



ETHICAL GUIDELINES

REPORTING ON CHILDREN BELOW 18

Children and young people have all the rights of adults.

In addition, they have the right to be protected from harm. Reporting on children and young people carries this added dimension and restriction, especially in the current era when it is nearly-impossible to limit a story's reach.

The Ethical Guidelines are meant to support the best intentions of ethical reporters – serving the public's interest for truth without compromising the rights of children.

In some instances the act of reporting on children places them or other children at risk of retribution or stigmatisation. When in doubt, the reporter must err on the side of caution and the right of the child to be protected from harm.

Because these situations are not always clear-cut, reporters are encouraged to consult with UNICEF staff or others in determining the best interests of the child.

I. PRINCIPLES

1. The dignity and rights of every child are to be respected in every circumstance.
2. In interviewing and reporting on children, special attention is to be paid to each child's right to privacy and confidentiality, to have their opinions heard, to participate in decisions affecting them and to be protected from harm and retribution, including the potential of harm and retribution.
3. The best interests of each child are to be protected over any other consideration, including advocacy for children's issues and the promotion of child rights.
4. When trying to determine the best interests of a child, the child's right to have their views taken into account are to be given due weight in accordance with their age and maturity.
5. Those closest to the child's situation and best able to assess it are to be consulted about the political, social and cultural ramifications of any reportage.
6. Do not publish a story or an image that might put the child, siblings or peers at risk even when identities are changed, obscured or not used.

II. GUIDELINES FOR INTERVIEWING CHILDREN

1. Do no harm to any child; avoid questions, attitudes or comments that are judgemental or insensitive to cultural values, that place a child in danger or expose a child to humiliation, or that reactivate a child's pain and grief from traumatic events.
2. Do not discriminate in choosing children to interview because of sex, race, age, religion, status, educational background or physical abilities.
3. No staging: Do not ask children to tell a story or take an action that is not part of their own history.
4. Ensure that the child and guardian know they are talking with a reporter. Explain the purpose of the interview and its intended use.
5. Obtain permission from the child and her or his guardian for all interviews, videotaping and, when possible, documentary photographs. When possible and appropriate, this permission should be in writing. Permission must be obtained in circumstances that ensure the child and guardian are not coerced in any way and understand they are part of a story that might be disseminated locally and globally. This is usually ensured only if the permission is obtained in the child's language and if the decision is made in consultation with an adult the child trusts.
6. Pay attention to where and how the child is interviewed. Limit the number of interviewers and photographers. Try to make certain that children are comfortable and able to tell their story without outside pressure, including pressure from the interviewer. In film, video and radio interviews, consider what the choice of visual or audio background might imply about the child and her or his life and story. Ensure that the child will not be endangered or adversely affected by showing their home, community or general whereabouts.

III. GUIDELINES FOR REPORTING ON CHILDREN

1. Do not further stigmatise any child; avoid categorisations or descriptions that expose children to negative reprisals – including additional physical or psychological harm, or to lifelong abuse, discrimination or rejection by their local communities.
2. Always provide an accurate context for the child's story or image.
3. Always change the name and obscure the visual identity of any child who is identified as:
 - a. A victim of sexual abuse or exploitation,
 - b. A perpetrator of physical or sexual abuse,
 - c. HIV positive, living with AIDS or has died from AIDS, unless the child, a parent or a guardian gives fully informed consent,
 - d. Charged or convicted of a crime.

4. In certain circumstances of risk or potential risk of harm or retribution, change the name and obscure the visual identity of any child who is identified as:
 - a. A current or former child combatant,
 - b. An asylum seeker, a refugee or an internally displaced person.
5. In certain cases, using a child's identity – name and/or recognisable image – is in the child's best interests. However, when a child's identity is used, they must still be protected against harm and supported through any stigmatisation or reprisals.

Some examples of these special cases are:

 - a. When a child initiates contact with the reporter, wanting to exercise their right to freedom of expression and to have their opinion heard.
 - b. When a child is part of a sustained program of activism or social mobilisation and wants to be so identified.
 - c. When a child is engaged in a psychosocial program and is claiming their name and identity as a part of their healthy development.
6. Confirm the accuracy of what the child has to say, either with other children or an adult, preferably with both.
7. When in doubt about whether a child is at risk, report on the general situation for children rather than on an individual child, no matter how newsworthy the story.

IV. USE OF UNICEF MATERIALS

All UNICEF materials are protected by copyright, including text, photographs, images and videotapes. Permission to reproduce any UNICEF material must be requested from the originating UNICEF office, and will only be granted on the condition that the principles and guidelines in this document are adhered to.

Sources: The Convention on the Rights of the Child; *Child Rights and the Media: Guidelines for Journalists*, International Federation of Journalists; Media and Children in Need of Special Protection (internal document), UNICEF's Division of Communication; and Second International Consultation on HIV/AIDS and Human Rights, United Nations Secretary-General.

Excerpt from: <http://www.unicef.org/media>

RECOMMENDED READING:

Children and the Media: Briefing <<http://www.unicef.org/magic/briefing/childmedia.html>>