



Recommendations Concerning Ethical Reporting on Children and Youths

Recognizing the obligation on the part of media to adhere to the highest ethical and professional reporting standards concerning children and youths, and actively contribute to the commitments aimed at improving the safeguarding and promotion of their rights, the **Council of Media Ethics of Macedonia (CMEM)**, in partnership with the **First Children's Embassy in the World Megjashi**, and based on international conventions, the Law on Justice for Children, the Code of Journalists and the Guidelines pertaining to Professional Reporting in Online Media, hereby proclaims the following Recommendations:

- 1** To respect and affirm the children and youths' dignity, as well as to represent and promote their rights and interests in all forms of journalistic reporting;
- 2** To avoid discrimination of children and youths on any ground (sex, gender, ethnicity, age, religious belonging, education, physical abilities, etc.);
- 3** To report in a manner that is freed from any stereotypes and sensationalism, by respecting children and youths' privacy and by safeguarding their honour and reputation;
- 4** To enable and exercise children and youths' right to express their viewpoints that are in line with their age and maturity, and to take them into consideration in journalistic reporting;
- 5** Whenever possible to enable children and youths to have access to media and media contents in order to express their opinions without being influenced and so as to avoid any marginalization of topics regarding children and youths in the day-to-day reporting;
- 6** To build and implement media editorial policy that gives priority to the needs and best interests of children and youths, and to monitor any information and events involving children and youths on a continuous and consistent basis, and by laying emphasis on the educational and preventive role of media;
- 7** To establish mechanisms in media pertaining to children and youths' protection against media reporting based on disinformation, political propaganda and agitation, economic manipulation, pornographic contents, religious fanaticism, creating and inciting stereotypes and discrimination on any ground;
- 8** To secure children and youths' privacy when they are subject to reporting as victims or when they act as sources of information, that is not to reveal their identity (for example by disclosing information about their families, place of residence, school, etc.)
- 9** Not to use any photographs, statements or videos of children and youths without the explicit approval of their parents/custodians/foster care institution. Moreover, the medium is to retain the right not to disclose the information provided that it is ascertained that major harm could be inflicted, i.e. that the minor would be exposed to risk despite the previously granted approval.
- 10** To blur the faces and the names of children and youths, with the exception of a positive context information and events and on condition that prior approval has been secured by the parent/guardian/foster care institution.
- 11** To abide by the presumption of innocence of children and youths, on an equal footing with adults, as set out in the Journalists' Code of Ethics and as enshrined in the Constitutional Law of the Republic of North Macedonia.

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