



United Nations
Educational, Scientific and
Cultural Organization

The 2nd roundtable discussion

Towards professional media:

Libyan Media's role and obligations in times of crisis

(26 - 29 October 2015)

Madrid – Spain

Professional and ethical obligations of Libyan Media Managers in the current time of crisis

The owners and decision-makers of participating Libyan media institutions, aware of the sensitivity and specificity of the transitional period that Libya is currently experiencing and with a genuine desire to stop the conflict and end the suffering of the Libyan people, being aware of the ethical responsibility to avoid discourses of incitement, hate and violence have decided in the presence of local and international media experts gathered in Madrid from 26-29 October 2015 under the auspices of UNESCO and the Spanish Ministry of Foreign Affairs and Cooperation to undertake the following:

1. Confirm that the Declaration on the Principles of Libyan Media signed on 30 July 30th 2015 is a basis for developing media professionalism and should be taken account when forming any future code of conduct, charter or any editorial policy.
2. Commit to the outcomes of the Rabat Action Plan with respect to prohibiting incitement to hatred in all its forms and to discrimination, hostility and violence as well as the International Covenant on Civil and Political Rights with emphasis on articles 19 and 20 therein and to be taken into account in editorial policy.
3. Adhere to the principles of freedom of expression and privacy for all those who work in media institutions, stressing the need for professional impartiality when working in journalism or media and to avoid any public statements that contradict a journalist's personal opinion and his/her professional affiliation.
4. Prevent the transformation of their media organizations into platforms for the broadcasting of hate and incitement to violence, be it from either the organizations' employees or guests, and to work jointly or separately to establish a reference guide for terminology to be avoided.
5. To include this statement within all future contracts established with their employees.
6. Adopt the principles of professionalism without any distinction between men and women nor culture nor language and ensure equal opportunities for all in programmes.
7. Apply the principle of "balance" of opinion when presenting different issues, while also undertaking the utmost effort to distinguish opinion from fact and to provide accurate facts to the audience and represent reality without distortion or falsification. Ensure and make public a system providing for the rights to reply, to correct errors and to publicly apologize for them.
8. Respect the right to the individual's privacy, including the private life of public figures unless their behavior impacts their overall performance.

Finally;

The signatories to this statement *Professional and ethical obligations of Libyan Media Managers in the current time of crisis*, in aspiring to have the media play a role in creating peace and healing the rifts among the Libyan people, call for their colleagues in all Libyan media institutions to sign and become parties to this statement, and to act upon and implement it as well as for international media working in Libya to respect its terms.