

Code of Ethics for Public Relation Officers/ Communication Officers

Public relation Officer/Communication Officer

Public relation or communication officer is the head of communication or public relation or public affairs in an organization.

Honesty

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

Fairness

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

Advocacy/Promotion

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

Loyalty

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

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Harmony

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

National values

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

Accountability and responsibility

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

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Online content/materials

- i) When public relation and communication officers use online content or materials, should verify the content beyond doubt to verify its truth, context, and validity. This should be done even when such materials have been verified by the network
- ii) When public relation and communication officers use online content or materials, full identification of the author should be indicated in a story.
- iii) When public relation and communication officers use online content or materials should give full acknowledgement.
- iv) All online content or materials used by public relation and communication officers, should be bound by the industry's laws and regulations.
- v) Public relation and communication officers should take full responsibility of the consequences resulting from online content or materials used.



Code of Ethics for Media Advertising Agents

Media Advertising Agents

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

Truth

- Tell the truth and reveal significant and realistic facts about the products and services advertised in order to avoid misleading or deceiving the public.
- Ensure that the product advertised meet the quality as provided by acceptable quality assurance bodies.
- Avoid promotion and advertising of products that are prohibited by laws and regulations.

Language

- Use language, symbols and formats that can easily be understood and interpreted appropriately.
- Use words which do not incite misunderstanding and conflicts among people or cause any harm to the society. Use the tone of speech which encourages peace and harmony



Substantiation

- Should be ready to provide evidence to substantiate claims when required by regulatory authorities

Taste and decency

- Avoid words, statements and symbols that are offensive to any socially recognized group in society.

Price claims

- Avoid price claims that are sensational, misleading or false.

National values

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

Defamation

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

Discrimination

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



Children

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

Content

- Do not portray violence and aggression in advertisements aimed at children.
- Do not broadcast advertisements with menacing or horrific themes, pictures or sound likely to disturb children.
- Do not advertise or encourage anti-social behavior by children.
- Do not encourage children to ask parents to purchase products advertised, imply or suggest that children who do not own or have such products will be in some way inferior or regarded as inferiors.

Safety

- i) Do not advertise content, oral or graphic representation of children taking part in unsafe acts or in unsafe situation or content encouraging them to enter strange or hazardous places unless specifically advertising for safety.
- ii) Do not advertise products being used in an unsafe or dangerous manner, or products that would be unsafe if used by children without supervision, unless specifically advertising for safety.



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

Alcohol, Tobacco, Road Safety and Environmental Claims

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

Presentation

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



Competitions

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

Controversy and Political Advertising

- When advertising, handle cautiously controversial issues, like political propaganda and faith related issues, to ensure the advertisement does not infringe upon individual rights.
- Advertisement material from sponsors or paid for content should be differentiated with news content.

Sponsorship

- i) Accept sponsorship only from legally and socially acceptable organizations. Any advertising material from the sponsor must be clearly differentiated from news content.
- ii) Avoid advertisements that undermine the health and well being of the society.
- iii) Avoid advertisements that compromise professionalism or affect the quality and integrity of a particular media outlet.

Code of Ethics

- Advertisement should not contradict ethical practices observed by media professionals.



Testimonial Advertisement

- Testimonial advertisement shall be limited to those competence witnesses who reflect a real or honest opinion or experience.

Accountability and responsibility

- i) Shall recognize their obligation to the society and be ready to make the society's well being a priority at the expense of their business interests and individual freedom.
- ii) Shall treat information as a social good and not a commodity. Likewise they shall be accountable not to those controlling or owning their media outlets but to the public at large including social interests.
- iii) Shall be accountable for consequences resulting from their professional acts or activities done or taken willingly, with active intellect and with deliberation. Under all circumstances should act in conformity with a personal ethical consciousness.
- **3.17 Online content/materials**
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- ii) When advertisers use online content or materials should be bound by industry's laws and regulations guiding the particular media outlet.
- iii) Should take full responsibility of the consequences resulting from materials from the new media used by their outlet.
- **Code of Ethics for Broadcasters**

Broadcasters

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

Core Ethical Principles

Seek truth and report it

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



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

Accountability and responsibility

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

Minimizing harm

- i) Shall treat sources, subjects, colleagues and members of the public as humans deserving
- respect.
- ii) Shall show compassion for those who may be affected by news coverage. Shall use special sensitivity, when dealing children, inexperienced sources or subjects.



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

Act independently

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

Core values

Factuality / accuracy

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

Impartiality/ balance/fairness

- i) Should present a clear account of issues without adopting a position on the subject matter.
- ii) Should give all sides of the core issue or subject an opportunity to give their side of the story. Seek and include comments from the affected individuals.
- iii) Should give (the one alleging and the one responding to the allegations) equal treatment in the story.



Honest /integrity

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

Tastes and Decency

Taste is subjective and varies from place to place and from part of the society to another, thus becoming difficult for broadcasters to set taste standards acceptable by all audience. Decency is concerned with respect for traditions, background and rituals of all people and their beliefs. It is also perceived differently depending on one's perspective. Thus, for broadcasters to maintain good taste and decency shall observe the following:

- i) Recognize and observe norms, regulations and standards of decency agreed by broadcasting regulatory authorities in the area where the broadcaster operates.
- ii) Shall consider the context in which the language and behaviour occur (including humour, satire and drama), and the timing of transmission and likely audience of the programme.
- iii) Shall treat people who are subjects and sources with decency. Shall be specifically sensitive when dealing with children and operate in a courteous and considerate manner, keeping broadcast equipment as unobtrusive as possible.



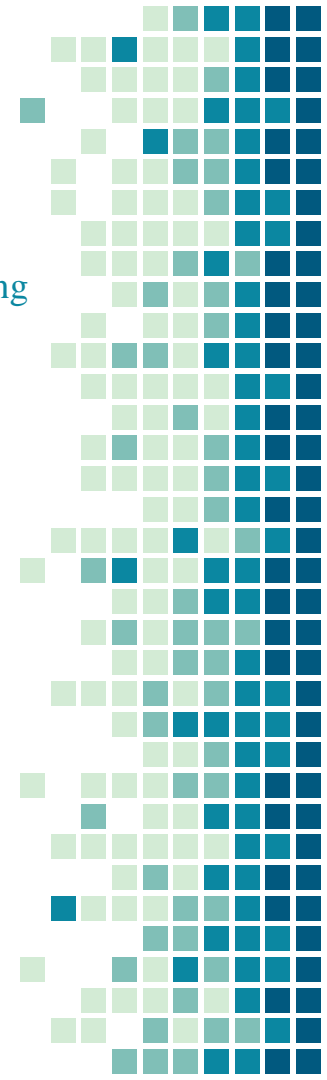
- Always broadcast a warning if a programme has material that might be offensive to some people.

Dangerous or Anti-Social Details

- i) Should not transmit detailed pictures or information about methods of suicide and hanging, making of explosive or incendiary devices, or illicit use of drugs or solvents in a way that might instruct or encourage such action.
- ii) Should refrain from broadcasting any programme that simulates news or events in sound or pictures in such a way as to mislead or alarm its audience.
- iii) Should not depict the actual process of putting a subject into a hypnotic state or any process designed to induce a hypnotic state in its audience.

Gender Sensitivity

- i) Should avoid the use of words and expressions that imply that one gender is inferior to another because if constantly used, assumption of inferiority tends to become part of people's mindset.
- ii) Should report factors such as race, national or ethnic origin, colour, religion, sexual orientation or marital status, physical or mental or any kind of disability only when they are relevant.



Crime and Disorder

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

Violent or Distressing Content

- i) Should not justify violence shown graphically or realistically indicated by sound in its context and intensity as being necessary to the programme.
- ii) Should not transmit violence combined with sexuality in a manner designed to titillate the audience. Explicit detail and prolonged focus on sexually violent contact must be avoided.
- iii) Should take care in deciding whether the inclusion of graphic detail and intense violent or distressing material is warranted by its relevance and aid to public understanding of the subject.
- iv) Give special consideration to possible transmission of particularly disturbing images including:
 - a) Torture or ill-treatment of people or animals.
 - b) Close-ups of dead or mutilated bodies.
 - c) Images of people in extreme pain or on the point of death.
 - d) Violent or ill treatment of children.



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