inspires-hate

religious violence organized by political extremists following the release of this online video in July 2012.

EJN Activities

a) Asia

The EJN has been active in **Pakistan** where it has continued to support the Pakistan Coalition for Ethical Journalism and helped launch an Ethical Journalism Index, in December 2013, which was established in co-operation with the Coalition.

A detailed code of conduct and guidelines for election reporting was agreed by Pakistan media professional in co-operation with the EJN and this was adopted by the Pakistan Election Commission in advance of successful elections in 2013.

A further report was prepared for Pakistan media in advance of elections (see Appendix One).

In **Myanmar** the EJN, in co-operation with the World Association of Newspapers carried out a joint mission and had meetings with editors, journalists and the press council.

Further joint activities have been planned to support self-regulation and action to promote good governance in media during 2014.

The strengthening of press council work was also a theme of co-operation with media in **Indonesia** where the EJN again figured prominently at the regional Bali Media Forum on November 7-9. The meeting focused on hate-speech, election reporting and consideration of plans for a south-east Asian network of press councils.

The Thomson Foundation, an EJN member, was the key organizer and a Storify version of the discussions as well as conclusions are available.[3] This meeting was the 5th annual meeting and one of the most effective, providing a rich set of practical conclusions for future work. (See Appendix TWO).

Following the Forum the EJN jointly with the Thomson Foundation organized a visit of a delegation from the Indonesian press council to Britain.

China: The EJN has begun to work on dialogues aimed at strengthening work in China with journalists' groups, particularly focused on questions of professionalism and independent reporting of environmental issues.

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[3] See http://storify.com/EJN/bali-media-forum-2013-ethical-journalism-for-democ?utm_source=t.co&awesm=sfy.co_cTjM&utm_campaign=&utm_content=storify-pingback&utm_medium=sfy.co-twitter and the conference conclusions at http://www.thomsonfoundation.org/bali-media-forum and http://www.thomsonfoundation.org/news-and-features/2013/11/11/bali-media-forum-calls-for-election-coverage-training-to-confront-hate-speech

At meetings in Beijing with journalists and NGOs the EJN agreed to organize two activities in 2014 to focus on problems of pressure on media which are trying to promote a public debate on industrial pollution and clean water.

Participants at the 5th Bali Media Forum, November 2013

This initiative, in co-operation with the Thomson Foundation and the Indonesian Press Council, is planned to be a continuing theme of the Bali Media Forum in 2013.

We have promoted the model of the Indonesian Press Council which is a particularly effective advocacy and mediation body, independent of government, and have organised meetings for colleagues from the Council with EJN partners in Pakistan and Egypt which are in the process of reforming or creating new councils.

b) Middle East

In **Tunisia** the EJN has worked closely with editors, owners and journalists to launch the Tunisian Press Council, the country's first independent self-regulator. Working with the anti-censorship group Article 19, the EJN helped draft a code of conduct and

a framework for internal organization of the new self-regulating body which will be formally launched during 2014.

The EJN also carried out a highly successful seminar in Hammamet organised by EJN Co-ordinator Oona Solberg in co-operation with the Norwegian Institute for Journalism and in the same period played a leading role in the Arab Press Forum, organised by the World Association of Newspapers.

In addition, the EJN worked closely with media to support ethical standards and professional organization of editors in **Egypt.** The EJN programme, involving two visits to Cairo, and developed with local partners, and has included a number of actions:

1. The organization of a seminar to highlight the problem of paid-for journalism and corrupt editorial practices which undermine the scope for independent journalism;

2. The establishment of an independent association of editors coming from all media platforms in Egypt. This action was further supported by the establishment of an additional programme in Cairo and further activities are planned for the first months of 2014.

3. A continued discussion on establishing an independent self-regulating body building upon the preparation of a proposal in co-operation with UNESCO. This issue remains under consideration despite the troubled nature of the media landscape in the aftermath of political changes in 2013 which also had a deep impact upon media.

The EJN has also participated in meetings with Aljazeera on human rights and ethics held in **Doha.** The Network has also initiated discussion in the media development community about strategies and policies for work in the Middle East, and has promoted actions to strengthen media reform and in particular stressed the importance of programmes on governance and ethical issues. The aim is to increase activities in the region in the coming year.

c) Europe

A high-spot of the year was also the continued co-operation with the Global Editors Network and the organisation of an EJN seminar on June 19 at the time of the GEN summit in Paris.

Our meeting at the Hotel de Ville in **Paris** saw up to 100 people join three sessions to learn from experts from Egypt, Myanmar, Kenya, Pakistan, the US and the UK on the current state of standard-setting in journalism.

A day later, in **Brussels**, EJN led a session at the *Speak Up2* conference in Brussels organised by the European Union where 400 media leaders, academics and politicians

focused on work to improve journalism and media freedom conditions in South-East Europe and the Balkans.

South East Europe: The EJN has continued its co-operation with UNESCO, the Council of Europe and the South East Europe Network for Professionalisation (SEENPM). It has taken part in meetings in Budapest, Sarajevo and Novi Sad, Serbia to promote discussion on the need for self-regulation in media and professionalism in journalism. The EJN led a discussion at a regional conference in Sarajevo in October on a programme of action for the region.

Turkey: The EJN in co-operation with the Thomson Foundation organised a mission to Turkey in November to examine the situation for media freedom after the Gezi protests of May/June. Meetings took place with academics, journalists, and media leaders. The mission concluded that a crisis of self-censorship arising from undue political influence was in place and with local media partners the EJN is preparing an initiative in support of ethical journalism for 2014.

In addition, and thanks to additional support from the NMFA, the EJN contributed to detailed ongoing research into the impact of hate speech in the media of countries in the Balkans region including Albania, Hungary, Romania, Bulgaria, Bosnia-Herzegovina, Croatia, Serbia, Macedonia, Moldova, Montenegro, Kosovo and Slovenia. The results of this research will be made available in 2014.

European Union: The EJN has organised meetings of its EU partners – the European Federation of Journalists, the European Publishers Council, the European Newspaper Publishers Association, the European Broadcasting Union and the Association of Commercial television in Europe to discuss a joint response to EU policy proposals regarding media and pluralism.

d) Latin America

In May the EJN organised a ground-breaking event at the UNESCO World Press Freedom Day celebrations in San Jose, **Costa Rica**. The session on May 4 provided a launch pad for our plans to expand work in Latin America, and included a spirited debate between United Nations Human Rights Rapporteur Frank La Rue and one of the major media companies in the region, the Clarin Group in Argentina.

Clarin is in dispute with the Argentine government, which accuses it of exploiting its role as a major media conglomerate, while the company complains of political interference.

The debate is at the heart of a media crisis throughout the region where media owners are under pressure from governments to provide more transparent and ethical management but media fear this just a cover for political interference in journalism.

The Costa Rica debate kicked off a discussion with local partners on the preparation of an EJN regional programme to explore how to strengthen good governance and credible self-regulation.

Jean-Paul Marthoz, a distinguished editor, professor of journalism and human rights specialist, has agreed to coordinate our work in Latin America and he will lead an activity in 2014 to launch the programme.

Calendar of Activities and Actions in 2013

January 15-16
Tirana: European Union meeting to discuss media policy in Albania and south east Europe

January 26-27, 2013
Paris: Participation in meeting of UN Alliance of Civilisations meeting on role of media in dealing with issues of migration.

January 31, 2013
New York: participation with UN Special Rapporteur on Free Expression at United Nations meeting on genocide and role of media in prevention strategies.

February 5, 20123
Washington: Discussion at Holocaust Museum on media and genocide prevention.

February 14, 2013
Oslo: Intervention on ethical journalism at conference of TV2 Norway.

February 15, 2013
Vienna: Conference of OSCE on media policy.

February 21-22
Geneva: Participation in high level experts' group meeting at United Nations Human Rights Commission on media and genocide.

February 26-27, 2013
Paris: WSIS + 10 conference of UNESCO, session on future of journalism with World Association of Newspapers. Meeting with media groups on MENA strategies.

March 1, 2013
Barcelona: Anna Lindh Foundation Euro-Med meeting on media and transitions.

March14-16, 2013
Doha: Aljazeera Media Forum session on ethics and training on ethics as part of programme of Norwegian Human Rights Institute

March 19, 2013
Oslo: Meeting of the EJN Advisory Group

April 6-7
Marseilles: Meeting of the Anna Lindh Foundation and intervention on dangers of hate speech and media actions to combat discrimination.

April 9
Budapest: Keynote address at meeting organized by Goethe Institute and Hungarian Media Council to discuss self-regulation and Hungarian media crisis.

April 17-21
Pakistan: Meetings in Karachi with media leaders and the Coalition for Ethical Journalism, finalizing preparations for media coverage of the elections due in May.

April 26
Albania: Presentation of EJN in TED speech in Albania. Also meetings with Albanian Media Institute on further co-operation.

May 2-5
Costa Rica: Organisation of EJN session at World Press Freedom Day events organized by UNESCO. Debate between Frank La Rue (UN Special Rapporteur on Free Expression) and media leaders (Clarin, Argentina) on threats of media concentration to pluralism and independent journalism.

May 12
Serbia: Meeting in Novi Sad for launch of South East Europe Media Observatory and programme of research and analysis of media situation and ethical journalism in countries of Western Balkans.

May 14-15
Oslo: Participation in meeting of Norwegian Ministry of Foreign Affairs on hate crimes and combatting hate speech and presentation of report *Innocent Mistakes* on role of media in incitement to violence around film *Innocence of Muslims.* Aidan White was one of the speakers along with, among others, Frank La Rue.

May 16-17
Florence: Presentation of EJN and media ethics discussion at Summer School of the European University Institute.

May 24-25
Istanbul: Meetings with media leaders and presentation of *Innocent Mistakes* report.

May 26-27
Cairo: Seminar on internal corruption in media and meetings with UNESCO, our local Egyptian partner EMDP and local journalism leaders on the establishment of an editors' association.

May 19-31
Myanmar: Mission with WAN-IFRA to examine media situation in Yangon. Meetings with media leaders and press council and preparation of programme for further co-operation with council on promotion of ethics and good governance.
May 31- June 2
Bangkok: Participation in panel at the World Editors' Forum to promote EJN work and promotion of good governance agenda with editors and publishers.

June 6
Brussels: Participation in MediaAct conference launching report on self-regulation standards in European media.

June 14
London: Discussion with journalism training schools in the UK on teaching methods for ethics and governance.

June 19
Paris: EJN session at Global Editors' Network summit meeting. Panel discussion on self-regulation and ethical challenges with sponsored editors and media leaders from 25 countries.

June 20:
Brussels: EJN participation in opening session of *Speak UP!* Conference organized by the European Commission for 400 policy makers and media leaders from South East European countries on media standards and threats to journalism.

July 10
Paris: Meetings with UNESCO and GEN to discuss EJN work.

September 3
Brussels: Meeting of EJN partners to discuss future programmes and co-operation at European level.

September 19
Geneva: The EJN took part in a meeting in Geneva hosted by *Aljazeera* in the margins of the UN Human Rights Council meeting to focus on the political and media crisis in Egypt.

September 26

New York: During the General Assembly of the United Nations the Director joined a panel organised by the International Peace Institute and the Norwegian Government to debate the role of media in reporting hate-speech.

He also participated in a discussion organised by the governments of Belgium and Ghana on genocide prevention and took part in a third meeting hosted by New York University Law School and the Open Society Justice Initiative which looked at the crisis for privacy and press freedom after recent exposure of extensive and secret surveillance of email communications by the United States security agency.

October 16-18
Sarajevo: Regional meeting for SE Europe on ethics, and self-regulation issues organized with Council of Europe, UNESCO and South East European Network for Media Professionalisation.

October 21
Brussels: Meeting with Belgian Foreign Minister it was agreed that the EJN would advise on the organisation of a session on media issues at a major international conference on genocide prevention to be held on March 31-April 1 2014. Meeting also with European Council for Public Affairs to discuss ethics and corporate communications.

October 25-26
Hanoi: Meeting of Asia Pacific Broadcasting Union. EJN leads a discussion on ethics and governance with Asian networks.

October 30
Beijing: Meeting with Chinese environment media and leading journalists to present EJN and to discuss media ethics in relation to reporting on issues of pollution, access to information and pressure on journalists engaged in environmental reporting.

November 5-8
Bali: EJN participation at 5th Bali Media Forum.

November 11
London: EJN keynote address to meeting on threats to safety of journalists and pressure on editorial independence organized by Aljazeera network.

November 16-19
Istanbul: Mission to Turkey in co-operation with the Thomson Foundation and Norsk Journalistlag to investigate problems facing journalists following 2013 protests.

November 20-26
Tunisia: Three activities:

a) Press council launch discussions (Tunis)

b) Joint seminar on ethics with Norwegian Journalism Institute (Hammamet)

c) Participation in Arab Press Forum with WAN-IFRA.

November 30

Manchester: Imperial War Museum EJN presentation on future of media and journalism.

December 3-4

London: EJN members and partners meeting to finalise a three-year programme including international surveys as well as fresh co-operation with EJN members in Pakistan, South-East Asia, Turkey, Africa and Latin America.

December 9-10

London: Meetings with Press Complaints Commission and UK campaigners for media reform Media Standards Trust and hosting of 9-member delegation of Indonesian Press Council to UK.

December 11

Oslo: Meeting of the EJN Norwegian advisory group and planning meeting with the Norwegian Journalism Institute to finalise arrangements for hosting the EJN programme funded by the Norwegian Ministry of Foreign Affairs from January 1, 2014.

December 16-17

Budapest: Keynote presentation by EJN at Council of Europe meeting of academics, journalists, media and policymakers on self-regulation policy with focus on controversy over media law in Hungary.

December 20

Brussels: Meeting with European Federation of Journalists, Association for Commercial Television in Europe and European Commission officials on development of programmes to support self-regulation and professional development in media of South East Europe and Turkey.

EJN Secretariat

During the year the work of the EJN was strengthened with the assistance of key members of the team. All of the work and the activities carried out by the EJN during 2013 are available on the revamped EJN web-site http://ethicaljournalismnetwork.org which was relaunched during the year.

We appointed a Communications Officer, Stefanie Chernow, who has also developed our communications strategy. Thanks to her we now have an EJN LinkedIn group, and a new Twitter account (@EJNetwork) and the subscribers to EJN news and information has expanded rapidly.

Also the EJN has benefited enormously from the work of full-time co-ordinator Oona Solberg who has assisted the Director during 2013 and who is joining the Network on a new contract in 2014.

Her assistance and commitment has been a crucial element in strengthening our support from within the Norwegian media community and she has played a key role in developing work both in the Middle East and with other partners including the International Association of Women in Radio and Television. Her activities during 2013 are also reported here (See Appendix THREE).

Appendix ONE

A Unified Election Code and the Challenge of Media Monitoring in Pakistan

Introduction

The challenge of objectivity, impartiality and balance in Pakistan journalism is faced daily by media, but there will be no test of professionalism greater than that posed in the heat and pressure of the upcoming national general election.

The historic elections due on May 11th 2013 will be historic and a profound test of political commitment to democracy. It will be a time when the impulse to manipulate media and to control information is strongest among ruling parties and political leaders running for office.

For these reasons it is essential that media professional in Pakistan come together to agree a unified Code of Conduct for Journalism in the Coverage of Elections.

At the same time it will be essential to agree a mechanism that will review the performance of media during the election, that will track the threats to journalists and that will provide a fast-track response to challenges media will face along the way.

This can be achieved through an Election Media Monitoring Programme which should be established urgently.

The aim of this programme is to promote professional adherence to the unified code which itself will provide the benchmarks for monitoring how media are reporting the election. This monitoring programme should

Identify breaches of the Code of Conduct and enable media to respond rapidly

Highlight incidents of threat or intimidation of journalists and media

Publish policy briefs on urgent matters relating to journalistic coverage

Provide support for interventions to protect and support the role of media and journalists in the election period

The monitoring reports can provide material for peer review of media coverage through the organisation of targeted meetings and professional gatherings organised by the media community and media professional organisations.

The feedback on reporting and coverage of stories by various media outlets should also provide basis for training initiatives by indemnifying strengths and weaknesses in media performance.

The monitoring should involve appropriate collaboration with mobile service providers aimed at exposing hate speech and incitement and towards achieving cohesion and building confidence that the elections will be peaceful.

Monitoring for Media Safety

Safety of journalists is the paramount concern in the upcoming election and in advance of the elections there should be targeted safety training and monitoring of threats to media.

The Pakistan media community should support a systematic process of mapping cases of threats or attacks on journalists and media.

A good example of an online platform doing precisely this has been established in Kenya in advance of the recent elections. (See *Media Freedom 254*.)

At the same time media professional groups should support further safety training with a special emphasis on the dangers of election reporting. This will:

- Identify specific problems that arise at election time and raise demands for a safe and conducive environment for journalists and media practitioners.

- Raise awareness within media houses, particularly those with staff working in areas of Pakistan where there is restricted freedom of movement and where there is a high risk of political tensions leading to violence, on their responsibilities for provision of safety and protection measures for their staff and stringers

- Provide trauma counselling to journalists and other media practitioners from these regions where they are traumatized through the coverage of violence. Such counselling should draw upon national and international experience in this field.

Monitoring for Quality

Media professional groups should work together in a common effort in support of high professional standards at all levels of media.

They should agree to establish an Election Media Monitoring Programme to assess the performance of different media outlets in the country using the Code of Conduct for the Practice of Journalism in the Coverage of Elections to establish benchmarks for reviewing the work of media and journalists.

Media coverage should be monitored, analysed and examined in terms of adherence to the various articles in the Code.

Regular reports on any breaches should be provided for media outlets to take action in the spirit of self-regulation.

The Election Media Monitoring Programme should provide feedback on the status of reporting and coverage of stories by different media outlets across all platforms of media – television, radio, newspapers and online media.

The Monitoring Programme should monitor selected vernacular media and radio stations, especially focusing on coverage in areas where there is previous evidence of hate-speech and political interference in the democratic process.

Monitoring can take place by using established methods for print monitoring through scanning of digital material besides supporting traditional manual forms of cutting articles from hard copies or digital copies of online material.

The technical capacity for monitoring broadcast, print and digital media exists through systems that provide opportunities for keyword and topic identification that will help to identify quickly material that might be categorised as incitement or hate speech or otherwise threatening to the values of democracy and peaceful election practice.

Such systems should be used to provide

- Analysis of advertisements, diversity of news material, opinion journalism, audiovisual journalism and public information services.

- Analysis of prime time news in print, audiovisual and digital media on various categories of news covering, for instance, length of the story, current affairs, commentaries, sports, health, locality, sources (rural and urban news, focus on corporate and elite and political leaders, etc.)

Key Ethical Benchmarks:

a) ACCURACY AND TRUTH-TELLING

As is set out in the Election Code the fundamental objective of journalism is to provide accurate and unbiased stories on matters of public interest.

All sides of the story shall be reported, wherever possible. Comments should be obtained from anyone who is mentioned in an unfavourable context.

Whenever it is recognized that an inaccurate, misleading or distorted story has been published or broadcast, it should be corrected promptly.

Corrections should present the correct information and should not restate the error except when clarity demands.

An apology shall be published or broadcast whenever appropriate in such manner as the Council may specify.

b) FAIRNESS, IMPARTIALITY AND INTEGRITY

Journalists should seek to understand the diversity of their community, particularly at election time and must inform the public fairly without bias or stereotype and present a diversity of expressions, opinions, and ideas in context.

Journalists and other media practitioners should present analytical reporting based on professional perspective, and not show any personal or political bias in their news reporting. They should present election news in an impartial manner with integrity and decency, avoiding real or perceived conflicts of interest, and respecting the dignity and intelligence of the audience and of those taking part in the election process.

In this regard, media must:

- Identify sources whenever possible. Confidential sources should be used only when it is clearly in public interest to gather or convey important information or when a person providing information might be harmed;

- Clearly label opinion and commentary and separate it from news coverage;

- Avoid distortion or interference with images or film that may lead to over-dramatic or sensationalist portrayal of events and persons;

- Avoid the use subterfuge in news gathering including hidden cameras or microphones, excepting when there is no other legitimate way of obtaining information that is of significant public interest and always revealing the process to the audience.

c) MEDIA AND JOURNALISTIC INDEPENDENCE

Media and journalists should defend their independence from politicians, public figures or other special interests groups seeking to influence or control over news content. They should:

- Vigorously resist undue influence from any outside forces, including advertisers, sources, story, subjects, powerful individuals and special interest groups;

- Resist those who would buy or politically influence news content or who would seek to intimidate those who gather and disseminate news;

- Avoid any self-interest or peer pressure that might erode journalistic duty and service to the public;

- Recognize that sponsorship of the news should not be used in any way to determine, restrict or manipulate content;

- Refuse to allow the interests of ownership or management to influence news' judgement and content inappropriately.

d) CORRECTIONS AND THE RIGHT OF REPLY

Journalists and all media practitioners should recognize that they are accountable for their actions to the public, the profession and themselves and they should respond to public concerns, investigate complaints and correct errors promptly.

A fair opportunity to reply to inaccuracies should be given to individuals or organizations when they are victims of errors and misrepresentation.

Editors have the right to edit suggestions for correction of inaccuracies, but they recognise the prompt and full clarification of errors published in a suitably prominent manner should be an objective in on-going coverage of the election.

e) COVERING ETHNIC, RELIGIOUS AND SECTARIAN CONFLICT

In Pakistan coverage of political, religious or sectarian disputes is a sensitive area of journalistic work and reports must be published or broadcast only after proper verification of facts.

Information should be presented with due caution and restraint in a manner which is conducive to the creation of an atmosphere of respect for rights, democracy and community harmony.

News reports or commentaries, even when they are covering the inflammatory comments of politicians and people involved in the election process, should be written with care and broadcast in a manner that will not inflame passions or aggravate tensions and relations between communities. Political activity, statements and speeches and publication of election material that are intended to exacerbate communal trouble should be reported in a manner that does not allow media to be manipulated to support or give effect to actions that would incite violence or hatreds between different communities.

f) VIOLENCE, SENSATIONALISM AND OBSCENITY

In general, journalists should avoid publishing hate speech or obscene, vulgar or gratuitously insulting and provocative material unless such information contains a news

value which is necessary in the public interest. Sensationalist and alarming headlines and language should be avoided
Publication of photographs and film of explicit images of violence showing mutilated bodies, bloody incidents and abhorrent scenes should be avoided unless the publication or broadcast of such photographs will serve the public interest.

In particular, media should avoid presenting acts of violence or other criminality at election time in a manner that glorifies such conduct. Media must not allow their printed columns or their airtime to be used for propaganda designed to provoke social conflict or ethnic and religious hostilities.

Journalists should treat all subjects of news coverage with humanity, respect and dignity, showing particular compassion to victims of crime or tragedy.

A final thought: A Special Election Forum

Pakistan media could organise an urgent consultation meeting of senior editors all professional stakeholders to discuss practical programmes for media and election coverage and monitoring. This could be organised on the theme: Setting Standards and Monitoring Media in Pakistan Elections.

Such a seminar might focus on:

- Encouraging co-operation with a media monitoring programme;

- Identifying early trends in media coverage of upcoming election;

- Strengthening editorial election units to ensure respect for journalistic standards, adherence to the values and principles of democracy in Pakistan politics and measures to protect media staff

Appendix TWO

Celebrating Five Years of the Bali Media Forum

Ethics, Journalism and Democracy:
Taking the Hate out of Media and Politics

In conjunction with the Bali Democracy Forum

Bali-Indonesia, November 5-8, 2013

FINAL STATEMENT

We the 70 representatives of editors, journalists' groups, press councils and media support bodies from 24 countries, participants of the 5th Bali Media Forum "*Ethics, Journalism and Democracy: Taking the Hate out of Media and Politics"* organised by the Thomson Foundation, the Indonesian Press Council and the Institute for Peace and Democracy and in partnership with the Ethical Journalism Network, meeting in Bali on November 5-8 2013:

Reiterating the principles and conclusions of the previous four Bali Media Forums, in particular:

That *creating an enabling environment to support free media and independent journalism, without any form of legal or political pressure, must be a priority for all governments committed to democracy,*

That *governments must avoid imposing forms of regulation that may curb independence of journalism and must protect and nourish the rights of media and the information rights of citizens and journalists, including free expression and freedom of association, and*

That *transparent, professional and independent self-regulation of journalism across all platforms should be created to:*

- *advocate   and campaign for press freedom and good governance in media,*
- *contribute to education within society on the role of free media in democracy,*
- *mediate problems that arise between media and their audience,*
- *promote access to public information and to information technology that will ensure the full participation of citizens in democratic society,*

Affirming to the governments attending the 6th Bali Democracy Forum, November 7-8 that free, inclusive and tolerant journalism is an essential precondition of free and fair elections and

Calling on them to provide more support to carry out election coverage training that will prepare the media to effectively report elections, including the up-coming parliamentary and presidential elections in Indonesia,

We declare our support for the following principles discussed during the Forum:

Media and editorial leaders should prepare well for elections by developing reporting guidelines and ensuring that their staff are well trained, informed about the procedures and rules of the election, and fully aware of their ethical obligations.

Media should guard against all forms of unscrupulous interference in editorial work including attempts to use media to spread malicious lies, hate speech and any information that is deliberately designed to incite violence and disputes between communities.

Online sources and social media can greatly strengthen journalism and give added value to media by allowing different voices to be heard at election time.

But social media networks are no substitute for ethical, informed reporting and media should create effective structures for monitoring and moderating comments to eliminate rumour, speculation and hate-speech.

Media should review and constantly update their election coverage to correct errors and to strive for honesty and balance in reporting. Media should seek to ensure that all candidates and parties – large and small – are treated with equal consideration and that minority opinions and the views of marginalized and vulnerable groups are also heard.

Media should also prepare for the entire election process – including sensitive and appropriate coverage of the most critical moments on the day of the election itself and the days after voting.

Media should ensure that the public are made aware of the critical issues of the election including information about the voting process, the views and manifestos of candidates, and, more importantly, the public's view of what are the crucial priorities for political action.

Media organisations, editors and journalists' groups should work together to define a common approach on how to cover the election including agreement to

- Seek guarantees from government and political parties about safety and security of journalists;

- Avoid all attempts to manipulate media or use corrupt processes – such as paid for journalism – to distort coverage; and

- Establish common standards of reporting that will

- Report in context or avoid all forms of political speech that is hateful or inciting violence.

In addition, media organisations should put in place internal systems of governance to avoid conflicts of interest, to promote transparency and editorial independence and to protect newsrooms from undue interference in the work of journalists by owners and shareholders.

Traditional media should, where appropriate, reach out to online news portals and established online information sources to encourage the adoption of ethical standards and quality reporting across the whole landscape of public information.

Journalists, editors and owners should establish their own independent organisations to encourage professional solidarity. These organisations should work together to promote a national infrastructure that will encourage quality journalism and self-regulation through press or media councils, which are fully independent of the state and government.

In particular, election coverage training is crucial for media to be prepared for free, independent, inclusive and tolerant coverage. Such training should:

- Put ethical standards at the heart of any course and use the best training modules and approaches available;

- Focus on the dangers of hate-speech and the threats posed by sectarianism and extremism;

- Involve editors and provide specific advice and training for them to prepare for the elections;

- Ensure that media fully involve and engage with the public;

- Be organized in advance and during the election period as part of a strategic programmed involving all relevant groups in the journalistic community.

The Forum calls for a follow-up programme of action in 2014, including:

- To continue to support actions by the network of press councils in the Asia-Pacific region to assist in the creation of independent media councils and to promote free, independent and pluralistic media;

- To back the efforts to create cooperation between press councils, journalists and editors in the ASEAN region;

- To be involved in and support the EJN global study on paid journalism and to use the study to launch a campaign against corruption in media in the region;
- To aim to organise election coverage training in countries holding elections in 2014 and following years based on the principles agreed by the Forum;
- To promote an exchange of information and best practice on ethics in election coverage, in particular efforts to create solidarity among media and to agree common standards for election reporting.

- To aim to organise the 6th Bali Media Forum and to involve social media contributors and bloggers adhering to ethical standards of journalism in the event.

Finally, the Forum expresses its strong view that the engagement and dialogue with media professionals made possible by its association with the Bali Democracy Forum has made an invaluable contribution to building a culture of solidarity among media professionals in the region and we call for continued support for the Bali Democracy Forum and the Bali Media Forum in 2014 and beyond.

Bali, Indonesia, November 8, 2013.

Appendix THREE

Report of the EJN Co-ordinator

Oona Solberg as coordinator of the Ethical Journalism Network has translated the most important EJN texts to Norwegian. She continues to work with them to get the best possible terminology and Norwegian meaning. She attended a meeting of the Norwegian group 19 March and during this period helped develop support for the EJN both in Norway and abroad.

Working with Tarek Atia in Egypt Media Development Program (EMDP) in April she prepared an EJN seminar in Egypt which was originally planned to be about election reporting, but uncertainty about the date of the election made this not viable. Instead the theme of the seminar was paid for journalism, or the problem of corrupt activities inside journalism and media.

The content of the seminar was designed in weekly Skype meetings in April and May and took place on 27 May. On the 28 May there was a meeting of the core group in a future independent editor association, an initiative started two years earlier during a visit of Arne Jensen, now President of the Norwegian Editors' Association, and Bertrand Pecquerie of the Global Editors Network.

Following the meeting in Cairo there was close contact about an application from EMDP/EJN/GEN to NMFA for further support. This application was presented informally on 3 July and was eventually agreed in the autumn.

On 4 April the Co-ordinator joined Elisabeth Salvesen of the NMFA for a meeting with International Media Support in Copenhagen to discuss possible future cooperation. Contact with IMS has been important throughout the year, particularly in connection with the planning of the joint EJN/Norwegian Journalism Institute seminar in Tunisia for November.

On 3 May the Co-ordinator attended the celebration of World Press Freedom in Tunisia where she met staff at UNESCO/Norwegian funded project office whom she had met during a conference organized by the International Association of Women in Radio and Television in 2012 . She also met other relevant partners, including employees at the office of Article 19 and the new President of the Commission to regulate radio/TV. These meetings were useful in preparation of the November seminar.

 On 10 - 11 June the journalism department at the University of Oslo and Akershus arranged a conference with women journalists and researchers from many countries. Abeer Saady member of EJN's international board was there, and also participated in a public event on the situation in Egypt.

On 19 - 21 June the Co-ordinator attended the GEN Summit in Paris, where she took special responsibility for the organization and support for the sponsored editors from developing countries.

On 28 August she organized a meeting of the Norwegian advisory group and also a meeting between EJN Director Aidan White and Frode Rekve, to develop co-operation and administrative support for EJN in Norway .

The Co-ordinator also attended and supported the 3 September of the EJN network in Brussels. Following this she co-ordinated the visit of 10 October of Aidan White to the Institute of Journalism in Fredrikstad, where planned collaboration between the two organisations was finalized. The agreement allows for the possibility of expansion of cooperation gradually. A contract to apply from 1 January 2014 was signed by Frode Rekve on 31 October.

On 24 - 27 October the Co-ordinator attended the IAWRT conference in Casablanca in Morocco where she met with newly elected President Racheal Nakitare and reiterated the invitation for membership of the EJN.

On 3 - 4 November she attended an IMS expert meeting in Casablanca in Morocco and then immediately flew to join the Bali Media Forum in Indonesia.

From 21 - 26 November the Co-ordinator played a key role in the organizing of the EJN/IJ Ethics seminar in Tunisia as well as the Arab Free Press Forum in cooperation with WAN - IFRA. Following this, WAN - IFRA expressed an interest to repeat the partnership in 2014.

On 3 - 4 December the Co-ordinator attended the EJN meeting in London with members and partners and then organized the meeting of the Norwegian advisory group and a further visit to IJ a week later.

During the year the Co-ordinator has used her contacts from previous work of the International Association of Women in Radio and Television (IAWRT), NRK, NMFA, Institute of Journalism and others to further support the EJN. IAWRT joined the network after her attendance at their conference when she gave a presentation on the EJN and had a meeting with the President.

She has also held meetings with those responsible for ethics in the BBC and Danish Radio. Further contacts with Swedish Radio and Scandinavian journalism education groups are planned. At the same time contact with the Norwegian public broadcaster NRK was strengthened with meetings Lars Harald Alstadsæther, the NRK executive responsible for ethics and she joined EJN Director in a meeting with NRK Deputy Director Per-Arne Kalbakk .

The co-ordinator has also been responsible for liaison with Elisabeth Salvesen in the HR/DEM section of the Foreign Ministry and with the representatives of

the Norwegian UNESCO Commission. There has also been a good contact (and three meetings) with the members of the Norwegian advisory group.

The Co-ordinator has been responsible for helping to secure the EJN's administrative anchor in the Norwegian Institute of Journalism (IJ) as well as leading activities to strengthen EJN work in the Arab region and particularly Egypt and Tunisia.

She has helped recruit two new international networks to EJN membership International Association of Women in Radio and Television and Asia - Pacific Broadcasting Union and has further developed the EJN database.

In particular, she has raised the EJN profile in other Nordic countries and particularly in the broadcast sector through contacts with NRK in Norway, those dealing with ethics and international work in Danmarks Radio, Swedish Radio and the BBC.

She has opened dialogues with journalism educational institutions in Norway, Sweden and Denmark and continues to main close touch with members of
the Norwegian advisory group as well as the Norwegian UNESCO Commission, and other Norwegian contacts.

Attachment FOUR

Foundation Statement

The Ethical Journalism Network is a global coalition of media professional and journalism support organisations working across all platforms of the information and communications landscape. Its primary objectives are to strengthen the craft of journalism and to build public trust in media.

The EJN is an independent not-for-profit organization formally registered as such in the United Kingdom as a private limited company, number 8558686.

The Network members agree to meet regularly, to share information and consider joint actions with the following aims:

- To support and highlight actions of the Network members to promote high standards of transparency, good governance, ethical conduct and self-regulation in journalism;

- To support and work together in preparation of surveys and reports that will raise awareness of the ethical and governance challenges facing media and journalism around the world;

- To support an information and communications portal of the Network dedicated to the promotion of ethics and good governance and the work of Network members in this area;

- To support dialogue with the audience and wider society to raise awareness of the important role played by ethical journalism in building democracy and informed society;

- To support transparent, accessible and independent systems of self-regulation, without political interference, that will respond to the concerns and complaints of citizens while promoting and defending the principles of editorial independence, information pluralism and ethical journalism.

The Network is an informal association. Its meetings are organised in collaboration with its members.

The funding of the programmes and operations of the Network shall be the responsibility of the Network secretariat in consultation with EJN members through the organization of regular meetings.

Members of the Network may at any time withdraw from the process by writing to the secretariat of the Network.

Guidelines for Network Relations

These guidelines reflect the Ethical Journalism Network's aim to be a catalyst for change and to promote new debate among media professional groups on how to promote standards of journalism and to realize the aims and the objectives specified in the EJN Foundation Statement.

In carrying out its work the Network shall apply the following guidelines:

1. The Network does not replace, substitute or seek to compete with any of its members.

2. The Network is an information exchange engaged in the promotion of best practice in the exercise, administration and regulation of journalism.

3. The Network fully consults with all members on its work and activities.

4. The Network will seek the advice, guidance and opinions of its members concerning proposals for development of its work.

5. Meetings of the Network shall be held at least twice a year and will be organised by the Director of the Network.

6. The Director shall organize the agenda and themes for Network meetings in consultation with the members.

7. There are no financial obligations involved in Network membership and the Network secretariat will not seek funding for activities or country programmes on behalf of Network members.

8. The EJN secretariat receives administrative support through a formal agreement with the Norwegian Institute for Journalism.

9. The major source of funding for the Network is provided by the Norwegian Ministry of Foreign Affairs and supervision of the Network programme is assisted by a Norwegian EJN support group made up of representatives of media professional groups in Norway.

10. The EJN secretariat shall seek financial support to assist members of the Network to participate in its meetings and to further diversify its sources of income.

11. The Network will not issue public statements on matters related to press freedom or safety of journalists but will maintain its focus of national and regional activities, primarily in the global south, and provision of website information on the issues of:

a. promotion of good governance in media across all platforms,
b. promotion of ethical conduct in journalism and
c. Raising-awareness on the need for new and effective forms of self-regulation of journalistic content

Network Members at December 31st 2013
Association of Commercial Television
African Media Initiative
Asia Pacific Broadcasting Union
Centre for International Media Ethics
Pakistan Coalition for Ethical Journalism
European Publishers Council
European Broadcasting Union
Global Editors Network
Global Forum for Media Development
Hungarian Association of Editors
Media Diversity Institute
Organisation of News Ombudsmen
Online News Association
World Press Freedom Committee
International Press Institute
International Association of Women in Radio and Television
Internews Europe
South East Europe Network for Media Professionalisation
South East Europe Media Organisation
Thomson Foundation
PANOS South Asia
MediaWise Trust (UK)
New Ibero-American Press Foundation (Colombia)
Central and Southern Asia and Caucuses Free Press Network (Azerbaijan)

Co-operation and Collaboration with:
Article 19
World Association of Newspapers
European Newspaper Publishers Association
European Federation of Journalists
Open Society Institute
UNESCO, International Organisation of Migration, UN Human Rights Commission
Organisation for Security and Co-operation in Europe,
Council of Europe, European Commission
Alliance of Independent Press Councils in Europe

EJN Editorial Advisory Council
Tom Kent, Standards Editor, Associated Press
Christopher Elliot, Readers Editor, The Guardian
Abeer Saady, Editor, Vice President Egyptian Press Syndicate
Dean Wright, Former Head of Standards, Reuters
Bambang Harymurti, Former Editor in Chief Tempo, Indonesia
Jean-Paul Marthoz, Journalist, Belgium,
Owais Ali, Director, Pakistan Press Foundation