

PRESS UNION OF LIBERIA (PUL)

Election Coverage Code Of Conduct

Aware of Liberia's conflict, deeply rooted in the political administration of the country and the need to guide against its recurrence;

And aware of the media's corresponding role in fostering democracy and peace in the country, we do hereby establish this code of conduct to guide media coverage of the October 2005 general and presidential elections;

Accredited Journalists are therefore expected to:

1. Report in a way that is fair, accurate, balanced, and impartial and avoid Sensationalism.
2. Give equitable accesses to all political parties without taking sides thereby provide forum for the public debate of electoral issues.
3. Not compromise professional ethics for material and/or financial gains and separate personal interest from professional activities
4. Thoroughly understand the electoral process and laws and disseminate them responsibly while giving access to ordinary people
5. Monitor and report on the activities of NEC and other institutions involved in observing, managing or supervising the electoral process.
6. Promote tolerance, peace and reconciliation during and after the elections.
7. Be responsible in handling election results and only announce results certified by election authorities.
8. Scrutinize the records of candidates on allow the public to make their own judgment, and avoid jumping into a personality clash. Deal with the issues as much as you can, rather than attacking personalities.
9. Promote human rights and expose violations.
10. Cover rallies, meeting, campaigns of all political parties and report electoral process from the field.
11. Avoid 'conduit journalism' which is the passing through of news based on press without filtration, refinement or editing of any kind.

In the spirit of this code of conduct, any journalist or media institution found in the reckless violation of these set of rules that will invariably impact the election process, we agreed that the Press Union of Liberia, will issue a statement condemning said journalist/institution. The Union shall also institute other measures to sanction violators in keeping with its constitution to reprimand wrong doers.