

<p>1. THE MEDIA AND SOCIETY</p> <p>Today, “<i>The Media</i>”, in its many forms, is a powerful force in every Society. It affects and influences Individuals, Organisations, Corporations and Governments. Because of the “<i>Global</i>” nature of modern Media, the Profession has a direct responsibility for setting and keeping the highest Ethical and Business Standards, in keeping with its role and influence in modern society.</p> <p>The Fellowship of European Broadcasters believes that:-</p> <ul style="list-style-type: none"> Freedom of Speech, Information and the Press and Media are basic elements of a Democracy – and that a free, independent and responsible Media plays an essential role in any Democratic Society. The Media carries to the Public, Information, Debates and Comments on Current Affairs and other Issues. Taken as a whole, the Media should reflect many different views – freely expressed. Broadcasters, Journalists and all who use the Public Media should respect the Laws and Culture of the Countries in which or to which they broadcast. <p>2. PERSONAL CONDUCT</p> <p>Christian people working in the Media are expected, deliberately and conscientiously to follow the highest personal ethical and moral standards, in accordance with the teachings of the Bible.</p> <p>The Fellowship of European Broadcasters asks its Members to accept and apply the following standards – as a minimum level of Conduct.</p> <p>a) INTEGRITY</p> <p>Broadcasters should conduct their personal and professional life with moral integrity and truthfulness.</p> <p>b) RESPECT</p> <p>Respect and courtesy should be shown at all times with regard to a person’s character, identity, privacy, race, nationality and religion or creed.</p> <p>3. PROFESSIONAL CONDUCT</p> <p>a) GOVERNANCE</p> <p>i) COMPLIANCE</p> <ul style="list-style-type: none"> Members are expected to comply with all legal and accounting requirements applicable in the Countries in which they operate. Directors shall be responsible for ensuring that resources are properly used (nationally and internationally) for the purposes for which they were intended. 	<p>ii) MANAGEMENT</p> <ul style="list-style-type: none"> Standards of Management should always aspire to “<i>Best Practice</i>” including relationships with Employees, Partners and Volunteers, Professional Associations, Suppliers, Listeners, Viewers and Readers. A “<i>Succession Strategy</i>” is an integral part of good Management. <p>iii) PUBLIC COMMUNICATIONS</p> <ul style="list-style-type: none"> For Integrity, Credibility and Reputation, all communication with the Public needs to be accurate – and give a truthful impression by its presentation. <p>iv) ADVERTISING AND PROMOTION</p> <ul style="list-style-type: none"> Broadcasters need a clear Policy to determine the Acceptability of Products and Companies for Advertising or Sponsorship. They should also establish specific standards of quality for their Advertisements. A clear distinction between Advertisements and Editorial Copy should always be maintained. Editorial favours should never be offered in return for Advertisements. <p>3b) FINANCE</p> <p>i) TRANSPARENCY AND ACCOUNTABILITY</p> <p>The Finances of Member Organisations should be independently audited annually and made available to the public on request.</p> <p>ii) FUND RAISING</p> <ul style="list-style-type: none"> All Fund Raising should be overt, transparent, ethical and within the relevant laws. The amount spent on Administration should be kept to a minimum and be available on request. Funds may only be used for purposes for which they were given or collected. <p>3c) BUSINESS PRACTICE</p> <p>i) COMPETENCE</p> <ul style="list-style-type: none"> Members should aim to reach and maintain the highest level of competence in all aspects of their professional work. Senior Personnel have a responsibility to mentor younger staff and ensure that suitable Training is made available to them. 	<p>ii) RESPONSIBILITY</p> <ul style="list-style-type: none"> All Broadcasts are now potentially “<i>Global</i>” and decisions on content and opinion should recognise the impact on possible listeners and viewers, particularly Minors; Members of other Beliefs; Victims or Sufferers. The Editor/Producer responsible in law, carries personal responsibility for material contained in Radio and Television transmissions. Members of the Editorial Staff should not use their position to achieve personal gain – and are responsible for their own integrity and credibility. <p>iii) CONTENT</p> <ul style="list-style-type: none"> It is a journalistic and editorial responsibility, thoroughly to evaluate sources of information and to ensure factual accuracy and honesty in presentation – including Headlines, Introductions, Advertising and Promotions. All Content should be fair, courteous, non-manipulative and considerate of people with other views. Comment and Opinion must be distinguished from Factual Information. Special care is required to ensure that the Rights of Listeners and Viewers seeking Advice or Counselling “<i>On-Air</i>” - whether live or recorded - are fully respected. <p>3d) SOURCES</p> <ul style="list-style-type: none"> All Sources of Programmes and/or Information should be known – and verified – by the Journalist. The protection of Sources is a basic principle in a free society and is a prerequisite for the ability of the Press to fulfil its responsibilities and ensure the access to essential information. When possible the credibility of the Press is strengthened by identifying a source - as long as identification does not conflict with the need to protect the source. Direct quotes must be accurate – and approved by the Source. It is the responsibility of the Editor to ensure that all Broadcasters are aware of the effect that their statements could have on Air. <p style="text-align: right;">-end-</p>
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