

Annex 4

CODE OF CONDUCT

DRAFT (English master copy)
CODE OF CONDUCT AND ETHICAL STANDARDS
FOR LOS PALOS COMMUNITY RADIO STAFF AND MANAGEMENT PERSONNEL

A broadcaster is responsible for the image of his/her individual radio program, radio station and support structures. How a broadcaster conducts him/herself both in the radio, at the station or elsewhere reflects not only his/her own personality but also the integrity of the radio station.

The following are ethical standards of Radio Lospalos community radio.

These ethical standards and code of conduct apply to every person linked to the station.

Marshal McLuhan said -- "the medium is the message."

I. Conducting the broadcast

A. Preparation of programs.

A program must be well prepared so that it can present new ideas, information and points of view. An announcer should always read, research and secure information from reliable sources. He/she must organize his/her program well before going on the air.

B. Research.

The community broadcaster should look for new and useful information. A person cannot give new, interesting and comprehensive information if he/she does not have it. Radio is requires a lot of fresh information every minute of air time.

A broadcaster can only inspire other people if she/he has something new or interesting to offer. The most persistent researcher and inquirer will someday end up as the most reliable source of information for other people.

C. Good taste.

The broadcaster should always choose wholesome topics, language, jokes and presentation. Obscenity, blasphemy, profanity and vulgarity have no place in broadcast much less in a community broadcast.

Curse words are forbidden. Listeners especially children and the youth could always make the announcer a model of propriety in action and language.

D. Reporting the truth.

The announcer/reporter must report only the facts gathered from reliable sources. If information has not been adequately researched and verified, he/she should avoid giving it on the air. If, for the sake of forewarning the people, he/she needs to put across an unverified information, the announcer should clearly identify those pieces of information that have not been checked for veracity.

E. Sources of information.

The announcer should seek and check the information with the most credible sources, such as libraries, books, knowledgeable persons, competent authorities, involved persons and the records of the event in question. She/he does not allow half truths or distortions of the truth on the air.

F. Fairness.

A reporter shall avoid introducing his/her own bias, prejudice, partiality, inclination or personal belief when reporting an event or describing a situation. Objectivity shall never be compromised.

G. Innocence of the accused.

Allegations and accusations shall always be dealt with utmost care. The accuser should be clearly identified, including his/her position and relation to the accused as well as his/her possible biased viewpoint.

A broadcaster shall bear in mind that a person is presumed innocent unless proven guilty.

Cases pending in court are sub-judice, that is, merits of the case cannot be discussed in public especially in the media. Reporting the records and facts of the case being tried is, however, allowed.

All sides of a controversial story should always be sought by the responsible broadcaster to balance the report.

H. Respect for rights of everybody.

The urge and even the right of the community to know is not a license for the announcer to breach a person's privacy. Information withheld by a person for personal or family reason should not be transgressed in the name of public information. A reporter should respect off-the-record information confided and entrusted by an interviewee.

I. Preference for the positive/constructive approach.

A positive-oriented announcer/reporter will find at least ten interesting and useful pieces of information for every major unsavory conflict.

When dealing with a problem, the most important aspect is the discussion of solutions, suggestions, recommendations and possibilities for resolution.

J. Treatment of hearsays, gossips, rumors.

There is a lot of unfounded information, rumors, hearsays, blabs and chatter that are delivered to the radio station personnel.

It is always tempting to repeat them on the air. However, all information should be validated before it is aired. It is better to take some more time and get the information right than be the first one to disseminate dysinformation. The latter may also have legal consequences.

II. Conduct within the operational framework

A. Team work.

A member of the radio station shall treat his/her co-workers as team mates. He/she must therefore participate in the evaluation and discussions on the programmes. He/she must encourage his/her team mates to assess and criticize his/her own work. The members of the team must be willing to accept constructive criticism. They must abide by the decisions and recommendations by the management.

B. Respect for decisions.

The members of the radio shall respect the administrative mechanisms and policies that are put in place by the CRC.

Policies, rules and regulations approved by the management shall be fully complied with.

C. Punctuality/promptness.

An announcer shall come to the studio no less than 10 minutes before broadcast time.

In case of an anticipated reason for not coming, he/she should inform his/her station manager at least a day before the broadcast or earlier.

Only in an emergency case, an announcer may be absent without advance notice.

D. Cooperativeness.

Every announcer/reporter shall help a member who is placed in a difficult situation. He/she should offer additional information, contacts and materials to a fellow broadcaster in need.

E. Pinch hitting.

It shall be a standard procedure in live programs for the previous announcer to pitch in for an announcer who does not come or who fails to come in time.

D. Conduct in the studio premises.

No person shall be allowed to carry firearms inside the studio irrespective of whether the person is a member of the police or military.

It is a violation of the integration of the station to come to the station under influence of alcohol or drugs, or drink or use drugs at the station.

Any immoral or illegal activities within the station shall be considered an infringement of studio rules and regulations.

The members of the radio shall not bring to the station personal guests or relatives who have not been advised about proper decorum at the station with respect to the sanitation, order, silence, non-tampering of equipment as well as clean environment. Guests shall not in anyway distract the broadcasters, interfere in the operation, disrupt broadcast activities, pilfer the station property and equipment, or behave in any way that is prejudicial to the radio station.

Children at the station must always be accompanied by adults.

E. Care of studio equipment.

Every member of the staff should help preserve the equipment and property of the radio station.

Studio equipment shall be operated only by staff who have been trained, qualified and authorized to operate them.

The equipment should never be left "switched on" when not being used. It shall be the obligation of every user to clean, repack, cover and place the equipment to their original position, racks and storage bins after their usage.

No piece or part of equipment in the studio may be taken out of the premises without a written approval by the station manager or another designated person.

Equipment taken out of studio premises shall be returned promptly.

The station manager/operations manager/foundation/association should formulate regulations on the proper use of the equipment. Systems of usage and borrowing should be instituted. A user's log and borrower's, if allowed, log should be maintained in the studio.

Any malfunction, breakdown, loss or abnormalities in the set up of equipment should be reported immediately to proper authorities together with pertinent notations on time, cause, etc.

III. Conduct outside the radio station

The conduct of a member of the radio station outside the station will reflect on the image of the whole station.

0

How she/he treats his/her family, neighbors, friends, associates and the members of his/her community is a manifestation of what kind of person she/he is. A station personality is therefore required to live a good community and family life in order to qualify to be a reformer and development initiator.

It is a violation of the station policies for an unauthorized member of the station to solicit or receive funds, favors or concessions in the name of the station or a program for personal benefit.

IV. Solicitation for advertisements and funds

Only officially designated persons may solicit donations, contributions, grants or advertisements for either the radio station or individual programs. It will be considered a misrepresentation for any member of the staff, CRC (or Foundation / Association...) who has not been given written authority to solicit or receive funds for the station. Civil and criminal responsibility shall be assessed against him or her.

No funds may be received by the radio station from illegal sources such as operators of gambling dens, advertisements, drug pushers, illegal loggers, smugglers, environment polluters and other parties considered as working against the interest of the community, the country or society.

No funds shall be solicited from political parties and other vested interests which can make the station beholden to such vested interests.

Any such contributions may be accepted only if the CRC, after having deliberated on, determines that there is no string attached to the donation or contribution.

All contributions, donations, funds, grants, earnings, income of the radio station shall go to a cashier/treasurer. The cashier/treasurer should keep account of all funds for safekeeping and disbursement purposes.

Approved in Lospalos, on _____ 200?

Chairperson