



**Ethical Journalism Network**

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# **EJN Annual Report**

Building Trust and  
Taking the Hate Out  
of Journalism

# **2014**

[www.ethicaljournalismnetwork.org](http://www.ethicaljournalismnetwork.org)

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## Uganda 2014

### Media Reporting Hate Speech and Violence Against Women in Kampala



## Palestine 2014

### Universities Link-up for EJNI Meetings in Hebron and Ramallah



Pic: Bassam Haddad

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## Attachments:

- a) Kigali Declaration*
- b) 5-Point Test for Hate Speech*
- c) Bali Declaration*
- d) Beirut Statement*

*Acknowledgements: this report owes much to the inspiration, advice and encouragement of many people and media support groups who have assisted the EJN. Thanks in particular to Bettina Peters, Hosam El Nagar, Boro Kontic, Brankica Petkovic, Tom Kent, Jean-Paul Marthoz, Bernt Olufsen, Chris Elliot, Arne Jensen, Thomas Spence, Randi Ogrey, Odd Isungset, Dean Wright, Niklas Lysvag, Kjell Nyhuus, Frode Revke, Geir-Terje Ruud, Abeer Saady, Dorothy Byrne, Tarek Atia, Elisabeth Salvesen and, of course, the EJN Co-ordinator Oona Solberg and EJN Communications Officer Stefanie Chernow.*

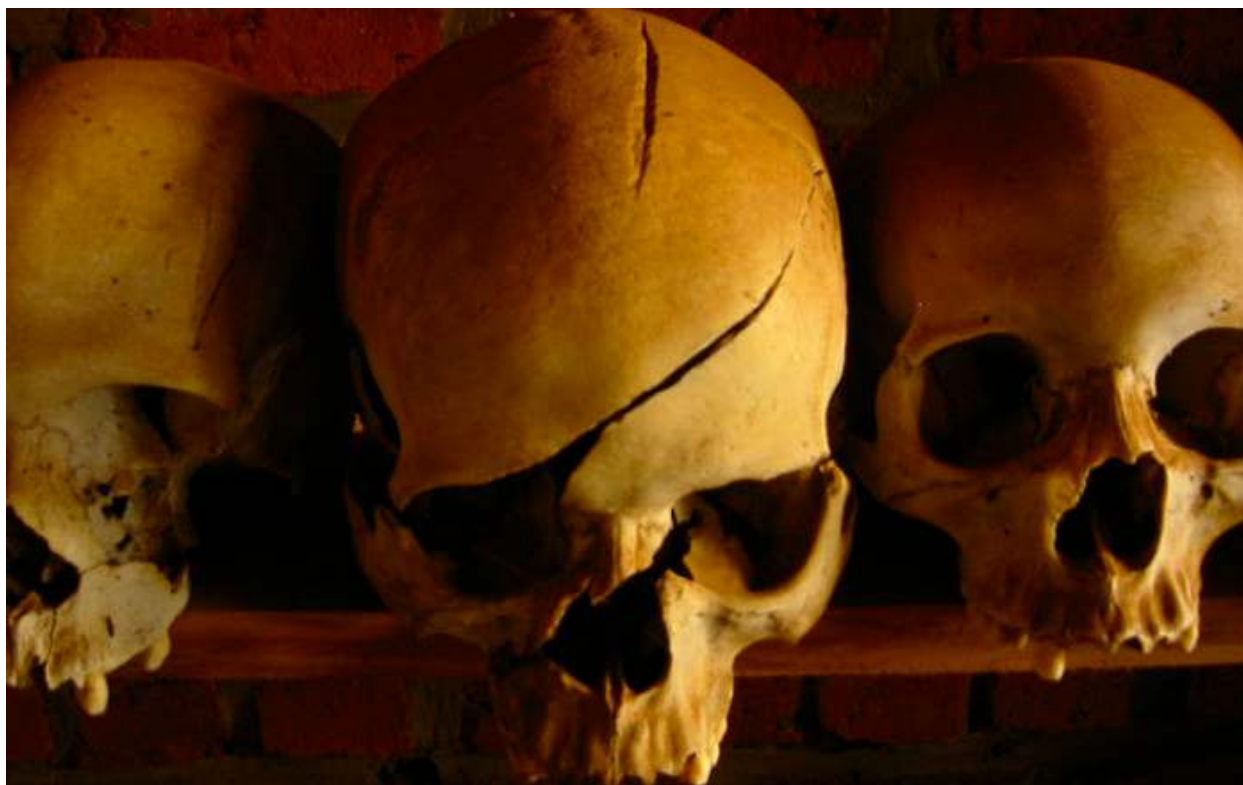
## Summary

This report on the 2014 programme of the Ethical Journalism Network covers a further period of intense activity. We have improved our communications and continued to expand. At the same time we have consolidated the presence of the Network in media development efforts to strengthen journalism worldwide. The EJV has carried out targeted activities in all regions of the world. This report sets out the full calendar of events and actions during the year.

A brief note of major EJV achievements during 2014 would include the following:

1. The launch of a major campaign against hate speech in journalism – *Turning the Page of Hate* – in co-operation with partners in Africa (Kigali, April);
2. The preparation and promotion of a Five-Point Test for Journalists to Combat Hate Speech (available in English, Arabic, Burmese and Turkish);
3. The launch of a new debate on how journalism can strengthen commitments to responsible communications in the public information space (Bali, October);
4. Development of co-operation with four universities in Palestine to promote ethics and actions to counter hate-speech (Palestine, October);
5. Publication of report on self-censorship in Turkey and co-operation with local media partners to develop counter strategies (Istanbul, November);
6. Development of proposals for EJV work in the Arab world including plan for a Middle East Centre to Combat hate Speech in Journalism (Beirut, November);
7. Commissioning of a detailed report on credibility of media self-regulation in 15 countries to be published January 2015 with follow-up conference on results;
8. Preparation of report on crisis of paid-journalism and conflicts of interest that corrupt media. Covering 15 countries and to be published January 2015;
9. Development of co-operation with Chinese media on ethical journalism issues (mission to London December) with EJV return visit planned for 2015;
10. Co-operation with Egyptian journalists and support for independent editors association (launched June) and solidarity missions to Cairo and Oslo;
11. Development of work with International Organisation of Migration for launch of Migration Newsdesk and EJV survey on coverage of migration for 2015;
12. Conclusion of agreement with UNESCO for work on self-regulation and ethical support for journalism in Western Balkans and Turkey 2015-2016.

## Activity Report



*Hate Media Aided Genocide in Rwanda: 20 Years on a new campaign is launched*

During the year we remembered the horrors of genocide in Rwanda and launched a campaign with African media partners against hate-speech – *Turning the Page on Hate*. Regional meetings were held in Kigali, to mark the 20<sup>th</sup> anniversary of the Rwandan genocide, and in Kampala, where the focus was on challenging the use of hate speech in Uganda, a country where acts of discrimination against women are often accompanied by routine violence. (See Attachment A.)

The EJM developed a five-point test to help journalists and editors to identify speech that aims to generate intense hatred or incite violence. This is based upon the Rabat Plan of Action developed by the United Nations and has been translated into Arabic, Burmese and Turkish and is being prepared in other languages in 2015. (See Attachment B.)

This text is useful for newsrooms trying to cope with increased international tensions. With renewed acts of terrorism and conflicts breaking out across the Middle East, and much talk of a return to cold war conditions in Eurasia, the EJM has been active in supporting initiatives during the year in Ukraine, Russia, Egypt, Lebanon and Palestine, places where media are increasingly seen as instruments of propaganda.

This year has also been a period of reflection. The EJM carried out two international surveys to test the credibility of self-regulation systems in journalism and to examine the threat to editorial independence posed by paid journalism and the undue influence of corporate and political interests in newsrooms.

Both these surveys, which covered 15 countries, and with global reach will be published in January 2015. They reveal that media independence is under immense pressure as a scarcity of resources and collapsing market conditions have weakened the delivery of ethical and pluralist journalism.

In addition, media struggle to meet the challenge of editorial restructuring and transformation into digital formats. The continuing decline of investment in the editorial resources – both human and technical – in traditional media not only diminishes the ethical fabric of journalism it makes self-regulation a more challenging task.

### **The Inside Story:** *Corruption and Conflicts of Interest in the Newsroom*

The EJM multi-country survey on paid journalism and internal challenges reveals a profound crisis of confidence inside newsrooms caused by a lack of transparency over ownership and corporate and political affiliations.

Political control over lucrative state advertising, which is often allocated to media according to their political bias, remains widespread, and the elimination in most countries of the invisible wall separating editorial and advertising has created a surge of so-called “native advertising,” hidden advertorials and paid-for journalism.

In addition to political and commercial pressure, the precarious working conditions of news staff provide fertile conditions for corrupt relations in employment arrangements, with “brown envelope” journalism and forms of bribery at work in many parts of the world.

### **The Trust Factor:** *An EJM Review of Journalism and Self-regulation*

In the area of self-regulation, the EJM survey finds that effective and credible self-regulation only exists in a small number of countries and even in areas where journalism has a rich tradition of professionalism – such as the United Kingdom – media are divided about how to establish credible national systems for dealing with the complaints and concerns of the audience.

Journalism may be increasingly a single stream of information disseminated simultaneously across different platforms, but its regulation remains dominated by old-fashioned and increasingly unworkable structures that do not respond to the needs of the digital age.

The issue of self-regulation is particularly acute at the level of the enterprise where only a minority of media have implemented effective office-based systems to deal with complaints. The role of EJM as a champion of ethics, good governance and self-regulation will be strengthened to take account of these challenges.

These issues featured in many of the activities carried out by the Network during the year in Egypt, Palestine, Lebanon, Tunisia, Myanmar, Hungary, Macedonia, Indonesia, Rwanda, Singapore, Ukraine, Uganda, Russia, South Africa and Pakistan. A particular focus has been activity with journalists and media support groups in the Western Balkans, Turkey and South East Europe.

Working with UNESCO, which has received a grant from the European Union, EJM has developed a range of activities to support self-regulation and good governance

in media of the Western Balkans and Turkey. This work will launch in 2015 and will involve focused activity in Albania, Serbia, Bosnia-Herzegovina, Macedonia, Kosovo, Montenegro and Turkey.

Building on its work in Pakistan in 2012 and 2013, the EJM has also agreed new programme for supporting ethical journalism and self-regulation in Pakistan which will be implemented in 2015.

Globally, the challenge of building trust in journalism has been further complicated by the Internet, social networking and the growth of citizens' voice in the ever-widening public information space.

Although some in media doggedly resist bringing the audience too close to the news-making process, the EJM has been encouraging wider recognition that in an age when online voices increasingly drive the news and current affairs agenda, journalism has a key role to play in promoting responsible communications across the Internet.

At meetings in Bali, Indonesia, and Brussels in October the EJM called for wider recognition of the ethical values in journalism and how they provide a sound, ethical base for campaigns to promote responsibility in public communications.

At a range of meetings in Oxford, Sheffield, Stockholm, Florence, Singapore, Amsterdam, Brussels and Oslo, the EJM has engaged with academics and scholars on the challenges facing journalism in the context of digital communications and the increased influence of governments and corporations on the Internet.

In June at the World Association of Newspaper Congress in Turin the EJM working with the European Journalism Centre helped launch a new fact-checking and verification handbook which aims to tackle the dangers of unchecked information from online sources getting wider distribution. A second discussion was organised two days later in Barcelona at the Global Editors Network summit.

Following up this work the EJM later in the year proposed a new programme and campaign to promote some basic ethical values across the open information, based upon the core values of journalism -- accuracy, humanity and transparency. This was launched at the Bali Media Forum held in Indonesia in October.

The Network continues to engage in high-level discussions on media policy development at national and international level and is developing practical tools designed to assist journalists and media professionals.

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 EJM has enjoyed a steady growth in membership and there is growing interest in our work from individuals and groups working in communications at all levels.

The EJM 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 2014 the EJM Director met three times with the EJM support group in Norway made up of representatives of the national professional associations. The

support group carried out a mission to Cairo in October and met with journalists and media leaders.

A reciprocal visit to Norway by leaders of the fledgling independent Egyptian Editors Association was held a few weeks later. This co-operation will continue and be further strengthened in 2015.

The EJM 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. The Director took part in a meeting in New York in December 2014 on the issue of hate speech and xenophobia.

The EJM has further established links with the International Organisation for Migration and has established a joint programme to promote ethical journalism in the reporting of migration issues, including reporting of the rights of refugees, asylum seekers and people displaced by conflict.

This issue featured strongly in a meeting organised with the Norwegian Institute of Journalism in Beirut in November 2014. Journalists in Lebanon are in the frontline of reporting a humanitarian and refugee crisis that has seen millions of pour into the country to escape the conflict in neighbouring Syria.

At the beginning of the year the EJM published its report on the media crisis in Turkey where political and corporate influences combine to create an unprecedented level of self-censorship across the whole of the mainstream media landscape.<sup>1</sup>

An EJM meeting was held in November in Istanbul in co-operation with the European Federation of Journalists, the Turkish Journalists Syndicate and the International Publishers Association to discuss further actions to confront this problem. This issue is also highlighted in the country report prepared for the report on conflicts of interest inside journalism.

## **EJM Secretariat and Finances**

The EJM is primarily financed through a three-year contract with the Norwegian Ministry of Foreign Affairs. During 2014 we received just over 400.000 Euro under this contract. We also receive funds for operational and country programmes through International Media Support and UNESCO, on behalf of the European Union.

The EJM audited accounts for our first year of operations up to 31 March 2014 show a deficit, but this is because of prefinancing of activities. Our cash balance is in the region of £70.000 at the end of November 2014 once current creditors are paid the EJM has a surplus of more than £30,000.

Our legal status as a charity is being strengthened in 2015 when the control of the organisation and its finances will pass to an elected and independent Board of management.

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<sup>1</sup> The Report can be seen here: <http://ethicaljournalismnetwork.org/assets/docs/021/035/02fc715-bc8d623.pdf>



The EJN organisational structure has been evolving since we were set up in 2013 as a non-profit company in the United Kingdom. The creation of a formal charitable organisation in 2015 follows the development of relations first with the Global Editors Network and, during 2014, with the formal co-operation with the Norwegian Institute of Journalism. This has been renewed for 2015 and will be reviewed during the year once the new charity is established.

The EJN from the outset has been a decentralised group, with a team working from national centres in London, Paris, Brussels and Oslo. Our registered office for legal affairs is situated in central London.

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 2014 are available on the EJN web-site <http://ethicaljournalismnetwork.org> which is being revised and will be relaunched during 2015.

The Communications Officer, Stefanie Chernow based in Paris, took maternity leave for 10 weeks and returned in early November, and was replaced during this time by Tim Francis. Stefanie continues to develop our communications strategy. Thanks to her we now have an expanding [EJN LinkedIn group](#), a busy Twitter account (@EJNetwork) and the subscribers to EJN news and information newsletter, sent every Tuesday and Friday, nearly doubled in 2014 to over 1100 people. In 2015 communications work will include a video project to launch the EJN reports on self-regulation and corruption along with the updating of the EJN website which will host an interactive database on codes of ethics and hate speech.

Also the EJN has benefited enormously from the work of full-time co-ordinator Oona Solberg, in Oslo, who is delegated to the EJN by the Norwegian Institute of Journalism. She has provided enormous organisational and administrative support and plays a key role in shaping the increased co-operation between Norwegian journalism, the Institute in Fredrikstad and the EJN. She also plays an important linking role to our work in the Middle East and with other partners including the International Association of Women in Radio and Television.

## Regional Focus

### Asia

A highlight of the year's work in Asia was the holding in **Indonesia** of the 6<sup>th</sup> Bali Media Forum in October where more than 90 journalists and media leaders from 25 countries in Asia backed an EJN call for a new global debate on transforming the open information landscape by promoting self-regulating standards based upon key ethical principles of journalism. (See Attachment C.) This called for the basic ethics of journalism – and particularly cardinal principles of accuracy, humanity, and accountability – to be encouraged all across the worldwide web.<sup>2</sup>

The significance of the outcome of the Forum, which was organised by the Thomson Foundation in partnership with the EJN and the Indonesian Press Council, was underscored when the conclusions were adopted by governments at

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<sup>2</sup> The Declaration from the Bali Forum is here:

[http://www.thomsonfoundation.org/assets/News\\_Features/2014/Bali%20Media%20Forum/BMF%202014%20final%20statement.pdf](http://www.thomsonfoundation.org/assets/News_Features/2014/Bali%20Media%20Forum/BMF%202014%20final%20statement.pdf)

the Bali Democracy Forum, an annual event promoting democracy and human rights in the region.



*EJN Participants join the President of Indonesia at the Bali Democracy Forum*

In June the EJV led a discussion at the regional Asia Media Forum in **Singapore** and arising from that event the Forum in 2015 will have a focus on the crisis of journalism and reporting of migration in Asia and will be organised in partnership with EJV and the Tamasek Foundation, which promotes democratic values and pluralism from Singapore.

The EJV has strengthened its contacts with **China** and official representatives of Chinese journalism. In December 2014 a delegation of the All-China Journalists Association visits London on the invitation of the EJV to meet with press regulators in the UK and to discuss proposals to establish a national media council for China. At these meetings, Chinese media leaders meet with the new UK press regulators, IPSO and IMPRESS and with the Irish Press Ombudsman Peter Feeney.

A visit to China by an EJV team in 2015 is under preparation as well as proposals to organise dialogue aimed at strengthening work in China with journalists' groups, particularly focused on questions of professionalism and independent reporting of environmental issues.

## Middle East

In **Tunisia** the EJV has continued to follow the efforts by Article 19 and UNESCO working with editors, owners and journalists to launch the Tunisian Press Council, the country's first independent self-regulator. This was finally being put into place

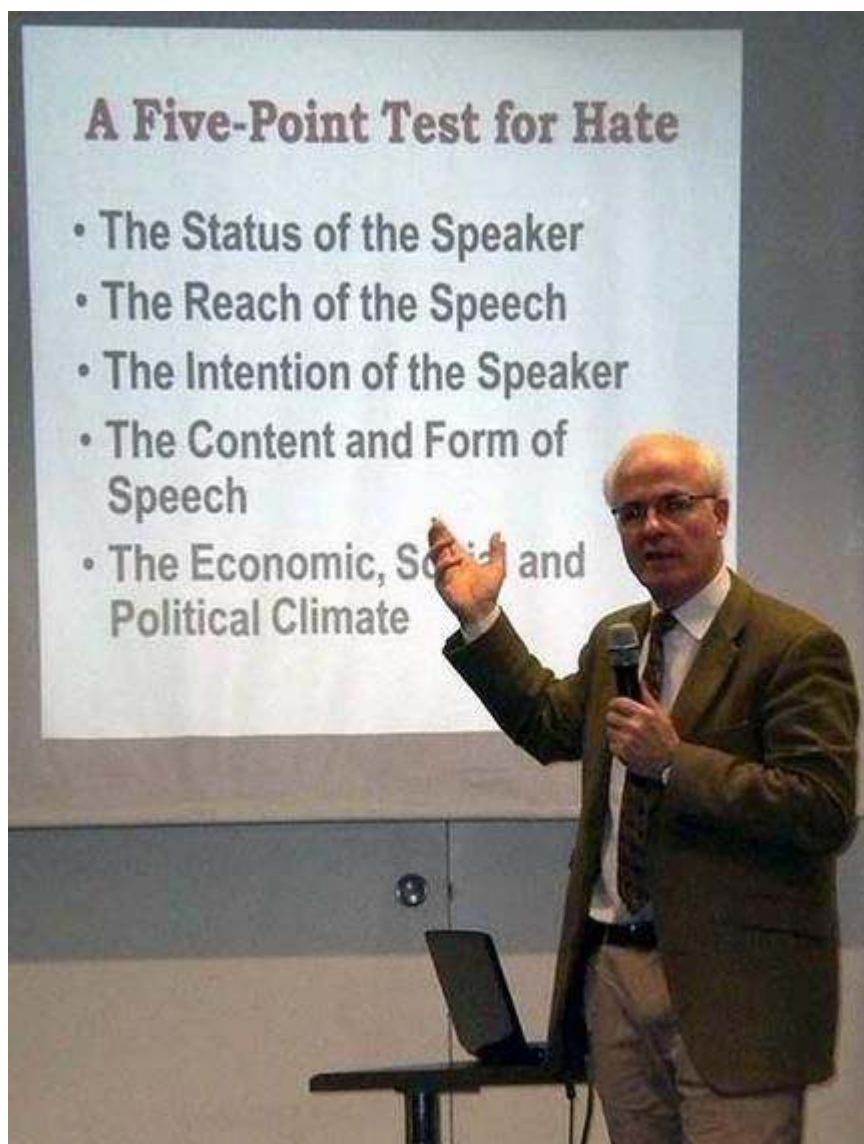
in November 2014. The EJNI has helped draft a code of conduct and a framework for internal organization of the new self-regulating body.

The EJNI 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 further increase activities in the region in 2015.

In addition, the EJNI has begun a programme of work in support of journalists in **Palestine** and two meetings organised by senior journalism students in Hebron and Ramallah organised in October will be followed up in 2015.

The EJNI also carried out a highly successful seminar in **Lebanon** in co-operation with the Norwegian Institute of Journalism and the Maharat Foundation. This meeting in Beirut brought together journalists from 14 countries in the region and was an excellent platform for the discussion and development of EJNI work with a particular focus on the problems of hate media.

With more than two million refugees from the Syrian conflict in the country, journalists in Lebanon are particularly interested in the EJNI work to promote careful, sensitive journalism related to migration issues. A major conclusion of the meeting was a proposal to establish a Middle East Centre to Combat Hate Speech in Journalism. (See Attachment D.)



*Pic: Magda Abu Fadil*

*EJN Director presents the 5-point test for hate speech at Beirut meeting*

Most significantly, 2014 marked the emergence of an important new group in **Egypt**, the Egyptian Editors Association. The EJN has been working with local partners and with the Global Editors Network to support this new initiative which is launched at a testing time for media across the country following the overthrow of the regime of President Morsi and the election of a new government under former army chief President Al-Sisi.

An EJN delegation, made up of Norwegian Support Group members as well as the Readers' Editor of *The Guardian* and the Press freedom Director of the World Association of Newspapers, took part in a solidarity visit to Cairo in October where meetings were held with local media and journalists.

In a meeting with officials at the Foreign Ministry, the EJN sought the urgent release of all journalists currently in jail.

The EJN programme, involving two visits to Cairo, and developed with local partners, has included a number of actions:

1. Participation in a seminar to strengthen newsroom capacity organised by the Global Editors Network;
2. The production of two reports – one on self-regulation, the other on corruption inside journalism – for this year’s EJM surveys;
3. Support for the creation of an EJM Arab language web-site and translation of all EJM materials into Arabic and a brief survey on the impact of online journalism on traditional media;
4. Continuing support for the independent association of editor and preparation of an action plan to promote reform in Egyptian media in line with proposed new media laws arising from the new constitution adopted this year.

## Europe

The year in Europe was dominated by conflict on the eastern and southern borders where wars in Syria, Iraq, Ukraine and an upsurge in violence in the Gaza Strip dominated the media space and provided massive ethical challenges for newsrooms.

In an effort to challenge the crisis of a growing propaganda war the EJM is working with the European Federation of Journalists in co-operation with the Organisation for Security and Co-operation to promote dialogue between independent journalists in Ukraine and Russia.

In South East Europe the EJM has continued its co-operation with UNESCO, the Council of Europe and the South East Europe Network for Professionalisation (SEENPM). We have part in meetings in Budapest, Tirana, and Skopje to promote discussion on how to strengthen self-regulation in media. A detailed programme of work with UNESCO has been agreed for 2015 and 2016 (Appendix 2).

Working with the OSCE, the EJM is planning to examine the possibility of supporting actions in **Serbia** which will hold the chair of the organisation in 2015. The EJM Director met with the OSCE rapporteur on free expression in November to discuss proposals.

In **Turkey** the EJM published a major report on the crisis of self-censorship – *Censorship in the Park* – and has been working with the European Federation of Journalists and local partners to promote fresh internal discussion within media on how to reinforce editorial independence.

Thanks to support from the NMFA, the EJM was able to support detailed 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 analysis of this research was published by the South East Europe Media Observatory in 2014.

**European Union:** The EJM has organised meetings of its supporters working in Europe – 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.

The election of a new parliament and commission in 2014 provides opportunities for new co-operation around programmes to strengthen independent media and journalism. The EJM will hold a Network meeting in Brussels in the early months of 2015.

Finally, during the year the EJM Director took part in a number of activities to promote standards and ethics in UK media and took part in meetings in Manchester, Sheffield, London, Oxford and Cambridge on these issues. He was also invited to chair the appointments panel selecting members of the Board members of a new independent regulator of the press in Britain, IMPRESS. He completes this work in December 2014.

## Africa

The launch of the *Turning the Page of Hate* campaign in **Rwanda** opened up a new front for EJM activity and was followed up with a meeting in Kampala on the problems of reporting violence against women. This was organized in co-operation with the International Association of Women in Radio and Television and the EJM plans follow up work with IAWRT members in Africa.

In addition, the EJM has been invited by the Rwandan government to organize a second *Turning the Page of Hate* conference in Kigali where the planned focus will be on the dangers of intolerance and hatred arising from hate speech in politics and media reporting at election time.

EJM supporters in **South Africa** and **Nigeria** have made valuable contributions to our 2014 surveys and we plan further actions with journalists in Kenya and the Great Lakes region aimed at supporting the creation of structures for editorial independence.

## Latin America

The EJM Editorial Board member Jean-Paul Marthoz, also a professor of journalism in Belgium and a human rights specialist, is preparing an EJM seminar to be held in **Colombia** in co-operation with the Fundacion Neuvo Periodismo Iberoamericano, an EJM supporter. In addition, during the year contributions from groups in **Mexico**, **Colombia** and **Brazil** have provided valuable information to the EJM reports on self-regulation and conflicts of interest.

## Calendar of Activities and Actions in 2014

January 15-16

**London:** EJM members and supporters played a role in an important mission to the United Kingdom organised by WAN-IFRA to examine controversies over press regulation and state surveillance of citizens. The EJM Director made a presentation to the delegation.

January 20

**Brussels:** The EJM took part in a discussion on the future of journalism which also looked at practical actions to improve the levels of funding for editorial work. The meeting was organised by the European Magazine Media Association.

January 25-30

**Nairobi and Kampala:** The EJM Director met with media leaders and journalists' groups in Uganda to prepare an EJM conference on hate-speech and also had meetings in Kenya with the President of the International Association of Women in Radio and Television, Internews Network and the Aga Khan University Media Department.

February 3

**Cairo:** The EJM joined a meeting organised by the newly-formed Egyptian Editors' Association where more than 30 journalists and editors from across all platforms of journalism and media took part in a vigorous and frank exchange about self-censorship.

February 11-12

**Tunis:** The EJM Director met with newspaper owners and journalists' leaders to discuss the next steps in creating an independent press council.

February 20

**Brussels:** Meeting of EJM members and supporters hosted by the Association of Commercial Television in Europe. The major agenda item was discussion of the crisis for ethical journalism in Turkey and the Western Balkans.

March 10-12

**Yangon:** Questions of hate-speech and how to set the limits of reporting without damaging free speech was a feature of almost every session of the East-West Media Conference attended by 300 journalists and media leaders from across the region and where the EJM organised a plenary session on ethical issues. At this time, the EJM held a meeting with the Myanmar Press Council members and a group of editors.

March 14

**Oxford:** The EJM Director took part in an expert round table prepared by the Thompson Reuters Institute to consider questions over the future of journalism – who is doing it, how it is paid for and what will it look like in future?

March 20-21

**Moscow:** The EJM Director met with Russian media leaders and journalists on how to build diversity in journalism. Given the crisis between Russia and Ukraine this debate, organised with the Media Diversity Institute and the Russian Union of Journalists, was an opportunity to discuss the scope for regional dialogue to combat propaganda.

March 24

**Stockholm:** The EJM took part in the meeting to mark the launch of the UNESCO report on global trends in media

April 1

**Brussels:** EJM Editorial Board member Jean-Paul Marthoz was among the key speakers at the international conference on hate-speech organised by the Belgian government to mark the 20<sup>th</sup> anniversary of the Rwandan genocide.

April 13

**Cape Town:** The EJM Director participated in a round table meeting on journalism and religion and also spoke at a plenary session of the International Press Institute

Congress where he outlined the details and scope of the EJM campaign against hate-speech.

April 18-19

**Kigali:** In co-operation with the Rwandan Government and the African Media Initiative the EJM brought together African media leaders to work together to counter hate speech. The resulting Kigali Declaration announced the launch of the campaign *Turning the Page of Hate*, with plans for further activities in Uganda and South Africa.

April 24

**Kiev:** The EJM Director made a keynote address to a conference on Quality Journalism in Times of Conflict set up by the Council of Europe in Kiev where he promoted continuing dialogue between independent journalists of Russia and Ukraine.

April 28

**Doha:** The EJM Director led a session for journalists from the Arab region at a training meeting organised by Aljazeera Training Centre and the Norwegian Human Rights Council, where he outlined the *Turning the Page on Hate* campaign.

May 5

**Vienna:** The EJM joined a conference on setting standards for open journalism at the invitation of the Organisation for security and Co-operation in Europe.

May 9

**Oxford:** Meeting with Thomson Reuters institute and PANOS South Asia to discuss co-operation in South Asia region.

May 16-17

**Singapore:** The EJM Director made a keynote address to the Asia Journalism Forum where some of Asia's leading journalism innovators led a discussion on media and integrity. Among those taking part were *Malaysiakini* in Kuala Lumpur, *ThaiPublica* in Bangkok, and the Center for Investigative Journalism in Manila.

May 18-19

**Jakarta:** In co-operation with the Thomson Foundation and the Press Council of Indonesia, the EJM helped launch a regional training programme on ethics for Indonesian journalists and editors covering the Presidential elections.

May 22-23

**Kampala:** A conference organised in partnership with the International Association of Women in Radio and Television and the African Federation of Journalists, highlighted the EJM Africa campaign against hate speech and focused on how media are covering critical social issues such as violence against women and rights of sexual minorities.

May 25

**Brussels:** EJM Communications Officer Stefanie Chernow took part in an event held by the International Federation of Journalists which highlighted the need for a concerted international campaign against hate speech in journalism.

May 26-28



**Doha:** The EJNI Director attended the *Aljazeera Forum* in Qatar. Arising from this meeting there are plans to launch further joint actions with the Aljazeera Media Network to strengthen ethical standards across the group.

June 6-7

**Florence:** The EJNI led a session of the Centre for Press and Media Freedom at the European University Institute Summer School on ethical journalism.

June 8

**Turin:** The EJNI Director and Tom Kent from Associated Press, an EJNI Editorial Board member, took part in a session at the World Association of Newspaper Congress to promote the development of a code of conduct for online journalism being developed by the Online News Association. With the European Journalism Centre, the EJNI also launched a handbook on verification.

June 11

**Barcelona:** The EJNI Director attended the summit of the Global Editors Network.

June 10-11

**Geneva:** EJNI attended the session of the United Nations Human Rights Commission session where abuse of journalists' rights in a number of countries was highlighted and there was a presentation by the UN Special rapporteur on Freedom of Expression.

June 12-13

**Tirana:** The crisis of ethical journalism in the Western Balkans and Turkey was a central theme of a conference organised by the South East European Media Observatory where then EJNI made a keynote intervention. The meeting saw the launch of a new book – *Media Integrity Matters* – analysing the crisis for journalism in Albania, Bosnia, Croatia, Macedonia and Serbia. It can be found [here](#).

June 16

**Cairo:** The EJNI Director joined more than 100 editors and media executives at a ground-breaking meeting to launch the independent Egyptian Editors Association. This group brings together some of the leading journalists and media and has been working in partnership with EJNI and the Global Editors Network.

June 17:

**Vienna:** The EJNI took part in a new meeting with the Organisation for Security and Co-operation in Europe focused on the propaganda challenges facing journalists from Russia and Ukraine where media in both countries have come under severe pressure. The EJNI is working with the European Federation of Journalists and others to expand this dialogue in the coming months.

June 25

**Oslo:** Seminar presentation on combating hate speech during Oslo Pride Week in co-operation with *Fokus*, the Forum for Women and Development. A meeting with Hate Speech International was also held at this time.<sup>3</sup>

July 2-3

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<sup>3</sup> See <http://www.fokusvinner.no/en/Frontpage-EN/>

**Amsterdam:** The EJN Director made a detailed presentation on governance and regulation issues for media and journalists at a conference prepared by the Institute for Information Law at Amsterdam University.

August 7-10

**Nairobi:** meetings with African Media Initiative and Aga Khan University and preparation of co-operation and development of *Turning the Page of Hate* campaign.

August 15

**Cambridge:** Meeting and presentation at Corpus Christi College with delegation of Chinese journalists and officials to discuss journalism and public affair; self-regulation and future of independent journalism.

August 28-31

**Bali:** EJN presentations at conferences of the United Nations Alliance of Civilisations and UNESCO

September 8-10

**Cairo:** An EJN delegation visited Egypt to meet with journalists' leaders and to support to the newly-launched Egyptian Editors Association. A report of the visit can be found [on the EJN website](#).<sup>4</sup>

September 12-13

**Rome:** The EJN Co-ordinator Oona Solberg took part in the European Union media policy discussions organised by the Italian government.

September 24

**London:** The EJN took part in a televised global debate organized by The Religion News Service on how to report ethically, and particularly how to stop media being used to foment conflict between different religious groups.

September 25-16

**Kiev:** The EJN joined a free-flowing discussion in Ukraine held by the [Global Forum for Media Development](#) where media leaders and activists from Eurasia met to focus on setting an agenda for change in the shadow of the Russia- Ukraine conflict.

October 1

**Copenhagen:** EJN meeting with International Media Support. Presentation of EJN work to IMS staff and agreement on a programme of support for ethical journalism in Pakistan 2015-2017.

October 7-10

**Bali:** The EJN helped launch a ground-breaking policy on ethical journalism and responsible communications on the Internet at the 6<sup>th</sup> Bali Media Forum organised in co-operation with the Thomson Foundation. (See regional report.)

October 15

**Geneva:** the EJN met with officials from the International Organisation for Migration to agree co-operation aimed at supporting media and journalists in their coverage of migration issues. This programme will be developed in 2015.

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<sup>4</sup> The report can be found here <http://ethicaljournalismnetwork.org/en/contents/ejn-in-egypt-cairo-s-war-on-terror-raises-fears-for-independent-journalism>

October 16-18

**Skopje:** EJN attended the eighth South East Europe Media Forum in Skopje which focused also on how media in the Western Balkans are battling corruption and political interference in the struggle to improve ethics and self-regulation.

October 22-25

**Ramallah, Hebron Palestine:** In partnership with the [Centre for Applied Research and Education in Palestine](#), and four education centres – Birzeit University, Al-Quds University, the Media College of Al Aroob and Hebron University – the EJN sponsored two seminars in for senior students of journalism. The focus was on actions to combat hate-speech and propaganda in the wake of the recent conflict in Gaza.

October 30

**Brussels:** The EJN Director made a keynote presentation on self-regulation and future of journalism issues at the Belgian Platform for Journalism held by the Free University.

November 3-5

**Istanbul:** Meeting with journalists and media leaders on follow up action to EJN report *Censorship in the Park* (with European Federation of Journalists). Meeting with Iraqi journalists (organised by the Norwegian Institute of Journalism) on hate-speech issues and journalism.

November 10-13

**Beirut:** Regional conference sponsored by the Norwegian Institute of Journalism and in co-operation with Maharat Foundation. Presentation of EJN hate-speech campaign for Arab world. The declaration from this meeting is attached is also available on the [EJN website](#).<sup>5</sup>

November 17

**Sheffield:** Meeting at Sheffield University and launch of book *War Reporters Under Threat* on impunity and countering violence against media.

November 18:

**Brussels:** launch of European Magazine Media Association magazine 2014-2015: *Empowering Citizens*, including article on Press Freedom in Europe by EJN Director.

November 20

**Geneva:** EJN Director attends International Press Institute and *Aljazeera* round table on threats to journalism and editorial independence in Middle East with focus on media crisis in Egypt.

November 25

**Stockholm:** EJN director makes presentation at meeting organized by Stockholm University and Stockholm International Peace Research Institute on Ukraine crisis and ethical journalism.

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<sup>5</sup> The final statement is found here <http://ethicaljournalismnetwork.org/en/contents/building-trust-and-tolerance-seminar-on-journalism-and-hate-speech>

## **Upcoming events:**

December 4

**London:** EJN network meeting at headquarters of Thomson Foundation.

December 10

**New York:** UN Conference on action against genocide where EJN Director will present EJN work to combat hate speech in journalism.

December 17-19

**London:** Chinese delegation from All China Journalists Association, meetings with EJN supporters and UK and Ireland press regulators – Independent Press standards Organisation, IMPRESS and Ombudsman of Irish Press Council

# **EJN Founding Documents**

## **Foundation Statement**

The Ethical Journalism Network is a global coalition of media professional groups and journalism support organisations working across all platforms of the rapidly-changing media, information and communications landscape who agree to meet regularly, to share information and consider joint actions with the following aims

- To support and highlight actions of the Network members and supporters 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 to promote activities of all 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 carry out practical actions, including training, raising-awareness and educational work that will assist media professionals to strengthen editorial independence and build public trust in journalism;
- 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 media independence, information pluralism and ethical journalism.

The network is an informal association and is registered as a company in the United Kingdom. In 2015 it will seek status as an independent charitable organisation. The funding of the programmes and operations of the Network shall be the responsibility of the Network secretariat and the Director.

Supporters 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 ensure media professionals lead the debate about future regulation. These are specified in the EJM Foundation Statement:

1. The Network does not replace, substitute or seek to compete with any of its supporters.
2. The Network is an information exchange.
3. The Network fully consults with all supporters on its work and activities
4. The Network will seek the advice, guidance and opinions of its supporters concerning proposals for development of its work
5. Meetings of the Network will be organised by the secretariat of the Network.
6. The Chair shall be nominated from among the Board members of the Network which is established in 2015 with the creation of the organisation as a charitable body.
7. The EJM Board established in 2015 shall authorise the established of national support groups from among the Network's body of supporters. A Norwegian Support Group has been established.
8. 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.
9. The EJM secretariat receives administrative support through a formal agreement with the Norwegian Institute for Journalism. The secretariat shall seek financial support to assist members of the Network to participate in its meetings.
10. The Network will not issue public statements on matters related to press freedom or safety of journalists but will maintain its focus of activities and website information on the issues of:
  - a) promotion of good governance in media across all sectors of the communications and information landscape,
  - b) promotion of ethical conduct in journalism and
  - c) Raising-awareness on the need for new and effective forms of self-regulation and independent regulation of editorial content across all platforms of journalism.



## **Network Supporters 2014**

African Centre for Media Excellence  
African Media Initiative  
Alliance of Independent Press Councils of Europe  
Article 19  
Asia Pacific Broadcasting Union  
Association of Commercial Television  
Cambodian Center For Independent Media  
Centre for International Media Ethics  
Center For Media Freedom and Responsibility  
Central Asian and Southern Caucasian Freedom of Expression Network  
Editors-In-Chief's Forum Hungary  
Egypt Media Development Program  
Egyptian Editors Association  
European Broadcasting Union  
European Federation of Journalists  
European Journalism Centre  
European Magazine Media Association  
European Publishers Council  
Fundacion Neuvo Periodismo Iberoamericano  
Global Editors Network  
Global Forum for Media Development  
IJNET  
iMediaEthics  
International Association of Women in Radio and Television  
International Media Support  
International Press Institute  
International Women's Media Foundation  
Internews Europe  
Media Diversity Institute  
Media Managers Club  
MediaWise Trust (UK)  
Online News Association  
Organisation of News Ombudsmen  
Pakistan Coalition for Ethical Journalism  
PANOS South Asia  
Punto 24  
Religion News Service  
South East Europe Media Organisation  
South East Europe Network for Media Professionalization  
Tanzania Journalists Alliance  
Thomson Foundation  
World Association of Newspapers  
World Press Freedom Committee



**Ethical Journalism Network**

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# **EJN Annual Report 2014**

Attachments:

*e) Kigali Declaration*

*f) 5-Point Test for Hate Speech*

*g) Bali Declaration*

*h) Beirut Statement*





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# ***Media Dialogue: Turning the Page of Hate Media in Africa***

April 17-18<sup>th</sup> 2014

## **20<sup>th</sup> Commemoration of Genocide against Tutsi**

### **KIGALI DECLARATION**

We the participants at the Turning the Page of Hate Media Dialogue, held in Kigali, Rwanda, on April 17/18<sup>th</sup> 2014,

*Having* considered the impact of genocide against Tutsi and having paid solemn tribute to those, including in media, who lost their lives,

*Believing* that the time is right for a renewal of the Africa-wide struggle to combat attempts to use media as instruments of propaganda, hatred and violence,

*Considering* that free media and ethical journalism are cornerstones of democracy and vital to the creation of unified, peaceful and tolerant society,

*Insisting* that hate speech, which incites violence and intense hatred between communities, must be exposed, isolated and eliminated without undermining ethical journalism and press freedom,

*Calling* on all governments in Africa to commit themselves to the highest standards of press freedom and free expression and to support continental efforts to strengthen journalism and media by signing the Table Mountain Declaration,

*Welcoming* the rapid expansion of internet access across Africa and recognising that there is an urgent need to promote responsible use of information online but also to counter and, where appropriate, to block hate speech in social networks,

*Further recognising* the growing significance of online information in the media economy and strongly insisting that media do not sacrifice standards and ethical credibility for commercial gain,

*Noting* the tendency of media on all platforms to sensationalise information and to use stereotypes and clichés which reinforce the conditions in which hate speech can flourish,

**We declare** our support for the launch of an unprecedented campaign, *Turning the Page of Hate in Africa*, with the aim of promoting ethical journalism, good media governance and responsible communications across the open information landscape.

We further welcome the commitment of the Prime Minister of Rwanda and his government and the Media High Council in support of this campaign.

We urge the organisers of this meeting to establish a framework for the operation and development of the campaign including the development of materials and activities to the benefit of journalism in Africa.

As a start we endorse the preparation of the enclosed guidelines to test for hate speech in journalism; the organisation of further activities including a meeting in Kampala, Uganda, on *Hate Speech and Reporting on Violence and Discrimination Against Women*; and an event in Johannesburg, South Africa, at the time of the African Media Leaders Forum.

We urge all media professional groups at national and regional level and across all platforms of journalism in Africa to raise awareness of the ethical challenges set out here and to strengthen editorial work in lines with the objectives of the Turning the Page of Hate in Media campaign.

Finally, we thank the Media High Council, the Ethical Journalism Network and the African Media Initiative for the organisation of this meeting.

We urge them to broaden support for the campaign through further co-operation with the participants signed below who include among them representatives and members of Africa's leading media professional groups including the Association of Rwandan Female Journalists, African Editors' Forum, Federation of African Journalists, International Association of Women in Radio and Television, Rwanda Media Commission, Rwanda Journalists Association, World

Association of Newspapers and News Publishers, Ugandan Journalists' Union.

*Kigali, April 18<sup>th</sup> 2014*

## **Turning the Page of Hate in Media** The Campaign for Tolerance in Journalism

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# **Hate-Speech: A Five-Point Test for Journalists**

The modern newsroom is a challenging place. In the competitive world of media information flies around at breakneck speed. There is little time for checking facts and images or corroborating information and virtually no space for laid back discussions on the ethics of journalism.

But even when time is scarce, reporters and editors must pause and take a moment to judge the potential impact of offensive, inflammatory content.

The dangers of hate speech in journalism are well known and in many parts of the world they have had tragic consequences.

In Africa, for instance, some journalists have become foot-soldiers for propaganda and conflict. Many have played a deplorable role in regional conflicts and in some extreme cases -- in Rwanda and Kenya, for example -- they have contributed to acts of unspeakable violence between communities.

Whenever media are manipulated by politicians and others in defence of country, culture, religion and race, they have the potential to do harm. Even the best journalists can sometimes, inadvertently, do damage when they report controversial stories out of context.

A failure of principle in the newsroom and poor understanding of the potential impact of the words and images can lead to acts of journalism that encourage hatred and violence.

While most journalists understand that they have a duty to tell the truth and to report on what is being said and who is saying it, they often fail to balance that responsibility against another widely recognised cardinal principle of journalism, which is to minimise harm.

But how do journalists judge what is acceptable and what is intolerable? How do they embed in their daily work routine a way of assessing what is threatening?

It's a tricky task to judge exactly what constitutes hate-speech. There is no accepted international definition and the tolerance levels of speech vary dramatically from country to country.

To find a way through this minefield journalists must take into consideration the wider context in which people express themselves. They must focus not just on what is said, but what is intended. It's not just a matter of law or socially acceptable behaviour; it's a question of whether speech aims to do others harm, particularly at moments when there is the threat of immediate violence.

The following **five-point test of speech for journalism in context** has been developed by EJM advisers and is based upon international standards. It highlights some questions to be asked in the gathering, preparation and dissemination of news and information that will help journalists and editors place what is said and who is saying it in an ethical context.

## ONE: The position or status of the speaker

Journalists are often accused of hate-speech, and indeed some commentators willingly indulge in provocative and abusive talk when it suits them, but in the vast majority of cases journalists and media are guilty only of reporting the foul-mouthed statements of others.

In particular, journalists and media are regularly trapped by media-savvy and unscrupulous politicians and community leaders. These skilful users of media stir up disputes and discord in support of their own prejudices and bigoted opinions and rely on media to give coverage to their sensational claims and opinions no matter how incendiary they are.

Journalists and editors must understand that just because someone says something outrageous that does not make it news. Journalists have to examine the context in which it is said and the status and reputation of who is saying it.

A rabble-rousing politician who is adept in manipulating an audience should not get media coverage just because they create a negative climate or make unsubstantiated and controversial comments.

When people who are *not* public figures engage in hate-speech, it might be wise to ignore them entirely. A good example is Terry Jones the Koran-burning pastor in Florida who was an unknown person with marginal influence even in his rural backwater but who became an overnight global media sensation. On reflection most ethical journalists might say he was entitled to no publicity for his provocative threats

Even when people are public figures media have to make sure they do not draw undue attention to politicians and other influential people whose only aim is to create a negative climate towards people whose rights should be respected, particularly those from vulnerable and marginalised groups. Often these rights are recognised under constitutional guarantees at home and globally.

In particular, journalists have to scrutinise speakers and analyse their words, examine their facts and claims, and judge carefully the intention and impact of their interventions. It is not the job of journalists to adopt counter positions, but claims and facts should be tested, whoever is speaking.

Freedom of speech is a right for everyone, including politicians and public figures and it is the job of the journalist to ensure that everyone has their say, but that does not mean granting a licence to lie, or spread malicious gossip or to encourage hostility and violence against any particular group. When people speak out of turn good journalism should be there to set the record straight for all.

## TWO: The reach of the speech

A private conversation in a public place can include the most unspeakable opinions but do relatively little harm and so would not necessarily breach the test of hate-

speech. But that changes if the speech is disseminated through mainstream media or the Internet.

Journalists also have to consider the frequency and extent of the communication – is it a short momentary, intemperate burst of invective and hatred, or is it repeated deliberately and continuously?

Answering the question of the newsworthiness and intention may be helped by considering if there is a pattern of behaviour or if it is a one-time incident. Repetition is a useful indicator of a deliberate strategy to engender hostility towards others, whether based upon ethnic, racial, religious or other form of discrimination.

### THREE: The objectives of the speech

Normally, ethical journalists and well-informed editors will be able to quickly identify whether the speech is deliberately intended to attack or diminish the human rights of individuals and groups. They should also know whether such speech is subject to criminal or other sanctions. It is sometimes necessary for journalists to break the rules, but they should at all times be aware of the risks when they decide to publish.

As part of the reporting process, journalists and editors have a special responsibility to place the speech in its proper context – to disclose and report what are the objectives of the speaker. It is not our intention to deliberately expose or diminish people with whom we disagree, but careful, ethical reporting always helps people better understand the context in which speech is made.

The key questions to ask are: What does it benefit the speaker and the interests that he or she represents? Who are victims of the speech and what is the impact upon them, both as individuals and within their community?

### FOUR: The content and form of speech

Journalists have to judge whether the speech is provocative and direct, in what form it is made, and the style in which it is delivered. There's a world of difference between someone sounding off in the café or the pub and speaking within a small group and a speech made in a public place, before an excitable audience.

Lots of people have offensive ideas and opinions. That's not a crime, and it's not a crime to make these opinions public (people do it on the internet and social networks routinely), but the words and images they use can be devastating if they incite others to violence.

Journalists ask themselves: is this speech or expression dangerous? Could it lead to prosecution under the law? Will it incite violence or promote an intensification of hatred towards others? It might be newsworthy if someone uses speech that could get them into trouble with the police, but journalists have to be wary – they, too, could find themselves facing prosecution for quoting it.

### FIVE: The economic, social and political climate

Speech that is dangerous or controversial arises particularly when times are hard, social tensions are acute and politicians are at war with one another.

Journalists must take into account the public atmosphere at the time the speech is being made. The heat of an election campaign when political groups are challenging each other and jostling for public attention often provides the background for inflammatory comments. Journalists have to judge whether expression is fair, fact-based and reasonable in the circumstances.

Where we have doubt about directly quoting hateful speech it may be useful to report that insulting comments were made without repeating the exact terms of the insult.

Above all journalists have to be careful. They should recognise the context including where there are patterns of discrimination against ethnic and other groups, including indigenous peoples and minorities.

They are not groups who are entitled to privileged media attention because journalists have to respect the rights of all, but they are often the victims of particular targeting.

An academic debate over migration held in the context of discussion of research and controversial findings can be relatively innocuous or neutral but the same debate may become dangerous if it is held in the context of local and specific conditions, where people are uncertain and anxious about their security and future.

It is important for journalists to ask themselves: what is the impact of this on the people immediately affected by the speech? Are they able to absorb the speech in conditions of relative security? Is this expression designed or intended to make matters worse or better? Who is affected negatively by the expression?

## A Checklist for Tolerance

1. When dealing with stories where political hate-speech is used it is vital **not to sensationalise**. Ethical journalists will ask:

It may be outrageous, but is it newsworthy? What is the intention of the speaker?

What will be the impact of publication?

Is there a danger of inflaming passions and incitement to violence?

Is the speech fact-based and have the claims been tested?

2. In gathering and editing controversial material, journalists should **avoid a rush to publish**. It is helpful to pause, even if only for a few moments, to reflect on the contents of the story:

Have we avoided cliché and stereotypes?

Have we asked all the relevant and necessary questions?

Have we been sensitive to our audience?

Have we been temperate in use of language?

Do the pictures tell the story without resorting to violence and

voyeurism?

Have we used diverse sources and included the voices of relevant minorities?

Does it meet standards set in editorial and ethical codes?

3. **One last look and moment of reflection** is always useful before pushing the button to publish:

Have we done good work? Are there any nagging doubts? And, finally, should I ask a colleague?



## **Building Trust and Tolerance: Seminar on Journalism and Hate Speech**

November 12-14<sup>th</sup> 2014 Venue: Monroe Hotel, Beirut

### **Final Statement**

We, the participants from 14 countries at this seminar to discuss how journalists can combat hate speech, organised by the Maharat Foundation, the Ethical Journalism Network and the Norwegian Institute of Journalism,

*Noting* the alarming increase in hate-speech in journalism and media across the region of the Middle East,

*Recognising* that hate speech flows from intemperate political speech, propaganda and the malicious distortion of fact-based information,

*Believing* that increasing religious intolerance, sectarianism and mass migration caused by social conflict and warfare has created widespread uncertainty in the public at large,

*Acknowledging* that public anxiety is a breeding ground for extreme bias and prejudice that leads to intense hatred and incitement to violence,

*Condemning* the corrupt manipulation of journalism and media by political and extreme groups for purposes of spreading hatred and propaganda,

*Demanding* that media organisations must avoid unethical practices and conflicts of interest that may encourage corruption in the news process,

*Recognising* that full transparency in the way media operate and the relations between journalism and political society is essential to building public trust,

**We declare** that the exercise of careful, sensitive journalism through ethical and professional media is essential to combat hate speech in favour of a free flow of useful, reliable and trustworthy information,

We further believe that journalists must always report in context, challenging unfounded claims and avoid publishing images or words that might constitute hate speech,

The meeting welcomes the Rabat Plan of Action to combat hate-speech and endorses the five-point test developed by the Ethical Journalism Network to help journalists avoid publishing hate-speech.

In order to further combat hate-speech, the meeting agrees that the following principles and actions should be taken to promote ethics, good governance and self-regulation that will eliminate hate-speech in journalism:

1. To support the EJN Turning the Page of Hate Campaign and to consider establishing a Middle East Centre to Combat Hate Speech in Journalism, that will support monitoring and existing actions at national level as well as international campaigns such as the Rabat Plan of Action;
2. To work for the creation of truly independent journalists-led agencies to monitor and enforce the norms of ethical and public interest journalism in a transparent framework.
3. To reform existing media laws to ensure respect for freedom of expression and free access to information. Such reform should remove current laws that jail journalists for doing their work under the pretext of harming “national Interest” and other vaguely formulated definitions.
4. To promote transparency in media organisations, including transparency in matters of ownership, editorial policy, political affiliation and financial disclosure of all matters relevant to the performance of the organization.
5. To demand that media should offer staff continuous training to raise professional standards and provide them with necessary skills to be able to work in hostile environment.
6. To encourage media to enforce a code of ethics and, particularly, to eliminate all forms of hate speech, especially in countries torn by conflict.
7. To encourage the culture of self-regulation to ensure good practice among journalists, transparency and public disclosure of conflict of interest.
8. To campaign for better pay and conditions with the aim of fighting corruption among poorly paid journalists and the widespread phenomenon of “paid journalism”.



We call on the organisers of the seminar to follow up on this meeting and to seek further support for the actions set out above.

*Beirut, November 14<sup>th</sup> 2014*

## 6th Bali Media Forum

# *Open Goals: Ethics in the Information Game*

**In conjunction with the Bali Democracy Forum**

**October 8-10, 2014**

### **FINAL STATEMENT**

We, the 90 representatives of editors, journalists' groups, press councils, internet service providers and broadcast regulators from 25 countries, participants of the 6<sup>th</sup> Bali Media Forum "*Open Goals: Ethics in the Information Game*" 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 October 8-10 2014:

**Reiterating** conclusions of the previous five Bali Media Forums, in particular the basic principles of journalism and self-regulation defined by the Forums and statements made on ethics in on-line and social media:

**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 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,*

**That** *even though different codes of ethics, different media laws and different cultural traditions exist throughout the region, journalists were guided by generally accepted principles summed up as:*

- *Aim to report the truth and base reporting on facts;*
- *Be independent from outside influences be they political or corporate;*
- *Strive for Impartiality;*
- *Be aware of the impact of publication and minimise harm;*
- *Be accountable to your public.*

*“That social media can greatly strengthen journalism and give added value to media by allowing different voices to be heard. 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.”*

**We declare** our support for the following ideas and initiatives discussed during the Forum:

**To continue** to support the five core principles of journalists’ ethics agreed by the Bali Media Forum process as the key guideline for any journalistic work;

**To promote** common values in the public information sphere with the goal that communications on the Internet aimed at the public at large should follow three key principles:

- **Truth and accuracy** – fact-based communications;
- **Humanity:** avoid malice and minimize harm;
- **Accountability:** Transparency and self-correction;

**To work** with the four pillars that dominate public online space -- corporate communications (including commercial and non-commercial interests); political and state institutions; journalism; and individuals to promote the three key principles and recognition of the specific ethics governing journalism.

**To support** and further develop campaigns and media literacy trainings like the “Where did you get it?” campaign in Norway that aims to help young people to be smart and critical media users and that increases awareness among editors and journalists to engage with the young media audience;

**To engage** with initiatives aimed at promoting ethics on-line such as the Online News Association “Build your own ethics’ code”;

**To back** initiatives by journalists, bloggers etc. that hold media itself to account and challenge it to live up to ethical standards;

**Noting** the achievements of the Bali Media Forum process since 2009:

- Which brought together some 300 editors, journalists, press council representatives to develop joint ideas and strategies for the promotion of journalists ethics on all platforms,
- Which created of the Asia-Pacific Network of Press Councils,
- Which provided direct advice to emerging independent press councils and
- Which created key reference documents on principles of journalists ethics in the on-line media environment,

**We call** for the continued support of the Bali Media Forum Process;

**We continue** our support for actions by the Asia Pacific network of press councils to assist in the creation of independent media councils and to promote free, independent and pluralistic media;

**We aim** to develop targeted on-line training materials for journalists and bloggers providing practical advice to help them meet ethical standards under the pressures of the 24-hour newsroom.

**We affirm** to the governments attending the 7<sup>th</sup> Bali Democracy Forum, October 10-11 that open exchange of information and ideas across borders underpinned by key ethical principles of journalism defined by the profession itself are essential to building lasting regional cooperation;

**Finally**, the Forum expresses its 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 processes.

*Bali, Indonesia, October 9<sup>th</sup>, 2014*