



Dabanga - Radio, TV, Online

Editorial Guidelines

Updated 2022





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FOREWORD

These Editorial Guidelines have been researched, written and published by *Dabanga : Radio | TV | Online*.

Dabanga : Radio | TV | Online (also known as 'Dabanga') is an independent, Sudanese news and information broadcaster and online publisher. Founded in 2008 to report on the Darfur crisis, Dabanga has expanded to provide coverage of all corners of the country.

Via shortwave radio, satellite television, and online platforms, Dabanga is a trusted media brand that has gained a widespread and diverse audience, with a particular strength in serving marginalised and hard-to-reach communities.

Dabanga is committed to serving as a vital information and communication loop between citizens and those in power. Dabanga's programming is focused on educating and informing people about democracy, providing a space for informed debate, and holding those in power to account. Dabanga specialises in reporting on human rights, health, gender, youth, transitional justice, and civil society.

Dabanga's Vision, Mission & Values

VISION: A democratic Sudan where there is freedom, peace and justice, and where human rights are enshrined; particularly the right to free speech and access to information.

MISSION: To be a public service multi-platform media house for all Sudanese that enables people in all states and regions to participate in the exchange of knowledge, news, and information.

VALUES: Dabanga is committed to professional journalistic values. We strive for impartiality through:

- ***Accuracy - in our reporting of facts and opinion.***
- ***Fairness - representing all angles and views in our reporting, and providing an open platform for all.***
- ***Independence - in all of our activities, we are not influenced by outside bodies or partisan interests.***
- ***Reliability - striving to ensure consistent reporting on multiple platforms available at all times.***

Dabanga is grateful for reference to research and publications from a number of global news organisations including the BBC, Al-Jazeera and the Public Media Alliance.

*First Edition, July 2021
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INTRODUCTION AND INDEX

Our audience trusts our work.

These guidelines are a tool to make sure we get it right and that all our programmes and content are accurate, fair and independent. These guidelines are not the law but will guide reporters when reporting issues affecting our communities, so that our work is of the highest possible standards. This is a public document; it will help those affected and involved in our work to understand the editorial position of *Dabanga : Radio | TV | Online*.

CHAPTERS:

1. Code of Ethics
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3. Impartiality and Due Impartiality
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CHAPTER ONE – CODE OF ETHICS

Dabanga : Radio | TV | Online (Dabanga) provides independent news and information to ensure everyone, wherever they are in Sudan, is aware of issues affecting their lives. It is our belief that fair, accurate, independent, and reliable reporting will help foster exchange of information and understanding across the country.

The audiences for programmes and content produced by Dabanga come from all walks of life – the powerful and privileged as well as those who are vulnerable and who have less of a platform or voice in our country.

Each and every member of staff working for Dabanga strives to produce programmes and content of the highest possible editorial standards. This is described in Dabanga’s separate Code of Conduct, which is an integral part of the employment policies and procedures applying to our journalists and programme makers at all times, including when on leave of absence or off-duty.

Our work is guided by our values, by our experience, by internationally accepted standards of professional practice, and by the Code of Ethics contained in this Chapter.

The purpose of this Code of Ethics is to protect the impartiality and neutrality of Dabanga and the integrity of its reporting.

OUR GUIDING PRINCIPLES

Dabanga : Radio | TV | Online believes that people and individuals have the right to an objective picture of issues affecting their lives by means of accurate and comprehensive information. Our audiences will hear, see, and read a variety of essential and relevant views.

Our journalists and programme makers recognise they have a responsibility to the people of Sudan to share, publish and broadcast fair, accurate and reliable news and information.

Dabanga : Radio | TV | Online is an independent broadcaster and publisher providing fair, unbiased, accurate, honest news and information. It is our intention to provide our audience with all sides of a question or issue and to reflect disagreements.

Dabanga : Radio | TV | Online is editorially independent and not affiliated to any government, political party or armed group. Our news and programme production staff do not take any editorial position in their reporting, publishing and broadcasting.



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Our work is based on a core value that journalists have the right and duty to freely inquire into all events and issues affecting public life in Sudan. We believe in the protection of a journalist's sources.

Journalists and programme makers will always respect privacy and personal rights. Dabanga recognises that any intrusions would have to be justified by genuine public interest and serving a greater good.

Our journalists and programme makers will cross-check information to ensure it is correct. Our stories and content will be accurate. We will always be clear about where facts and opinions come from. If we get something wrong, we will correct it quickly.

We do not allow advertising, commercial, political, or personal considerations to influence our editorial decision-making processes.



CHAPTER TWO – ACCURACY

Dabanga should offer audiences an intelligent and informed account of issues that enables them to form their own views. Information that is broadcast or published must be checked and verified. Opinion will be clearly signposted, should be attributed and if controversial, alternative views, evidence or findings should also be broadcast or published.

Journalists and producers should understand that their objective is to seek the truth and to ensure news, programme and online content is accurate using relevant facts and information.

Gathering Material

Journalists and programme makers should:

- Try to witness events and gather information first-hand. If this is not possible then it is important to find first-hand sources and where necessary, check what they say with other sources. All information from first-hand sources must be attributed – that is to say, who the information is coming from.
- Try not to rely on a single source. If this is the only option, then that source should be named and what is said should be on the record. Any decision to run a story based on an unnamed, off-the-record source should be discussed by the editorial team. The final say must rest with the Editor-in-Chief, who may also consult the supervisory board and a lawyer.
- Only rely on news agency reports from reliable national or international agencies. Best practice is to check story details with more than one agency. If unsure, name the agency as the source of your story.
- Record interviews with sources whenever possible. This does not mean you have to broadcast or publish the material, but it ensures you get an accurate record of what was said. If the source does not want to be recorded, then full accurate and dated written notes should be taken. These notes should be made in a proper notebook and kept for three years.
- Make sure opinion is never presented as fact and all source material is attributed.

Dealing with material for broadcast and publication

- Items for news bulletins, programmes and online should only be made up of audio, photographs, images and text that have been gathered, recorded, checked and verified by the journalist.
- Where there is a clear need to use text, images and/or audio material from any external source, proper and clear credit should be given. To broadcast or publish any item without providing such credit would be taking the work of others and passing it off as one's own – in other words, plagiarism.
- Journalists should seek permission before using material from any external source.



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- It is important that journalists producing website and social media content check the origins of photographs, images and/or videos before they are uploaded. They should be sure there has been no manipulation of the images, but if this is the case they should refer to the Editor-in-Chief to discuss the need to clearly label the content as such.

Checking Contributors

When covering controversial stories, it may be necessary to assess if a contributor is reliable and being honest. It is advisable to obtain:

- Documentary evidence to validate their identity and story.
- Evidence from other people other than those suggested by the contributor.
- Self-declaration of personal information that may bring the radio station into disrepute, for example a criminal conviction or political affiliation – for example if a contributor has a criminal conviction, he/she must be happy and agree for that to be mentioned.

It is not a good idea to advertise for people to take part in factual and news programmes or written feature story items. The result can be that a self-selecting non-representative group of people respond. A journalist should also be cautious of people too readily putting themselves forward. They may have an agenda and be prone to exaggeration.

Note-taking

Journalists and programme makers should:

- Always take accurate, reliable, and contemporaneous (at the time) notes of all significant research conversations and other relevant information.
- Keep records of all research that can be easily accessed by the production team to enable fact checking, especially when scripts are being written. As a rule, journalists should keep all notebooks for a minimum of three years.
- When using an anonymous source, NO document, computer file or other record should identify the source.

Fact Checking

Information, facts and documents need to be checked and verified, particularly those found online. This may include confirming with an individual or organisation that they posted information and that it is accurate. Even the most convincing material on the web may not be what it seems.



Identifying Sources

Dabanga should identify sources of information and significant contributors, as well as providing their credentials so that listeners, viewers and readers can judge their status.

Anonymous Sources & 'Off The Record'

Sometimes, on rare occasions, information the public needs to know will be only available through anonymous sources or contributors, generally on an "off the record" basis.

A contributor may agree to talk to a reporter 'off the record'. This may be because they are not authorized to talk to the media. It may also be because they are prepared to provide information about an issue to enable the journalist to better understand the background to a news story, but they do not wish to be formally interviewed.

If a contributor agrees to talk 'off the record' they should understand that while the interview is not recorded, the information they provide may be used in a news story. The journalist and the contributor must both be clear that the information may be used, even if the contributor's name and position are not included in a news story.

Protecting sources is a key principle of journalism. If someone is given anonymity the journalist must be sure they are in a position to honour it. That means if necessary be prepared to go to jail in order to protect their source.

It also means it is the journalist's responsibility to protect the confidential source of information. Confidentiality cannot be promised and provided and then later withdrawn to create a situation where that person's identity would be revealed.

When agreeing to give anonymity for an interview an agreement must be made with the source as to how they wish to be described. This should be done in such a way that gives listeners enough information to form an opinion about the validity of what they say.

It is advisable to inform the Editor-in-Chief about the identity of any anonymous source; however, the anonymous source must give their consent for this to happen.

A journalist should avoid talking about confidential sources inside or outside of the workplace.

It may be necessary to ensure the interviewee is not recognisable by family and friends as well as general listeners. You can distort their voices, but electronic distortion can be reversed. It may be better to get someone to say their words, known as a 'voice-over'.



Reporting Allegations

There should be no unscripted reports of allegations broadcast in news bulletins or programmes. If a live 'two-way report' is planned for use on air, then the questions and answers must be scripted by the reporter and approved by the Editor-in-Chief.

If the allegation is serious or is made by a single unnamed source, then care should be taken. A decision about whether to broadcast or publish rests with the Editor-in-Chief, who may also consult the supervisory board and a lawyer.

The editorial decision should consider:

- Whether the story is of significant public interest.
- If the source is of proven credibility and reliability and in a position to have sufficient knowledge of the events to be talked about.
- Any legal issues.
- Safety concerns for the person making the allegations and Dabanga in general in broadcasting those allegations.
- Whether a response to the serious allegations has been sought from the people or organisations concerned.
- Sensitive and personal issues such as whether the serious allegation was made or substantiated "off the record".
- Allegations made by an anonymous source must be carefully scripted to explain:
 - The nature of the allegation.
 - That the allegation is being made by an anonymous source and not the radio station.
 - Whether the allegation has been independently confirmed.

Archive Material

When rebroadcasting (repeating) programmes or linking to previously published online articles it is important to check that the facts are still relevant and that the participants' situations have not changed. Be aware that if legal proceedings are active, it may not be suitable to rebroadcast or republish.

Restaging Events

In factual and news programmes, significant and controversial events should not be re-staged or re-enacted. In other words, do not make up and/or record fake sound effects or conversations.

Reporting Statistics and Risks

Statistics and risks should be reported in context so as not to worry listeners unduly, especially about health or crime.

Journalists should not exaggerate or sensationalise to create impact.



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It is also important to consider the emotional impact that personal stories can have on perceptions of risk. If a contributor's view is contrary to majority scientific or professional opinion, then this needs to be made clear.

When broadcast and online stories include statistics, it is important the numbers are attributed, explained clearly, verified, and that they are challenged, if that is appropriate.

Correcting Mistakes

The senior editorial team should always be notified when a mistake has been made.

Normally it is best to acknowledge serious factual errors and correct mistakes quickly and clearly. An effective way of doing this is to state what was wrong as well as putting it right. HOWEVER, where a defamatory (libellous) inaccuracy has been broadcast, you may need to consult a lawyer about the wording, so as not to risk repeating the libel.

Checking Programmes and Online content

If a programme, item or article was recorded or written some time before transmission or publication, then it must be checked to make sure events have not changed. For example, the death of a contributor, the charging of an offender, or significant life changes.



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CHAPTER THREE – IMPARTIALITY AND DUE IMPARTIALITY

Dabanga must be fair and open minded when examining evidence and weighing up all material facts.

Journalists and programme makers need to be aware of the need to be objective and even-handed when reporting, producing, presenting or writing.

Balance and fairness are at the heart of what we do, and our content should provide a wide range of views to provide the public with what it needs to know about any issue. In this way, journalists and producers can ensure they are presenting all sides to a question or issue.

However, it does not require the representation of every argument or side of every argument on every occasion or an equal division of time for each view – this is known as *Due Impartiality*.

Controversial Subjects

This could include subjects that are of significance to the whole of Sudan such as elections, peace, reconciliation talks or new government legislation. This could also mean social, political, or pastoral issues at a local and state level.

A wide range of significant views and perspectives should be given due weight in the period when the controversial subject is active.

Opinion should be clearly distinguished from fact. All opinion must be attributed - the journalist must make clear who made the comments.

When the issues involved are very controversial and/or when a decisive moment in the controversy is expected, it may be necessary to ensure that all main views are reflected in the output and that means within a single programme or item.

When listening to programmes and news bulletins or reading an article online, the audience should not be able to detect the personal views of any presenter or reporter.

When Dabanga or its Content is the Story

Reporting must remain accurate, impartial, and fair. It is important that Dabanga's impartiality is not brought into question. The organisation must not be referred to as "we" or the content as "our". There should be clear editorial separation between the person reporting the story and the person representing Dabanga.

Impartiality Within a Series and Over Time

If planning a series of programmes or feature articles about a subject, impartiality can be achieved across a number of programmes or feature articles. For example, one programme or feature article can put the arguments for paying a high dowry price and another the arguments for a paying a low dowry price. The intention to achieve impartiality across a series should be made clear to the listener when the first item is transmitted or published.



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Personal View and Authored Programmes and Articles

Personal views can range from highly partial views by a campaigner, to the authored views of a specialist or professional - for example, an academic or scientist, to the views of individual listeners.

Such points of view can add to public understanding and debate. It may be a chance for the audience to hear, see and read fresh and original perspectives on well-known issues.

Such content or programmes must be clearly signposted in advance. That means we must tell the audience before and maybe after views are broadcast.

If the subject is controversial and deals with public policy, or political or religious controversy then Dabanga should:

- Retain a respect for factual accuracy.
- Fairly represent opposing viewpoints when appropriate.
- Provide an opportunity to respond when appropriate. For example, with a pre-arranged discussion, programme or moderated comments forum.
- Ensure that a sufficiently broad range of views and perspectives are included in similar programmes or written items, and within an appropriate time frame.
- Dabanga staff must NOT present personal view programmes on controversial subjects.



CHAPTER FOUR - FAIRNESS

We should always be fair to those we are interviewing, to contributors and to the audience. *Dabanga* must be open, honest and straightforward in dealings with contributors and the audience.

This will be the case unless there is a clear public interest in doing otherwise, or a need to consider important legal issues or issues of confidentiality. People will normally have consented to contribute to the content. Where allegations have been made the individuals or organisations concerned should normally have the right of reply.

Contributors & Informed Consent

The nature of a radio station means that it is impractical to obtain written consent from people taking part in news bulletins and programmes. Contributors therefore give their consent by simply agreeing to be recorded or appearing on a live show (which may be recorded for re-use). Contributors should be made aware that journalists working for Dabanga work across radio station programmes and online content.

There may be circumstances in which contributors give their verbal consent at the start of a project and their continued consent is understood and agreed by and through their ongoing involvement in the making of the programme.

Young people and vulnerable adults may not always be in a position to give informed consent. For example, people with learning difficulties or forms of memory loss, those in mourning and people who are sick and terminally ill. In such cases, someone over 18 with primary responsibility for their care should normally give consent on their behalf, unless it is editorially justified to proceed without it.

When approaching those in mourning, it may be preferable to not make a direct request but instead approach a family member or person not directly affected to ask on behalf of Dabanga.

However, as a rule reporters and presenters should normally avoid asking someone who is unable to give their own consent for views on matters that are beyond their capacity to answer properly.

If a journalist has recorded people committing an offence or behaving in an anti-social manner we would not normally ask for consent. We would also normally reveal their identity; although there are circumstances when it is important not to do so (see section on crime and anti-social behaviour, disguising identities).



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Fairness to Contributors

When a potential contributor is asked to be interviewed, the journalist should be well-prepared and have a clear idea about what they want to find out. Journalists should be polite but firm and allow the contributor to give an adequate response to a question. Contributors should expect to be challenged if the issue is controversial. People who are being interviewed as eyewitnesses may need to be encouraged - they may have no experience of encountering a journalist, their microphone and notebook.

People should know:

- Why they are being asked to contribute to Dabanga's programmes and/or online content and when they will first appear.
- The context of the programme and/or article.
- How they will be involved.

Therefore, a presenter, producer or reporter should explain:

- The kind of contribution they are expected to make. If other people are also involved in a discussion or debate to be broadcast then all those taking part should be told about the range of views being represented and, wherever possible, the names of the other contributors.
- If the contribution will be live or recorded and if it will be edited. When a contribution is pre-recorded the radio station should not promise it will be broadcast.
- A broad outline of questions to be asked. This is because the direction any interview will take depends on what is said (ANY REQUEST for pre-agreed specific questions must be referred to the Editor-in-Chief).
- The station must tell guests if significant changes are made to the programme or item that might reasonably affect their original decision to take part.
- Their contribution will be a fair and truthful representation of what they say and do.
- Their contribution may be used on Dabanga's website, social media channels and in publicity materials.

Dabanga will not normally allow a preview of programmes or material planned for broadcast or publication. However, if a preview is considered for editorial, ethical or legal reasons Dabanga must be able to show the terms under which it was offered. It is best to do this in writing in advance. It should be made clear that the radio station is not surrendering editorial control, and that any changes made as a result will be the correction of agreed factual inaccuracies, concerns about the welfare of children, or for reasons of personal safety or national security.

There may be occasions when people are discussed, referred to, or appear in material provided by a contributor, without their knowledge or consent. Whether they are public



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figures or private individuals Dabanga must be fair and accurate in the portrayal of these people, and where appropriate respect their privacy.

Right of Reply

When Dabanga is to make allegations of wrongdoing, immorality or incompetence, or lay out a strong and damaging criticism of an individual or institution then those criticised should be given a 'right of reply'. That means given a fair opportunity to respond to the allegations before transmission or publication.

The request for a response must be properly recorded. The producer, presenter or reporter must make accurate notes in a notebook, including: date, time, name of person approached and key elements of exchange (what was said by both parties). When asking for a response the allegations must be described in sufficient detail to enable an informed response. The response should be reflected fairly and accurately and should normally be broadcast in the same programme or included in the same article as the allegation. There may be occasions when it is not suitable to include an immediate response, for example legal or ethical reasons; if this is the case Editor-in-Chief should be consulted before an allegation is broadcast or published. It may be appropriate to consider the offer of an alternative opportunity for the reply to be broadcast or published.

In rare circumstances it may be necessary to broadcast or publish a serious allegation resulting from the organisation's own journalism without giving an opportunity to reply. Any plans to do this must be referred to the Editor-in-Chief. They may feel the need to consult a lawyer and the Supervisory Board. The allegation must be in the public interest and there must be strong reasons for believing it to be true. The reasons for doing this may include possible interference with witnesses or the possibility of legal action to delay or prevent transmission or publication.

Deception

Where there is a clear public interest and when dealing with serious illegal or anti-social behaviour, it may be acceptable for Dabanga not to reveal the full purpose of the programme or item to a contributor. The deception should be the minimum necessary in proportion to the subject matter.

Any proposal to use deception must be referred to the Editor-in-Chief. They may feel the need to consult a lawyer and the Supervisory Board.



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Contributors and Editorial Independence

Contributors may want to impose conditions before agreeing to take part. Dabanga MUST NOT surrender editorial control.

If a contributor refuses to give an interview unless questions are rigidly agreed in advance or unless certain subjects are avoided, Dabanga must consider whether it is appropriate to proceed. If the interview does go ahead then the listeners and/or readers must be told the conditions under which the interview was given, before it is broadcast or published.

Refusals to Take Part

Anyone has the right to refuse to talk to a journalist or programme maker, and it is not always necessary to mention their refusal. However, the refusal of an individual or organisation to cooperate with a radio or online journalist should not be allowed to act as a veto on the inclusion of other contributors holding different views. In that case to show the audience that efforts have been made to tell all sides of a story or an issue the absence of a contributor must be explained. This must be done in a way that is fair to the missing person or organisation. Efforts should be made to represent their views based on what the media organisation already knows. It is important to note that 'not being available for comment' should not be reported as 'refusing to take part'.

Withdrawal of Consent

Someone may change their mind; having willingly contributed to a programme they may try to withdraw consent before broadcast or publication. Generally, no-one has the right to prevent their contribution from being used.

However, Dabanga should consider any reasonable objections. Such cases MUST be referred to the Editor-in-Chief for a final decision. They may wish to consult a lawyer or the Supervisory board.

Safety of Contributors

Dabanga must not ask contributors to expose themselves to significant health and safety risks while taking part in or contributing to production of content.

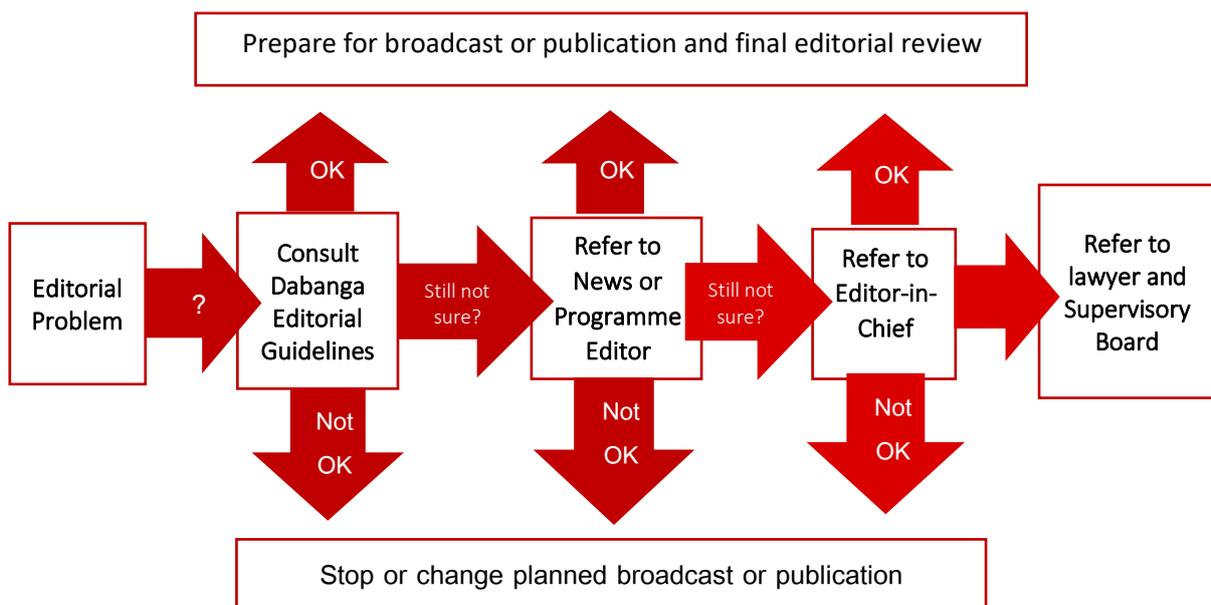


CHAPTER FIVE – CONSULTATION AND REFERRAL

Dabanga has in place a system of editorial consultation and referral to safeguard the organisation’s editorial values and independence. These editorial guidelines are designed to help journalists and producers make decisions about editorial issues. A presenter, producer or reporter will refer editorial matters to the News or Programme Editor. The News or Programme Editor will refer controversial editorial matters to the Editor-in-Chief. The Editor-in-Chief may consult further before making a decision.

When to Refer

Programme makers should refer potential editorial issues as early as possible so they can be considered carefully.



Where to Refer

Reporters and producers should refer straight to the News or Programme Editor. All reporters, producers and editors should have a working knowledge of these editorial guidelines. News and Programme Editors should be able to deal with, and take responsibility for, most queries in the first instance. If in doubt the News or Programme Editor should consult the Editor-in-Chief.

More important and controversial issues must be referred to the Editor-in-Chief (flow chart explains the process).



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Mandatory Referrals to Editor-in-Chief

- Any proposal to interview those directly involved in terrorist or rebel acts.
- National security matters.
- Interviews with those convicted of a crime or suspected of criminal activity or those being sought by the authorities.
- Any proposal to pay for an interview.
- Any proposal to grant anonymity and confidentiality.
- Any proposal to witness or record a specific crime.
- Undisclosed recording.
- Broadcasting or publishing undisclosed recordings.
- Broadcasting or publishing recordings made for note-taking purposes.
- 'Door-stepping' – confronting an interviewee whilst recording when there has been no prior request for an interview.
- Requests from outside Dabanga to listen to or obtain un-transmitted material.
- Commissioning opinion polls.
- Interviews with the leaders of any Sudan political party and senior government officials (short news interviews do not require advance approval but the Editor-in-Chief must be informed as soon as possible after the interview has taken place).
- Strong language or material that may cause offence.
- Material that could be considered of a defamatory nature.
- Material that could be considered in contempt of court.
- Commercial issues such as naming of products, sponsorship and material from outside organisations.
- Use of material of a controversial nature provided by outside organizations and individuals.



CHAPTER SIX – PRIVACY

Dabanga should respect the privacy of individuals, recognising that intrusions have to be justified by serving a greater good. Public figures are in a special position, but they retain their rights to a private life. That is their personal life that is not part of or connected to their work life. As a general principle Dabanga should not report the private and legal behaviour of public figures unless broader public issues are raised either by the behaviour itself or by the consequences of it becoming widely known.

Dabanga must:

- Balance the public interest in freedom of expression with the legitimate expectation of privacy by individuals.
- Balance public interest in the full and accurate reporting of stories involving suffering and distress with an individual's privacy and respect for their human dignity.
- Justify intrusions into an individual's private life without consent by demonstrating a clear public interest.
- Normally only report the private and legal behaviour of public figures where broader public issues are raised either by the behaviour itself or by the consequences of it becoming widely known. The fact of publication by other media may not justify Dabanga reporting it.

Public Interest

There is no single definition of public interest. It includes but is not confined to:

- Exposing or detecting crime.
- Exposing significant anti-social behaviour.
- Exposing corruption or injustice.
- Disclosing significant incompetence or negligence.
- Protecting people's health and safety.
- Preventing people from being misled by some statement or action of an individual or organisation.
- Disclosing information that allows people to make a significantly more informed decision about matters of public importance.

There is also a public interest in freedom of expression itself. When considering what is in the public interest, account must be taken of what information is already in the public domain or about to become available to the public.

Public and Semi-public Places

Dabanga should not reveal information, which discloses the precise location of a person's home or family without their consent, unless it is editorially justified.

People in public places or in semi-public places such as markets, bus stations and official government buildings cannot expect the same degree of privacy as in their own homes.



However, there may be circumstances when people can reasonably expect privacy even when in a public place, for example when receiving medical treatment in a public or semi-public place.

Behaviour

A person's right to privacy may change depending upon their behaviour. People are less entitled to privacy where their behaviour is criminal or seriously anti-social.

Consent

A person's privacy must be respected unless justified by a clear public interest or when Dabanga has obtained consent. If a reporter or presenter is asked to stop recording or live broadcasting because of a concern about privacy they should do so, unless it is editorially justified to continue.

Undisclosed Recording

Undisclosed recording must be justified by a clear public interest. It can be used to capture evidence or behaviour that the audience would otherwise not hear. It must be a method of last resort, and misuse or overuse could discredit or devalue its impact.

Dabanga will only use undisclosed recording as an investigative tool to expose issues of public interest. There must be:

- Clear existing evidence of such behaviour or of an intention to commit an offence.
- It can be shown that an open approach would be unlikely to succeed.
- The recording is necessary for evidential purposes.

Undisclosed recording can also be used for entertainment purposes. But consent **MUST** be obtained retrospectively OR identities not disclosed.

Undisclosed recording is defined as:

- The use of hidden microphones.
- The use of cameras or mobile phones to give the impression of making recordings for purposes other than broadcasting or publication.
- Recording phone calls for broadcast or publication without permission.
- Deliberately continuing a recording when the other person thinks it has come to an end.

Rules for Undisclosed Recording:

- A proposal not to disclose a recording must be approved by the Editor-in-Chief. If the subject matter is controversial, they may wish to consult a lawyer or the supervisory board. The approval to first record and then broadcast or publish undisclosed recordings must be a two-stage process.



- A signed record must be kept of the approval process, even if the request is turned down. All undisclosed recorded material must be logged, even if the material gathered is not broadcast or published.
- A proposal to **broadcast or publish** undisclosed recordings must be approved by the Editor-in-Chief. If the subject matter is controversial, they may wish to consult a lawyer or the supervisory board. Approval must also be sought to repeat/rebroadcast any material. The approval for the recording and broadcasting of material must be a two-stage process.
- All undisclosed recordings which are broadcast must be logged.
- Any deception used for undisclosed recordings should be the minimum necessary and proportionate to the subject matter.

Electronic Note Taking

Recordings for note-taking purposes can be made without permission. Electronic note taking can ensure accuracy in Dabanga's reporting and can be used as evidence in the case of legal action or complaints.

Any decision to broadcast or publish material gathered in this way will only be granted in exceptional circumstances and must meet the highest public interest criteria.

“Door-Stepping”

Door-stepping is when an attempt is made or an interview is recorded when a person is not expecting to be interviewed, because no arrangement has been made with them to do so. The interview may be conducted in person or on the phone, on private or public property. In these circumstances no editorial approval is needed for door-stepping:

- As part of daily newsgathering. When public figures and other people are the subject of news stories, they must expect media attention. As they come and go from buildings, vehicles, airports etc they may be asked questions and their answers recorded for broadcast.
- Vox pops when approaching people opportunistically to research and record opinions for broadcast or publication.
- As a research tool when making recordings by phone or approaching people.

When editorial approval is required for door-stepping

If the journalist has tried to **make an appointment** for an interview, then the decision to door-step should be made by the Editor-in-Chief. There should be significant public interest and door-step interviews should only be used when there is evidence of crime or anti-social behaviour.

The decision to door-step should be based on one or more of the following reasons:

- The subject of the interview has failed to respond to repeated interview requests.



- A request for an interview has been repeatedly refused without good reason.
- There is a history or failure to respond to interview requests or refusal to be interviewed.

A journalist may believe there is reason for door-stepping when **no attempt** has been made **to arrange an appointment** for an interview. The Editor-in-Chief should only give approval if there is:

- Clear evidence of crime or significant wrongdoing and
- Good reason to believe that an investigation will be delayed/altered or allegations avoided if the individual is approached openly.

Recording Telephone Calls

Presenters, producers and reporters should inform people at the start of a telephone conversation and obtain consent for it to be recorded for possible broadcast (unless editorial approval has been given for door-stepping or secret recording, see above).

Recording on Private Property

Consent should be obtained before recording on private property. Care should be taken as officials and the military may choose to set restrictions – for example at an airport or near government buildings, and reporters should agree on set boundaries and locations with the News or Programme Editor when recording in such places. However, recording without prior permission may be justified in places where the public has general access, for example a shop or market. It may also be justified if there is reason to believe illegal or anti-social behaviour is going on.

Reporting Suffering and Distress

Care needs to be taken when Dabanga reports accidents, disasters, disturbances or war. A balance has to be found between **full** and **accurate reporting** that is in the **public interest** against the need to be compassionate and avoid any unjustified infringement of privacy. A journalist should normally request interviews with people who are injured or mourning, following an accident or disaster, by approaching them through friends, relatives or advisors.

Victims of Sexual Abuse and Sex Crimes

When reporting on crimes of a sexual nature Dabanga **MUST NOT** name the victim. The potential consequences of being identified as a victim of such crimes can have an additional harmful effect on the victim. All victims will be granted a right to anonymity. Any victim may give permission to be named – their consent should be given and signed in written form and referred to the senior editorial team before broadcast.



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Funerals

Recording at private funerals should only happen with the consent of the family. There must be a clear public interest if a decision is made to proceed against requests for privacy.

Revisiting Past Events

Dabanga should consider how to minimise any possible distress to surviving victims and relatives when covering anniversaries or examining past events.

Missing People

Dabanga will be asked to help trace people by broadcasting or publishing details provided by relatives and friends. Dabanga should take editorial responsibility for the content of the message. This may mean holding back information the missing person might regard as private, embarrassing or distressing. We should be aware that not every missing person wishes to be found.

Personal Information

Personal information gathered from listeners, readers and contributors should not be given to third parties without the contributor/listener/reader's consent.



CHAPTER SEVEN – CRIME AND ANTI-SOCIAL BEHAVIOUR

Dabanga has a duty to report crime and anti-social behaviour in a responsible way and to bear in mind the effect of its reporting.

Editorial Principles

- Dabanga must ensure that any material likely to encourage crime or disorder is not broadcast or published, unless clearly editorially justified.
- Dabanga will seek to balance the public interest in freedom of expression with respect for a victim's privacy and dignity when reporting crime.
- Dabanga will ensure that detailed descriptions of criminal techniques that could enable the commission of crime are not broadcast or published, unless editorially justified.

Reporting Crime

When reporting crime, Dabanga should aim to ensure that the content is editorially justified. Reporters, producers and presenters need to be careful when:

- **Interviewing active or convicted criminals.** Care must be taken not to make wrongdoing desirable, reveal too much detail about a crime that could be copied or celebrate the contravention of judicial process.
- **Witnessing illegal activity.** A reporter or producer may find themselves witnessing crime or disorder. They must ensure that their presence does not condone, aid or support criminal behaviour. They must not encourage or provoke behaviour which would not otherwise have occurred, or direct the activity in any way. Plans to investigate criminal activity should be referred to Dabanga's senior editorial team. They may wish to consult a lawyer or supervisory board.
- **Demonstrating illegal activities.** Dabanga should not normally describe criminal techniques, unless editorially justified. Illegal activities should not be portrayed as problem free or desirable.
- **Dealing with anyone under eighteen involved as a witness, victim or accused.** Dabanga has specific guidelines for dealing with children and youths under the age of 18. This is to protect them as in law they are not adults. A reporter, producer or presenter must make careful judgement about revealing their name, address, identity of school or college or place of work. A public interest or clear editorial justification is required for identifying anyone under 18 who is involved as a potential defendant.
- **Interviewing witnesses or potential witnesses.** Care should be taken to make sure such interviews do not influence legal proceedings. Witnesses should not normally be interviewed once legal proceedings are underway (when an arrest has been made) until the verdict has been reached.
- Any decision to interview a witness whilst legal proceedings are underway must be approved by the senior editorial team. Witnesses sometimes claim to have been



coached by a journalist. To protect the radio station against unfair accusations a complete unedited version of the interview must be listed and kept.

- **Identifying victims, witnesses and sources.** There may be legal reasons why the identity of someone involved in a trial may not be reported. Reporting what a judge has forbidden or a legal restriction could result in legal proceedings against the media organisation. If a ruling has been made about not identifying someone this normally means no name, no address or any other clue that could identify someone can be broadcast. Dabanga should also not identify someone indirectly because of information published by other media. This is when different media organisations reveal different pieces of information that when put together could identify a person. An agreement must be reached with other media covering the story. The greatest risk can occur when reporting sexual crime within a family. Care should be taken to refer to a 'serious sexual offence' so as not to identify any victim or family relationship.
- **Former offenders, suspects, witnesses, relatives or victims involved in past stories.** These individuals may have changed their names or location in order to re-establish their lives. Careful consideration must be given to what extent Dabanga identifies them or their whereabouts.
- **The impact of reporting and examining past events.** When referring to past crime stories consideration needs to be given to the distress caused to victims and/or their families, who are not expecting events in their past to become news again. It may be necessary to warn them in advance of broadcast or publication.
- **The families of criminals.** Reporting facts about criminals may include detailing their family circumstances, but Dabanga should avoid causing unnecessary distress to their family. Also, Dabanga should not imply guilt by association without evidence.

Investigations into Crime and Serious Anti-Social Behaviour

These investigations must be clearly and editorially justified, and real evidence must exist of the issue to be exposed. Any decision to conduct a journalistic investigation must be made by Dabanga's senior editorial team. They may wish to consult a lawyer and the supervisory board.

Before a decision is made the editor, reporter or producer should consider the following:

- The background and motivation of the source or sources of the story.
- The justification for using deception, undercover work or secret recording to gather more evidence.
- If this is the only way to proceed.
- Possible consequences of the media organisation's actions.

Care must be taken not to identify anonymous sources.



During an investigation, Dabanga's senior editorial team must approve each proposed case of undisclosed recording.

If an investigation is successful, Dabanga's involvement may continue long after the broadcast or publication. Members of the production team may be required to be witnesses in a police investigation and at any subsequent trial.

The Editor-in-Chief must consider the health and safety implications of investigating a story where there could be potential for violence.

Disguising Identities

Dabanga would normally identify anyone clearly involved in criminal or anti-social behaviour. However, there are times when it is important to disguise identities:

- Legal reasons, for example when a court ruling is made.
- When Dabanga has granted anonymity to a contributor.
- When individuals are not sufficiently to blame or responsible for their actions.
- When there is clear existing evidence against a group of people, but NOT against KNOWN individuals within that group. For example, exploitation of patients by some care workers.
- When it is difficult to obtain consent, for example people with learning difficulties.

Victims of Sex Crimes and Abuse

When reporting on crimes of a sexual nature Dabanga MUST NOT name the victim. The consequences of being identified as a victim of such crimes can have an additional harmful effect on the victim. All victims will be granted a right to anonymity. Any victim may give permission to be named – their consent should be given and signed in written form and referred to the senior editorial team before broadcast or publication.

Interviews with Prisoners

Any plans to interview a convicted prisoner must be approved by the Dabanga senior editorial team. Permission must be obtained from prison authorities. Interviews should be pre-recorded and approved by the senior editorial team before broadcast or publication. Interviews with prisoners charged and awaiting trial should NOT be broadcast or published before a verdict has been reached, as the interview may influence the outcome.

Plans to interview a prisoner live on air (for example by phone) must be approved by the Dabanga senior editorial team.

Defilement of Children and Other Sex Offenders

Strong emotions can be produced within a community when this type of offence is committed. Dabanga has a responsibility to make sure that its reporting does not cause revenge action and mistaken identity.



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This is especially important when an offender has served his/her sentence and has returned to the community. In this case identifying that person and their location could drive him/her into hiding.

Anyone accused of a sexual offence should only be identified once a charge has been brought and a plea entered in court. Identification of anyone being looked for in connection with a sexual offence should only be broadcast or published if their name has been released by the police and after approval by the senior editorial team.

Proposals to interview a convicted defiler of children or other sex offender must be approved by the senior editorial team. There must be a clear editorial justification for doing such an interview.

Requests for Un-transmitted or Un-published Material

Dabanga will not hand over un-transmitted or un-published material to third parties without a court order.

There may be reasons for challenging a court order to hand over material, including:

- If to do so would endanger people who work for Dabanga.
- When it would make it more difficult to gather such material in the future.
- If the request appears to be an attempt to 'fish' for evidence.
- If the material identifies a confidential source or contributor.
- When it identifies third parties whose rights may be impaired by handing it over.

Requests for Transmitted Material

All requests for transmitted material in connection with court proceedings or pending or active complaints procedures must be referred to Dabanga's senior editorial team. They may wish to consult a lawyer and the station's supervisory board.



CHAPTER EIGHT - CHILDREN

Dabanga is required to take extra care when working with or covering issues about children.

Editorial Principles

- Dabanga must ensure that the physical and emotional welfare and the dignity of people under the age of 18 are protected during the making and broadcast of programmes, writing and publication of features, irrespective of any consent given by them or by a parent or guardian or other person 'in loco parentis' (with official responsibility for a person under the age of 18).
- Dabanga must ensure that children and young people are not caused unnecessary anxiety or distress by their involvement in programmes or by their broadcast or publication. Their involvement must be clearly editorially justified, and support be given to them when necessary.
- Dabanga must balance the responsibility to protect children and young people from unsuitable content with their rights to freedom of expression and freedom to receive information.

Consent

Dabanga should normally seek the consent of parents or legal guardians, or other people over the age of 18 who are 'in loco parentis', before interviewing children or young people, or involving them in the output in other ways. Children should not be asked for views on matters likely to be beyond their capacity to answer, without consent.

Producers must:

- Ensure that the child and, when necessary, the parent/guardian or person acting 'in loco parentis' understand the nature of the content and output and are able to give informed consent.
- Obtain the consent of the child or young person and respect any refusal to take part. In deciding whether a child can give consent the stage of development and degree of understanding as well as their age should be taken into account.
- Normally obtain the consent of the parents/guardians/other person 'in loco parentis' to the child's participation or contribution. An exception may be made when recording vox pops with children on non-controversial subjects.
- It may be necessary to refer any refusal of parental consent to the senior editorial team. A decision to proceed without parental consent is normally only editorially justified on the basis of a clear public interest or the freedom of the child or young person to express themselves, including their right to speak out.
- Ensure that any reasonably foreseeable consequences of the child's participation are made clear, for example the possibility of bullying.



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- Not give any financial inducement to the child or parent/guardian to secure consent.
- Obtain permission of head teacher for recording & interviewing on school premises.

Missing Children

Many missing children have been reunited with their families as a result of appeals made on radio programmes. However, any request to broadcast or publish an appeal needs approval from the Duty News or Programme Editor. S/he will consider:

- Should official bodies, including NGOs and INGOs be involved before an appeal is made?
- If the appeal is in the best interests of the child?
- Is the appeal being made by the child's rightful parents or guardians?

Older children/youths may not want to be found – and may be missing for legitimate security/safety reasons.

Contributions from Children and Young People

Dabanga must consider the impact and possible consequences of material, which involves a child. Children, although willing to contribute to a programme, may lack the judgement necessary to assess the long-term impact it may have on their lives.

If Dabanga plans to interview children about antisocial, harmful or illegal activity amongst and affecting children then the production team should consider consulting experts for advice on the best way to proceed. It is also advisable that an adult known to the child is present in order to safeguard the child's interests. Producers and presenters should be alert to occasions when children exaggerate, try to please or report gossip or hearsay as fact.

Anonymity

Dabanga needs to consider the issues that could arise from identifying a child involved in anti-social or criminal behaviour. The main concern should be if it is in their long-term interests.

Dabanga should not name a child when featuring such behaviour to illustrate a practice, unless there is clear editorial justification.

A decision to identify a child whose parents are involved in anti-social or criminal behaviour should only be made if the welfare of the child will not be harmed and it is clearly editorially justified.



CHAPTER NINE – POLITICS AND PUBLIC POLICY

Dabanga must strive for impartiality by reporting with accuracy, fairness and independence:

- Treat matters of public policy or political or industrial controversy with due accuracy and impartiality in news programmes and other output.
- Must not express an opinion on current affairs or matters of public policy.
- Must not campaign or allow the organisation to be used to campaign.

Interviews with Politicians

Dabanga should ensure that equal time and space is given to all political parties. There should be consistency in Dabanga's dealing with political interviews.

Political Contributors

Care must be taken when inviting politicians to appear on the radio or contribute to output on the basis of their expertise outside politics. This is not to give them prominence that then gives them an undue advantage over their opponents. No politician or a person who plays a role in politics can be involved in the running of Dabanga.

Broadcasting during an Election

During elections all parties may seek to influence editorial decisions. Complaints of bias must always be dealt with by Dabanga's senior editorial team.

Dabanga must be able to defend editorial decisions on the basis that they are reasonable and carefully and impartially reached. Dabanga must ensure that:

- News judgements continue to drive editorial decision making in news-based programmes and output.
- News judgements at election time are made within a framework of democratic debate, which means that equal time is given to hearing the views and examining and challenging the policies of all parties. There can be various ways to achieve due accuracy and impartiality between political parties. It may be done in a single item, a single programme or article, a series of programmes or articles, or over the course of the whole election campaign.
- To make sure accuracy and impartiality is achieved, programme producers should log coverage of election stories and the station's senior editorial team should monitor output throughout the election campaign (from when the campaign officially starts after nominations close, through the subsequent campaign until the polls close on Election Day).

On election day - Stop coverage of campaigning on polling day and do not report opinion polls.



Reporting Opinion Polls

Dabanga must be careful when reporting the findings of voting intention polls.

The following rules must be applied:

- Dabanga must never lead a news bulletin or programme with the results of a voting intention poll.
- Dabanga does not headline the results of a voting intention poll unless it has prompted a news story which needs a reference to the poll's findings to make sense of it.
- Dabanga should not rely on the interpretation given to the poll's results by the organisation that commissioned it. Instead report the questions, the results, and the trend.
- Polls, which go against a trend without convincing explanation, should be treated with particular care.
- In its reporting Dabanga **should say** polls "suggest", polls **NEVER** "prove" or "show".
- Dabanga must report the organisation that carried out the poll and who it was commissioned by.
- The margin of error should be reported if the gap between the contenders is within the margin. The station must also report when, where and how the survey was carried out and who and how many were questioned.
- ON THE DAY of the election **NO** opinion polls may be reported until the polls have closed.

Surveys

If Dabanga conducts a survey the results **cannot** be reported as a poll. The result should not be reported as percentages but reported in straight numbers.

Surveys of listeners who phone or text in may be reported as "straw polls"; but when reporting the results, it must be made clear the views only represent the views of a particular audience at a particular time (because the audience is self-selected and does not represent the whole community). If Dabanga does this it can express the results in percentages.

Phone-ins or text votes must **NEVER** be used to gather serious information on party political support.

Vox Pops

Vox pops on politics or matters of public policy must be edited to ensure that both sides of the issue are covered and/or they truly represent the group of people who have been questioned.



CHAPTER TEN - War & Emergencies, Demonstrations & Civil Disturbance

War

When reporting acts of war, the responsibility of Dabanga is to remain objective and report in ways that enables the audience to make their own assessment about who is doing what to whom.

Dabanga should not adopt other people's language as its own. For example, the word 'rebel' can be a one-sided description. The station should avoid using the word without crediting who said it, for example 'the government has described the attackers as rebels'. It is also usually inappropriate to use words like 'liberate', 'court martial', or 'execute' when there has not been a clear judicial process.

Dabanga should describe what happened. Words should be used which specifically describe the person or persons carrying out the act such as 'bomber', 'attacker', 'gunman', 'kidnapper', 'insurgent', and 'militant'.

Hijacking, Kidnapping, Hostage Taking and Sieges

In cases of hijacking, kidnapping, hostage taking and sieges, Dabanga must be aware that anything broadcast or published may be heard or seen by those carrying out the acts (perpetrators).

It is important that Dabanga reports demands in context, as part of the bigger story and not as a headline, 'top line' or story in its own right. Dabanga should also consider carefully the ethical issues raised by providing a platform to hijackers, kidnappers or hostage takers, especially if they make direct contact. Dabanga must remain in editorial control of the reporting of events and ensure that:

- Perpetrators are NOT interviewed live on air.
- Dabanga does not broadcast any audio provided by the perpetrator live on air.
- The decision to broadcast or publish recorded material made by the perpetrator must be made by Dabanga's senior editorial team.

When reporting stories in relation to hijacking, kidnapping, hostage-taking or sieges, Dabanga must listen to advice from the police and other authorities about anything which, if reported, could make the situation worse. The police may ask us to withhold or even include information. They may even request a complete news black-out until the situation is resolved. Any such request **must be referred to the Editor-in-Chief**. Police and other authorities should not interfere with the station's editorial independence or right to broadcast or publish information.



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Dabanga's senior editors will make a decision based on balancing the community's right to know with the immediate security needs of the situation. The station should normally do as asked if the request is reasonable, **however** Dabanga will **not** knowingly broadcast anything that is untrue.

National Emergencies

In the early stages of reporting emergencies, disasters and accidents it is important to source information.

First estimates of casualty figures could be inaccurate. If different sources give different estimates the station should either report the range or report the source which carries the greatest authority and name that source accordingly.

When people have been killed, injured or are missing it is important that, as far as it reasonably practicable family members do not hear about it first on the radio. The radio station recognises that when names are NOT given out in reports the news may cause needless concern among people with relatives who might be involved. But Dabanga's policy is that this is not as bad as the distress caused to families when names are received for the first time by radio.

Civil Emergency

During a civil emergency Dabanga will aim to deliver essential information in the interests of public safety to the community. Dabanga will work with emergency planners. However, Dabanga must make necessary editorial judgements to ensure accuracy and independence.

Demonstrations, Disturbances and Riots

When reporting demonstrations, disturbances and riots it is important that Dabanga does the following:

- Assess the risk that telling people in advance about the prospects of disturbances might encourage them.
- Withdraw immediately if Dabanga suspects that its presence is inflaming the situation.
- Treat estimates of the number of people involved with due scepticism, report big differences and name the sources.
- Dabanga must offer a comprehensive and impartial view. When it is difficult for reporters located on one side of a confrontation to give a clear overall view, their material should be put into a wider context for broadcast or publication.



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CHAPTER ELEVEN – RELIGION

Dabanga will:

- Ensure that the beliefs and practices of faiths are described accurately and impartially.
- Ensure the religious views and beliefs of an individual, a religion or religious denomination are not misrepresented, abused or discriminated against, as judged against generally accepted standards.
- Dabanga will reflect an awareness of the religious sensitivity of references to or uses of names, images, the historic deities, rituals, scriptures and language at the heart of the different faiths and ensure that any reference to them is treated with care and is editorially justified.
- Dabanga will respect the religious sensitivity surrounding the observance of holy days and the principal festivals of various faiths so that unnecessary offence is avoided by material that might be more acceptable to broadcast or publish at other times.

In programmes or articles dealing with the religious views and/or beliefs of a religion or religious denomination as the central subject, Dabanga should clearly identify the faith and the purpose of the programme or article. The programme or article should not be used to recruit. Those taking part should not be allowed to undermine or defame the religious beliefs of others.

Dabanga should treat any claims made in religious programmes or articles about special powers or abilities of a living person or group (e.g. traditional healers) with due objectivity. Such claims should not be made when children are likely to be listening to the radio.

Respect for Cultural and Ethnic Values

Journalists should not publish or broadcast material that encourages any discrimination or incites hatred on the grounds of race, tribe, nationality, marital status, gender, orientation or creed.

Journalists should only mention a person's race, tribe, marital status, orientation or creed if this information is strictly relevant to the issue, reports and programme items.



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CHAPTER TWELVE – EDITORIAL INTEGRITY AND INDEPENDENCE

Dabanga must be independent of state and partisan interests.

It does not:

- Endorse any other organisation, its products, activities or services.
- Allow the outside activities of people working for the station to influence programmes or management and policy decisions.

Naming Products

Dabanga will reflect the real world which will involve referring to commercial products and services in programmes and online content. There will also be times when advertisers will pay for advertisements as well as sponsor specific shows, items and initiatives.

Dabanga must avoid giving the impression that it promotes or endorses products, organisations or services. This is for commercial reasons when accepting paid advertising as well as to maintain impartiality and editorial independence.

Promotional Material or Stories Supplied by Outside Bodies

Dabanga must select and cover stories for independent editorial reasons.

Producers, editors and presenters must be aware that organisations may want us to broadcast or publish stories for commercial reasons.

Dabanga must make sure that when a product, service or organisation is named in a news report, factual programme or article it is clearly editorially justified.

Reviewing Products or Services

Dabanga must ensure there is no element of advertising when any programme or item reviews products or services. A range from different suppliers should be reviewed, without giving details of where or how to obtain them.

Use of Free and Reduced Cost Facilities, Products and Services

Under no circumstances should anyone working for Dabanga accept anything that could be construed as payment for favourable coverage or as an inducement to alter or forgo unfavourable coverage.

Gifts should be returned with a letter of explanation if possible. Exception may be made for trinkets of only nominal value, such as a mug or cap with a company logo, or a gift of symbolic or sentimental value if this is approved by a senior editor.

Non-news programmes and online sections may accept free or substantially reduced benefits/facilities that contribute to the production of the programme and/or content. There may also be sponsorship agreements for certain items or programmes.



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Accurate records should be made of such agreements and Dabanga must retain editorial independence.

Apart from specific sponsorship deals no guarantee can be given that products or services will be featured.

There should be no requests for extra copies of books, DVDs, or other materials that are routinely submitted for review unless there is an explicit need to have such extra copies to hand.

For **news** programmes organisations may offer fact finding trips for journalists. Dabanga should only accept if there are clear editorial reasons, and it is the only way to cover a story. It should be made clear to the audience what the arrangements were, and no commercial products should be referred to on air or online. Approval for such trips should be given by the station's senior editorial team.

Journalists may accept assistance with travel (accommodation, tickets, a lift in a vehicle) only with the approval of the News or Programme Editor.

Journalists should not accept payment or gifts for attending press conferences, for interviewing a source or publishing a press release (as written) or quotations.

Journalists should not pay a news source for information or access.

Conflicts of Interest

There can be conflicts of interest for anyone responsible for news and programme content production, presentation and publication. There must never be any suggestion that personal, commercial, business, financial or other interests have influenced Dabanga's editorial or financial decisions.

All editorial staff and those involved in programme and online content production must declare any personal interests or relationships which may affect their work, including:

- Writing for other media organisations.
- Any invitation or intention to write books, pamphlets, scripts or any other material including photographs or any kind of artwork.
- Public speaking/appearances.
- Media training.
- Connections to charities and campaigning organisations.
- Political activities.
- Hospitality or personal benefits.
- Financial and business interests.
- On air work and commercial advertising.
- If they own/work for a media production company.
- Carrying out any Public Relations work whether for a commercial, political or community organisation.



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Staff may not campaign for, demonstrate for, or endorse politicians or candidates. They must not wear any campaign buttons or give any indication of support for any party or cause. This also means staff must not march or rally in support of causes or movements, or lend their name to any campaign, fundraising event or any similar event. Attendance at any such events must be in direct connection with a journalist's official work duties.

Social Media

Dabanga staff must be aware of the implications of using social media. Publishing opinion on sites such as Twitter, Facebook etc. especially on controversial matters of public interest will be treated as a conflict of interest. This applies to posting personal views and posting links to the views of other people and organisations.

Social Action Programmes

This type of programming is an important part Dabanga's work. The role that Dabanga plays needs to be considered carefully. Whilst informing and educating the community Dabanga must:

- Not lobby on matters of public policy when raising awareness of important social issues.
- If a social action programme or campaign coincides with a government campaign it is important that Dabanga is not too closely associated with government policy.
- Dabanga must ensure that programmes and content do not embrace the agenda of a particular campaign group. Dabanga must treat groups objectively and not favour one above the other.
- News reporting about social action campaigns must be impartial.



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CHAPTER THIRTEEN – AUDIENCE PARTICIPATION

Audience participation is an important part of community-focussed media and should be encouraged.

Phone-In Programmes

This type of radio show will involve listeners commenting by phone on stories and topics as well as commenting by social media, text and e-mail. Because the programme is live, producers and presenters need to be alert to the possibility of contributors breaking the law or causing offence. The presenter needs to make sure that her/his opinions are not expressed.

Phone-in producers should:

- Call back the caller and brief them before they go on air.
- E-mails and texts should be read and approved by the producer before they are broadcast.
- Make sure presenters know and understand broadcasting law and the radio station's editorial guidelines and are able to get the programme out of tricky situations with speed and courtesy.
- When producing a phone-in on a sensitive subject producers and presenters should be briefed on how to deal sensitively with contributors.
- When someone unexpectedly contacts the programme wanting to share a difficult/sensitive story, care and consideration needs to be taken before putting them on air, for example consideration needs to be made about anonymity and accuracy.

Competitions

Dabanga must not promote any competition, which is not organised or run in conjunction with Dabanga.

Any competitions should offer a genuine test of skill, knowledge, or judgement appropriate to the audience.

When a competition is not part of a paid-for advertising slot or part of a sponsorship deal Dabanga should not promote any service, product or publication. This is to protect editorial independence as well as the legitimate expectations of those who have paid to advertise. Dabanga should draw up and inform listeners of the rules before a competition.

Voting

Dabanga may ask listeners to vote on a variety of issues. The editorial guideline rules for conducting surveys and reporting results will apply. Producers must also ensure that:

- The robustness of the voting mechanism matches the vote's editorial significance.



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- Particular care must be taken about the robustness and integrity of votes for competitive awards, where the result could change people's lives. For example, a talent contest.
- The rules are drafted and published so that, for example, Dabanga can disqualify on the grounds of cheating or fraud.
- Make sure there is enough time to properly count and check the vote before the result is announced.



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CHAPTER FOURTEEN – COMPLAINTS PROCEDURE

Dabanga understands there will be times when our team doesn't always get things right. When this happens, we will do all we can, where possible, to resolve complaints quickly and with fairness.

Complaints should be made in writing to the Editor-in-Chief.

Complaints should provide details of how a specific programme item, online article or social media post has failed to meet and comply with Dabanga's published Editorial Guidelines. If Dabanga is at fault, action will be taken to correct any error.

This could include issuing an apology, broadcasting or publishing a correction or clarification.

In addition, the Editor-in-Chief will provide you with a written response.

Complaints should be sent to the Editor-in-Chief by email – editor@dabangasudan.org
You should include your full name and contact details.

We aim to acknowledge and respond to a complaint within 10 working days.



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CHAPTER FIFTEEN– SOCIAL MEDIA

Dabanga operates across multiple platforms to broadcast and publish news that is trusted, accurate and reliable.

Dabanga believes social media is an important tool in sharing news that is credible and authoritative that will reach as wide an audience as possible.

It is critical that our audience can rely not only on the news and information they receive but can also feel comfortable and confident to engage and interact with our teams through social media platforms.

Dabanga is committed to working within the media laws of Sudan, and in addition believes that a transparent and clear set of guidelines will demonstrate the standards by which our teams operate in the course of both their work and interaction with audiences.

These Social Media Guidelines are an integral part of the Editorial Guidelines of *Dabanga*.

We believe these guidelines are clear in setting out how our journalists and programme makers use social media so that our audiences can have confidence in trusting the quality and veracity of our work.

Our guiding principles

Dabanga expects members of staff to act professionally in all aspects of their work and to do nothing that would cause harm to the reputation of Dabanga as a trusted and credible source of impartial news and information. These guidelines represent the standards expected of all those involved in the production of news, programmes and all content across the media platforms used by Dabanga.

Every member of staff at Dabanga is expected to work according to the Editorial Guidelines.

Content that is published online or through social media will always be appropriate and produced in line with Dabanga's Editorial Guidelines.

Accuracy, verification, and impartiality are at the heart of everything produced by Dabanga. Content that is published online or through social media will be subject to the same rigorous editorial processes as any other news or programme item.

Dabanga will not tolerate any comments or contributions that are offensive, divisive, insensitive, deliberately provocative, or inflammatory.



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Accuracy and Verification

Dabanga will treat all content including telephone calls, pictures, video and any information gathered from and supplied by its audiences according to the newsgathering and production processes outlined in our Editorial Guidelines. Content will be checked and verified before it is used and shared online and through social media. This is done to ensure material which is posted or shared online by Dabanga is genuine.

We will ensure we report events, particularly those that many would call 'breaking news' without causing panic or alarm among our audiences. When we are reporting on fast-moving news stories, our aim is to focus on what we know to be factually correct and to resist speculation.

Dabanga understands that its journalists need to take care to establish facts from rumour and accepts that on social media disinformation may be circulated on purpose to suit the aims of a specific cause or organisation.

Dabanga will also consider the editorial justification for sharing and re-posting any content that is already widely circulating or 'trending' online.

If material from social media or the wider internet is used within an item produced by Dabanga for use on its own website or social media channels, journalists will always attribute the source, in line with Editorial Guidelines.

Consent and Duty of Care

Dabanga is mindful of the need to protect the privacy of citizens posting material through their own personal social media accounts.

Journalists at Dabanga will always ask for permission or consent before sharing content from a personal account and will always provide credit for the 'rights holder'.

Dabanga will never encourage nor seek to persuade anyone to break the law or put themselves in danger in order to provide any material – photos, video, audio – from any situation.

Impartiality

Dabanga's social media content will be subject to the same scrutiny over impartiality as any other part of its output.

Dabanga will use 'due impartiality', where appropriate, to ensure related and connected online content is linked and signposted. This will ensure that a range of views on the same issue are visible to our audiences.



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Dabanga will take care to ensure online headlines and tweets are balanced.

'Hashtags' can be an effective way of driving traffic to a website or social media platform. Dabanga journalists will be careful in using hashtags to ensure they are not seen to support or favour one side of a story over any other.

It will be necessary for Dabanga-branded social media accounts to 'follow' a wide range of organisations, individuals, CSOs, NGOs and political groups. It may also be necessary for journalists to 'bookmark' social media posts for future reference. Neither of these actions should be taken to mean Dabanga endorses either any social media account or any post made on that account.

Staff operating online in a personal capacity

Dabanga understands its members of staff will have their own personal social media accounts and presence.

Dabanga expects staff to do nothing that will damage the reputation or trust of the organisation.

In line with its Code of Conduct and HR policies, Dabanga expects news and programme staff to act with impartiality at all times – this means that political views should not be expressed online, even in a personal capacity.

Staff should be cautious about joining online groups, even if they believe them to be 'private' or 'closed' forums and should seek advice from the Editor-in-Chief if they are unsure about whether there could be any conflict of interest arising from personal online activity.

Staff should also take care not to be seen to be endorsing the views of, or showing support for, any particular interest group.

Dabanga expects staff to only post comments that they would be prepared to broadcast.

Monitoring

Dabanga will ensure there is a trained member of staff who will deal with comments and queries posted and raised through social media channels.

Dabanga will monitor content to ensure it is suitable for publication and that comments are appropriate to the issue under discussion. Comments that are not suitable or relevant will not be published/will be removed.

Dabanga will ensure the content and comments published online or through social media is lawful. Dabanga will not tolerate any audience contributions or comments that condone unlawful acts.

Dabanga will ensure all work published online or through social media is in line with copyright laws.



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Dabanga will not knowingly publish anything that is defamatory or in contempt of court. Furthermore, Dabanga will remove or refuse to publish any comment it considers to be defamatory or in contempt of court. The final decision will rest with the Editor-in-Chief who retains the right to consult the Supervisory Board and a lawyer.

Dabanga reserves the right to block or mute any person whose behaviour online is abusive or threatening, or whose comments go against these Social Media Guidelines.

Complaints

Dabanga understands there will be times when our team doesn't always get things right. When this happens, we will do all we can, where possible, to resolve complaints quickly and with fairness.

Complaints should be made in writing to the Editor-in-Chief.

Complaints should provide details of how a specific social media post has failed to meet and comply with Dabanga's published Editorial Guidelines.

If Dabanga is at fault, action will be taken to correct any error.

This could include issuing an apology, broadcasting or publishing a correction or clarification.

In addition, the Editor-in-Chief will provide you with a written response.

Complaints should be sent to the Editor-in-Chief by email editor@dabangasudan.org

You should include your full name and contact details (email and phone number).

We aim to acknowledge and respond to a complaint within 10 working days.



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CHAPTER SIXTEEN – MEDIA LAW AND REGULATION IN SUDAN

Dabanga believes all Sudanese people should be able to participate in the exchange of knowledge, news and information through access to fair, accurate and impartial reporting.

Dabanga is committed to working in partnership with all stakeholders and agencies in any recognised process and dialogue to develop a system of media regulation for Sudan. Furthermore, Dabanga believes such regulation should be underpinned by professional journalistic principles and the right to freedom of expression within a democratic society.



CHAPTER SEVENTEEN – GLOSSARY

Allegation – A claim or accusation.

Conflict of interest – In the context of these guidelines, a situation in which the concerns or aims of an employee and Dabanga are incompatible or a situation in which a person is in a position to derive personal benefit from actions or decisions made in their official capacity.

Contributor – Anyone taking part in a radio programme or feature article, be that a correspondent, expert, organisational representative or member of the public.

Dabanga Editorial Guidelines – The guidelines represent the values and standards of Dabanga. The guidelines act as a daily reference tool to be used by all staff across all areas of broadcast programming and online publication. The guidelines should also be published and made available to be read by anyone from outside the organisation.

Dabanga Supervisory Board – a board that provides oversight and advice on strategic issues. Responsible for ensuring sound, ethical, legal governance and financial management policies are in place and practiced.

Denomination – Term for a distinct religious body identified by traits such as a common name, structure, leadership and doctrine.

Documentary evidence – In the context of these guidelines, either a written account/notes signed and dated, or program broadcast scripts.

Editor-in-Chief – The person in overall charge of all policy and decision making for Dabanga Media Organisation.

Editorial integrity – Editorial truth.

Editorial team – Journalists and presenters led by the Editor-in-Chief.

Electronic distortion – In the context of these guidelines, a way of altering sound so that a person speaking cannot be identified by the sound of their voice.

Fish for evidence – Search for evidence.

Legal proceedings are active – A period from the moment of an arrest until conviction or acquittal in a court of law.

News judgment – A decision made by a reporter or editor based on the principles of what is defined/included as news.

Perpetrators – Culprits, criminals or wrong doers.

Personal information – Private information - for example, health records or employment records.

Political affiliation – Being actively connected with or a member of a political organization.

Prejudice – Bias or preconception.

Public Interest – An issue that concerns the welfare or well-being of the general public or appeals or has relevance to the community.

Self-declaration – In the context of these guidelines, a signed letter or form giving permission.



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Semi-public place – This usually means a privately owned space that the public are allowed to enter, for example a shop or a hotel.

Senior editorial team – Editor-in-Chief supported by senior journalists, lawyer and supervisory board.

Surrender editorial control – To give up control, allow others to have editorial control or influence.

Undisclosed recording – When a person is unaware they are being recorded.

Withdrawal of consent – When someone changes their mind about taking part in a radio program.