

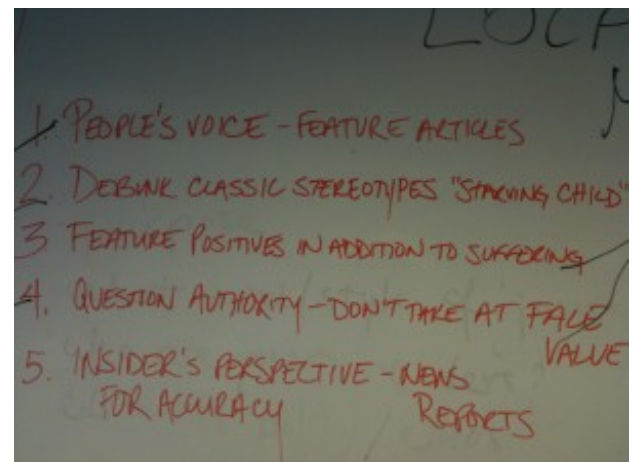
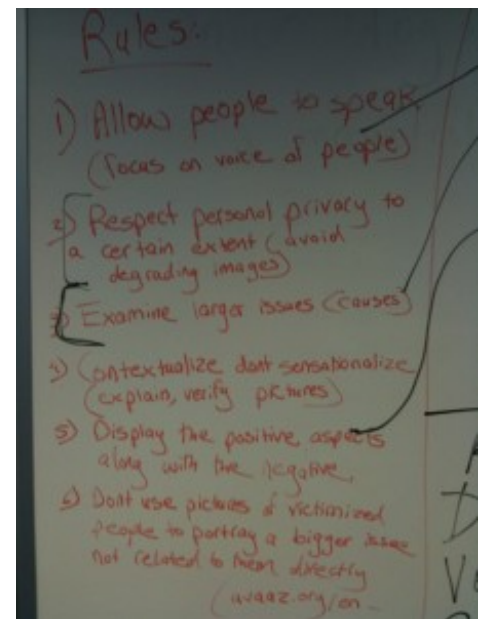
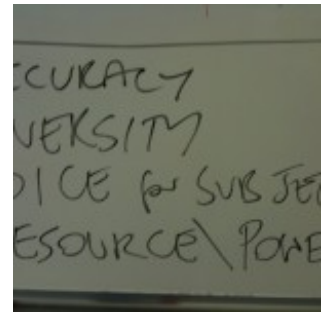
A code for the road: the ethics of reporting Africa

LSE blogs.lse.ac.uk/polis/2010/07/20/a-code-for-the-road/

2010-7-20

I asked the Polis Summer School students to finish their 12 day course by giving me a code for the road. Tell me, I said, what should be the guiding principles for journalism about people who are suffering or are from other countries. Here are the ideas from different groups of students for some ethical guidelines. For what it's worth, my suggestion was that 'there must always be a local narrator of any story'.

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- CONDITIONS
1. Honest, non-manipulative
 2. Large enough to have power
 3. Has funding (power)
 4. Identifiable - enables world participation ✓
 5. Means of distribution (existing framework)

- ① Apply the same standards you would in your own country
- ② Respect basic human rights (e.g. for
- ③ Full transparency i.e. disclosure raw materials used + explicit + full research +
- ④ Exclusive footage/ material to be decided by editorial team
- ⑤ Always include voices of the sub- i.e. the so

- 1) Remember that your subject is:
 - 1) Frivolous
 - 2) Topical
 - 3) Give a voice to your subject
- 2) Avoid Sensationalism - keep it mind the story
- 3) Prioritise education over superficial
- 4) Avoid becoming the story
- 5) Present material appropriately (think advertising etc).
- 6) Strive for transparency - list your Government, NGOs & Donors