



PRESS UNION OF LIBERIA
CODE OF CONDUCT

Press Union of Liberia Elections Code of Conduct Amended on 31st Day of July 2010

Aware that election constitutes one of the fundamental pillars of multiparty and participatory democracy as well as citizens' right to freely associate to determine who governs them through the ballot box;

And aware of the media's corresponding role and general responsibility to promote the enabling democratic conditions and peaceful atmosphere for the conduct of elections, we do hereby proclaim these minimum norms and standards for the holding of elections in Liberia.

1. Investigate and report election activities in an accurate, balanced, fair and impartial manner.
2. Give fair coverage to all political parties, candidates, coalition and alliances.
3. Do not compromise professional ethics for material and/or financial gains and separate personal interests from professional activities.
4. Thoroughly understand the electoral process and laws and disseminate them professionally while giving access to all citizens.
5. Monitor and report electoral violations and activities of the National Elections Commission and other elections related institutions involved in observing the process.
6. Promote tolerance, peace and reconciliation during and after the elections.
7. Be sure that poll results are scientifically verifiable and internationally acceptable; report elections results only certified by election authorities.
8. Research and scrutinize the records of candidates and allow the public to make their own judgment; deal with the issues as much as you can and rather than attacking personalities.
9. Disseminate voters/civic education messages in an accurate and reliable manner to encourage citizens' participation in the electoral process.
10. Journalists are enjoined to refrain from using language or materials that have the potential to inflame passions and aggravate tensions.

11. Be rigorous against becoming channels to promote hate, discrimination, incite violence and threaten the freedom of others to participate peacefully in the election, and do the utmost to avoid facilitating such discriminations based on, among other things, race, sex, sexual orientation, language, religion, political or other opinions.
12. Journalists shall at all times defend the principles of freedom in the honest collection and publication of news and of right to fair comments and criticism

In the spirit of this code of conduct, and consistent with the journalism creed and the PUL constitution, any journalist or media institution found in violation of this document, we agreed that the Press Union of Liberia will issue a statement condemning said journalist/institution. Should the journalist/institution remain unrepentant, the media community shall declare said violator an undesirable element hence should be ostracized. The Union shall also institute other measures to sanction in violators in line values of the PUL.

JOURNALIST CREED

I believe that the public journal is a public trust, that all connected with it are, to the full measure of their responsibility trustees for the public; that acceptance of a lesser service than the public service is betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness are fundamental to good journalism.

I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocket-book is as much to be avoided as bribery by the pocket-book of another; that individual responsibility may not be escaped by pleading another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanliness should prevail for all; that the supreme test of good journalism is the measure of its public service.

I believe that the journalism which succeed best deserves success, fears God and honors man; is stoutly independent, tolerant but never careless, self-controlled, patient, always respectful of its readers, the appeal of the privilege or the clamor of the mob; seeks to give every man a chance; is profoundly patriotic while sincerely promoting international goodwill and cementing world-comradeship; is a journalism of humanity, of and for today's world.

**Adopted October 2005 by the membership amended 31st July 2010 at the
Corina Hotel in the City of Monrovia, Liberia**