

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**'A' WING, SHASTRI BHAWAN,**  
**NEW DELHI – 110 001**

No. 3105/63/2011-BC-III

Dated: 23<sup>rd</sup> Nov., 2012

To

All TV Channels

**Subject : Guidelines for Media Reporting on Children – Reference from National Commission for Protection of Child Rights (NCPCR).**

Sir/Madam,

It has been brought to the notice of this Ministry by NCPCR vide its letter dated 26.9.2012 (copy enclosed) that the Hon'ble High Court of Delhi, vide its order dated 8.2.2012 and 7.3.2012, in the matter of AK Asthana Vs. UOI & Anr (Civil W.P. 787/2012) has constituted a Committee with Ms. Dipa Dixit, Member, NCPCR (as Convener) and the representatives of M/o WCD, M/o I&B, PCI, NBA, Govt of NCT of Delhi, Ms. Anuradha Shukla, the then Principal Magistrate, JJB, Delhi and Ms. Mina Kabir, Voluntary Social Worker, as Members.

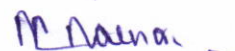
2. The Committee formulated the 'Guidelines for Media Reporting on Children' after due deliberations which were presented to the Hon'ble High Court on 7.8.2012. The Court vide order dated 8.8.2012 has directed that the Guidelines, in so far as Media is concerned, be implemented with immediate effect. NCPCR has circulated these guidelines to PCI, NBA, IBF, UNI, INS, PTI, DDn., AIR, etc., besides this Ministry for information and necessary action.

3. In the Guidelines proposed for media reporting on children, it has been stated that the media coverage on matters relating to children may have long term consequences on their overall development, life and dignity; and lack of care by media in this regard may entail real risk of children facing harm, stigma, disqualification, retribution, etc. The privacy, dignity, etc. of children is of the utmost importance, which are to be preserved and protected at all times, while reporting of news, programmes, etc. on and for children.

4. In its Order passed on 8.8.2012, the Hon'ble High Court has directed, inter-alia, that the Committee is still deliberating on the Guidelines for the other stakeholders in the system and some more time will be required for framing the said Guidelines. The Hon'ble Court has directed that the Guidelines, insofar as Media is concerned, be implemented with immediate effect. (The copies of the court order and the guidelines are enclosed).

5. Accordingly, all the TV channels are required to ensure strict compliance with the above order passed by the Hon'ble High Court of Delhi.

Yours faithfully,



( D.C. PATHAK )

Under Secretary (BC-I)

Tele. No.23387930

Copy to:

1. Shri K.V.L. Narayanrao, President, News Broadcasters Association ME-5, Sah Vikas Apartments,68,Patparganj, Delhi – 110092.
2. Shri Uday Shankar, President, The Indian Broadcasting Foundation, B-304, 3<sup>rd</sup> Floor, Ansal Plaza,Khelgaon Marg,New Delhi – 110049.



**SHANTHA SINHA**  
Chairperson

भारत सरकार  
GOVERNMENT OF INDIA

राष्ट्रीय बालक अधिकार संरक्षण आयोग  
NATIONAL COMMISSION FOR PROTECTION OF CHILD RIGHTS

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D. O.No.32/1/2012-NCPCR(PD) /25653

Dated: 26.09.2012

Dear *Shri Uday Verma,*

The Hon'ble High Court of Delhi, vide its order dated 8<sup>th</sup> February, 2012 and 7<sup>th</sup> March, 2012 in the matter of A. K Asthana Vs. UOI & Anr. (Civil W.P. No.787/2012), had constituted a Committee with Ms. Dipa Dixit, Member, NCPCR (as Convener) and the representative of MWCD, M/o I&B, PCI, NBA, Government of NCT of Delhi, Ms. Anuradha Shukla, the then Principal Magistrate, JJB, Delhi and Ms. Minna Kabir, Voluntary Social Worker, as Members. The Committee under the aegis of NCPCR formulated the *Guidelines for Media Reporting on Children* after due deliberations held in its meeting on 04.04.2012, 15.05.2012 and 04.08.2012. These Guidelines were presented to the Hon'ble High Court on 07.08.2012. The Hon'ble High Court vide order dated 8.8.2012 has directed that the Guidelines, in so far as Media is concerned, be implemented with immediate effect.

The Guidelines along with the order dated 8.8.2012 have been circulated to the M/o Information and Broadcasting, Press Council of India(PCI), News Broadcasters Association (NBA), Indian Broadcasters Federation (IBF), United News of India (UNI), Indian Newspapers Society (INS), Press Trust of India (PTI), Door Darshan (DD), All India Radio (AIR), etc. for information and necessary action.

I am forwarding a copy of the Guidelines along with the order dated 8.8.2012 for the information and record of the Ministry of Information and Broadcasting Development.

With *regards*

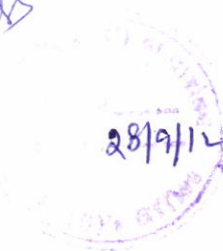
Yours sincerely,

*Shantha*  
(Shantha Sinha)

**Shri Uday Verma,**  
The Secretary,  
Ministry of Information and Broadcasting,  
7<sup>th</sup> Floor, 'A' Wing, Shastri Bhawan  
New Delhi – 110001

O/o US (INSAT & CRS)  
Dy. No. 45389  
Date 8/10

*8.10.12*  
*SO(BC-III)*  
*15/10/12*  
*arts*



वर्तमान अवर सचिव (सी. सी.)  
O/o Under Secretary (S.C.)  
अ. सं./Dy. No. 45389  
दिनांक/Date 08/10/12

सचिव का कार्यालय (सं. प्र. सं. ००००)  
Secretary's Office (I&B)  
अ. सं./Dy. No. 45389  
दिनांक/Date 27/9/12

*Discussed. Pl put up in file. Meet 7/10/12*  
*US(BC)*  
*US(BC-D)*

IN THE DELHI HIGH COURT OF DELHI AT NEW DELHI  
WRIT PETITION (CIVIL) NO. 787 OF 2012

IN THE MATTER OF :

COURT ON ITS OWN MOTION

...PETITIONER

VS

UNION OF INDIA & ANR.

... RESPONDENT

MEMO OF PARTIES

From

COURT ON ITS OWN MOTION

...PETITIONER

VS

UNION OF INDIA

Through its Secretary,

Ministry of Health and Family Welfare,

Govt. of India, Nirman Bhawan,

New Delhi.

... RESPONDENT No. 1

GOVERNMENT OF NATIONAL CAPITAL

TERRITORY OF DELHI

Through its Chief Secretary

DELHI SECRETARIAT, I.P. ESTATE, NEW DELHI-02

...RESPONDENT No. 2

8/10/12  
1/1/12  
en.



NEW DELHI

DATED

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Delhi Court of Delhi  
Authenticated Under Section 10  
Indian Evidence Act.

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\* IN THE HIGH COURT OF DELHI AT NEW DELHI

+ W.P.(C) 787/2012

A.K. ASTHANA ..... Petitioner  
Through: Petitioner in person.  
versus

UNION OF INDIA & ANR ..... Respondents  
Through: Mr. Jatan Singh, Adv. for UOI.  
Ms. Zubeda Begum, Adv. for  
GNCTD.  
Mr. Aagney Sail, Adv. for NCPCR.  
Mr. A.J. Bhambhani with Ms. Nisha  
Bhambhani, Ms. Lakshita Sethi &  
Ms. Bhavita Nodi, Advs. for NBA.

**CORAM:**  
**HON'BLE THE ACTING CHIEF JUSTICE**  
**HON'BLE MR. JUSTICE RAJIV SAHAI ENDLAW**

**ORDER**  
**08.08.2012**

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1. The Committee *inter alia* comprising of the representatives of Union of India, Government of NCT of Delhi, NGOs working for the welfare of the children, representatives of the media etc. constituted vide order dated 08.02.2012 has proposed Guidelines for Media Reporting on Children.

2. The News Broadcasting Association (NBA) which also participated in the said meetings of the said Committee have however got recorded their dissent to the inclusion of the words "from a child rights' perspective" in Principle 2.1 of the Guidelines which is as under:

*"2.1 Involvement of children in news programmes documentaries etc. must evidently be editorially justified from a child rights' perspective."*

W.P.(C) 787/2012

Page 1 of 2



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Judicial Department  
High Court of Delhi at  
Kirti Bhawan Building, Section 70  
Indraprastha, New Delhi.

3. It is the contention of the counsel for NBA that inclusion of the said words limits the justifiability of involvement of children in news / programmes / documentaries.

4. It has been suggested and agreed by all parties concerned that the words "including" before the words "from a child rights' perspective" be incorporated in Principle 2.1 of the Guidelines and which will read as under:

*"2.1 Involvement of children in news / programmes / documentaries etc. must evidently be editorially justified including form a child rights' perspective."*

5. It is further stated that the Committee is still deliberating on the Guidelines for the other stakeholders in the system and some more time will be required for framing the said Guidelines.

6. List on 26<sup>th</sup> September, 2012. In the meanwhile, the Guidelines, insofar as Media is concerned, be implemented with immediate effect.

*[Signature]*  
ACTING CHIEF JUSTICE

*[Signature]*  
RAJIV SAHAI ENDLAW, J

AUGUST 08, 2012  
'gsr'



W.P.(C) 787/2012

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High Court of Delhi  
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**IN THE HON'BLE HIGH COURT OF DELHI**

**AT NEW DELHI**

**Civil Writ Petition No. 787/2012**

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**IN THE MATTER OF:**

A.K. Asthana

....Petitioner

Versus

Union of India & Anr.

....Respondents

Next Date - 08/08/2012

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1.	Report with Affidavit	1-3
2.	<b>ANNEXURE - N1:</b> True copy of the proposed Media Guidelines for Reporting on Children.	4-14

*Aagney Sain*  
Aagney Sain

Counsel for NCPCR

#102, New Lawyers Chambers,

M.C.Setalvad Block, Supreme Court of India,

Bhagwan Das Road, New Delhi - 110001

*Keing Copy  
to Anant K. Asthana  
Petitioner in Person*

New Delhi

Filed On: 07.08.2012

*Received Copy*

*Recd  
for Subeela Begum  
7/8/12*

FILED COPY  
Filing No. 2605  
Duty Registrar



*JANAK SINGH, CASE*

*Received Copy of  
Hemant Kumar  
for Mr. A. J. Phandani Adv  
For M.B.A  
H.S. Jindal  
7/8/12*

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High Court of Delhi  
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**IN THE HON'BLE HIGH COURT OF DELHI**  
**AT NEW DELHI**  
**Civil Writ Petition No. 787/2012**

**IN THE MATTER OF:**

A.K. Asthana .....Petitioner

Versus

Union of India & Anr. ....Respondents

**STATUS REPORT FILED NCPDR**

1. That, the National Commission for Protection of Child Rights (herein after referred to as "NCPDR") has been constituted as a Statutory Body in March 2007 by the Government of India under Section 3 of the Commissions for Protection of Child Rights (CPCR) Act, 2005 to perform the functions assigned to it under Section 13 and to exercise the powers as vested with it under Section 14 and 15 of the said Act for protection of child rights and to deal with related matters.
2. That, this Hon'ble Court had vide orders dated 08.02.12 and 07.03.12, in the above mentioned matter, directed constitution of a Committee to formulate the guidelines to regulate media reporting and disclosure of details relating to children and had designated NCPDR as the convenor of this Committee.
3. That, pursuant to the directions of this Hon'ble Court a total of three meetings of the Committee were held at NCPDR's Conference Room on 04.04.2012, 15.05.2012 and 04.08.2012.
4. That, based upon the deliberations in the above meetings as well as the written suggestions received from various members of the Committee, the first set of Proposed Guidelines in respect of Media has been finalized and are hereto marked and annexed as

**ANNEXURE - N1.**



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*[Signature]*  
Examiner Judicial Department  
High Court of Delhi  
Authorised Under Section 70  
Indian Evidence Act.

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5. That, the Committee will be holding subsequent meeting to finalize its Guidelines in respect of other stakeholders / duty-bearers (Police, Lawyers, Court, JJBs, CWC etc.). on the issue

PLACE: NEW DELHI

DATE: 04.08.2012

Through

*Aagney Sail*  
Aagney Sail

Counsel for NCPCR

#102, New Lawyers Chambers,  
M.C.Setalvad Block, Supreme Court of India,  
Bhagwan Das Road, New Delhi - 110001

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*[Signature]*  
Examiner, Judicial Department  
High Court of Delhi at  
Aurangabad Under Section 70  
Indian Evidence Act.



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**IN THE HON'BLE HIGH COURT OF DELHI**  
**AT NEW DELHI**  
**Civil Writ Petition No. 787/2012**

**IN THE MATTER OF:**

A.K. Asthana

....Petitioner

Versus

Union of India & Anr.

...Respondents



**AFFIDAVIT**

I, Binod Kumar Sahu, aged 45 Years, S/o Late Raghunath Sahu, Registrar, National Commission for Protection of Child Rights, 5<sup>th</sup> Floor, Chanderlok Building, 36, Janpath, New Delhi 110001 presently at New Delhi do hereby solemnly affirm and state as under:

1. That I am the Registrar of the National Commission for Protection of Child Rights. I am well versed with the facts and circumstances of the present case as derived from the records and am authorized to swear this affidavit.

**Certified to be True Copy**  
*[Signature]*  
Examiner Judicial Department  
High Court of Delhi  
Authorised Under Section 70  
Indian Evidence Act.

2. That the accompanying Status Report of NCPCR has been drafted under my instructions the contents of which are true and correct to my knowledge as per records and the same may kindly be read as part and parcel of this affidavit.

**CERTIFIED THAT THE DEPONENT**  
Shri/Smt./Kmr./Ms./Mx  
S/o, W/o, R/o  
Identified by *[Signature]*  
Has solemnly affirmed before me at  
Delhi on *[Date]*  
That the contents of the affidavit  
which has been read & explained to  
him are true & correct to his knowledge.

3. That the Annexure N1 of the Report is true and correct copy of its respective original.

07 AUG 2012

*BSahu*  
**DEPONENT**



**VERIFICATION:**

I have verified that the contents of paragraph 1 to 3 of my above affidavit are true to my knowledge, no part of it is false and nothing material has been concealed therefrom.

Verified on 04<sup>th</sup> August, 2012 at New Delhi

07 AUG 2012

*BSahu*  
**DEPONENT**

**VERIFIED**  
I have verified the contents of the affidavit which has been read & explained to the deponent and the same are true to my knowledge as per records and the same may kindly be read as part and parcel of this affidavit.  
*[Signature]*  
Registrar, National Commission for Protection of Child Rights

**DEPONENT**  
BINOD KUMAR SAHU  
REGISTRAR  
NATIONAL COMMISSION FOR PROTECTION OF CHILD RIGHTS  
CHANDERLOK BUILDING, 36, JANPATH, NEW DELHI 110001

# Guidelines Proposed for Media Reporting on Children

By Committee constituted by  
Hon'ble Delhi High Court in W.P.(C) No. 787/2012

Media coverage on matters relating to children may have long term consequences on their overall development (physical, mental, psychological, emotional, moral, social, economic etc.), life and dignity; and lack of care by Media in this regard may entail real risk of children facing harm, stigma, disqualification, retribution etc. The privacy, dignity, physical and emotional development of children is of the utmost importance, which are to be preserved and protected at all times, while reporting/broadcasting/publication of news/programs/documentaries etc. on and for children.

The guidelines mentioned below are proposed in the backdrop of the existing legal framework enclosed as ANNEXURE-A, to secure and protect the rights of children and to set-out the minimum parameters of responsibility to be borne by print and electronic media (hereinafter referred to as 'Media') in relation to reporting/broadcasting/publication of news/programs/documentaries etc. on and for children.

## 1. Meaning of terms used:

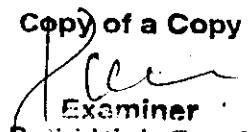
1.1 "Child" or "children" shall mean a person(s) who has/have not completed 18 years of age;

1.2 "Media" shall include, but not be limited to, any newspaper, magazine, news-sheet or electronic media.

## 2. PRINCIPLES:

2.1 Involvement of children in news/programs/documentaries etc. must evidently be editorially justified from a child rights' perspective.

2.2 Media shall ensure that child victims of rape, other sexual offences, trafficking, drug/substance abuse, elopement, organized crimes, children used in armed conflicts, children in conflict with law and child witnesses etc. are automatically guaranteed anonymity for life.

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2.3 Media must ensure that due consideration is given to a child's right to privacy and to prevent the child from being exposed to anxiety, distress, trauma, social stigma, risk to life & safety and further suffering in relation to reporting/broadcasting/publication of news/programs/documentaries etc. on and for children.


2.4 Media shall ensure that a child's identity is not revealed in any manner, including but not limited to, disclosure of personal information, photograph, school/institution/locality and information of the family including their residential/official address.

2.5 Media shall not sensationalize issues or stories, especially those relating to children, and should be conscious of the pernicious consequences of disclosing/highlighting information in a sensational form and the harm it may cause to children.

**2.6 INTERVIEWING A CHILD by the MEDIA:**

This shall be governed by the following principles:

- a) That the interview is in the child's best interest.
- b) That the interview does not aggravate the child's situation further.
- c) That the manner and content of the interview doesn't affect/interfere with the child's right to privacy.
- d) That if the interview is in the child's best interest, the same shall be done under supervision and consent of the child's parent(s) or legal guardian, or in the alternative, the competent authorities for the child.
- e) That while interviewing a child, his/her consent may be obtained, depending upon his/her age and maturity.
- f) Frequent interviewing of a child must be avoided.
- g) The child's refusal to be interviewed must be honored.
- h) Before interviewing the child he/she must be duly informed about the purpose and manner of the interview.
- i) The child and/or his/her parents/guardian or any person having control over him/her shall not be coerced or enticed in any manner including financial or other inducement to secure consent for the interview.

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2.7 Media must verify the credentials and authority of individuals/organizations whose consent is sought on behalf of the child.

2.8 Media shall not give any financial or other inducement to the child or parent / guardian or others in relation to reporting / broadcasting / publication of news / programs / documentaries etc. on and for children.

2.9 Media must balance its responsibility to protect children from unsuitable content with the right to freedom of expression and the right to know.

2.10 To protect the identity of the child media shall ensure that any visual showing the face of the child must be completely morphed in cases where privacy / anonymity is required as illustrated in Principle 2.2. above..

2.11 Media shall orient/sensitize its editorial personnels, including editors/ editorial team / reporters / correspondents / producers / photographers etc. about laws, rules, regulations and guidelines related to reporting / broadcasting / publication of news/programs/documentaries etc. on and for children.

2.12 The media shall proactively promote the children's right to information and freedom of expression.

**2.13 PUBLICITY:**

The Department of Information and Public Relations of all State Governments and U.T. Administrations, the Directorate of Field Publicity, Directorate of Advertising and Visual Publicity (DAVP) of Ministry of Information and Broadcasting, Prasar Bharati (AIR & DD), Self Regulatory Bodies etc. shall give due publicity at appropriate intervals to the laws, rules, regulations and guidelines (including the proposed one) related to reporting / broadcasting /

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publication of news/programs/documentaries etc. on and for children.

**2.14 MONITORING:**

The compliance with the applicable laws, rules, regulations and guidelines (including the proposed one) related to reporting/broadcasting/publication of news/programs/documentaries etc. on and for children shall be monitored by the following:

- (a) the self-regulatory bodies.
- (b) the regulatory mechanisms of Ministry of Information & Broadcasting, such as, Electronic Media Monitoring Center (EMMC) and Inter-Ministerial Committee (IMC).
- (c) Press Council of India.

through their respective procedures.

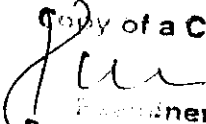
**2.15 STATUS REPORT:**

NCPCR / SCPCRs shall file a report in this Hon'ble Court on yearly basis regarding the compliance level of the applicable laws, rules, regulations and guidelines (including the proposed one) by all concerned.

The foregoing are only broad Guidelines and are not meant to be exhaustive.

**NOTE OF DISSENT:** News Broadcasters Association (NBA) have dissented to the inclusion of the words '*from a child rights perspective*' in Principle 2.1 stating that,

"Inclusion of the words from a "child rights perspective" limits additional discretion while matter has to be justified editorially, it can't be limited only to justification based on "child rights". Therefore, these words should be deleted."

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## Media Reporting on Children

By Committee constituted by  
Hon'ble Delhi High Court in W.P.(C) No. 787/2012

### 1. Legal Framework:

#### 1.1 International:

- The UN Convention on the Rights of the Child

##### Article 16

1. No child shall be subjected to arbitrary or unlawful interference with his or her privacy, family, or correspondence, nor to unlawful attacks on his or her honour and reputation.
2. The child has the right to the protection of the law against such interference or attacks.

Article 40 of the Convention, states that the privacy of a child accused of infringing penal law should be protected at all stages of the proceedings.

#### 1.2 National:

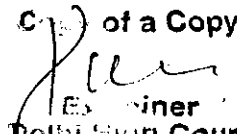
##### 1.2.1 The Juvenile Justice (Care and Protection of Children) Act, 2000

- Section 19: Removal of disqualification attaching to conviction.
- Section 21: Prohibition of publication of name, etc. of juvenile in conflict with law or child in need of care and protection involved in any proceedings under the Act.

##### The Juvenile Justice (Care and Protection of Children) Rules, 2007

Rule 3: Fundamental Principles to be followed in administration of these rules:

- Principle II – Principle of dignity and worth.
- Principle IV – Principle of Best Interest.
- Principle VII – Positive Measures.
- Principle IX – Principle of non-waiver of rights.

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Committee Member  
Delhi High Court

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- Principle XI – Principle of right to privacy and confidentiality.
- Principle XIV – Principle of Fresh Start.

**1.2.2 Press Council of India Act, 1978:**

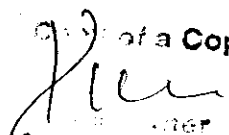
The Press Council of India under the mandate of Section 13(2)(b) of the Act has THE NORMS OF JOURNALISTIC CONDUCT – 2010

The 2010 edition of "Norms of Journalistic Conduct" updates the norms evolved since 1996 on the basis of adjudications and other pronouncements and covers to a large extent almost every aspect of compulsions and compunctions in journalistic practice.

- 6(i) The Press shall not intrude or invade the privacy of an individual, unless outweighed by genuine overriding public interest, not being a prurient or morbid curiosity. So, however, that once a matter becomes a matter of public record, the right to privacy no longer subsists and it becomes a legitimate subject for comment by the Press and the media, among others.

Explanation: Things concerning a person's home, family, religion, health, sexuality, personal life and private affairs are covered by the concept of PRIVACY excepting where any of these impinges upon the public or public interest.

- 6(ii) **Caution against Identification:** While reporting crime involving rape, abduction or kidnap of women/females or sexual assault on children, or raising doubts and questions touching the chastity, personal character and privacy of women, the names, photographs of the victims or other particulars leading to their identity shall not be published.

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- 6(iii) Minor children and infants who are the offspring of sexual abuse or 'forcible marriage' or illicit sexual union shall not be identified or photographed.

- **Ensure Sensitivity on Child-Related Stories**

The identity of children infected and affected by HIV should not be revealed. Nor should their photographs be shown. This includes orphans and children living in orphanages, juvenile homes etc.

**Press Council (Procedure for Inquiry) Regulations, 1979**

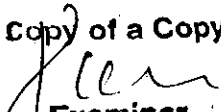
Complaint procedure against a newspaper, news agency, editor or other working journalist under Section 14(1) of the Act for professional misconduct.

**1.2.3 Indian Penal Code, 1860 & Criminal Procedure Code, 1973:**

- Sec. 228-A of the Indian Penal Code makes disclosure of identity of victim of certain offences punishable with upto 2 years imprisonment or fine or both. The restriction does not relate to printing or publication of judgment of High Court or Supreme Court. But keeping in view the social object of preventing social victimization or ostracism of the victim of a sexual offence for which Sec. 228 A has been enacted, it would be appropriate that in the judgments be it by the Supreme Court, High Court or Lower Court, the name of the victim should not be indicated.
- Section 228A IPC and Section 327(3) Code of Criminal Procedure also specify similar bars on publication of court proceedings dealing with sexual exploitation of the child.

**1.2.4 THE CABLE TELEVISION NETWORKS (Regulation) ACT, 1995 & its RULES, 1994 .**

The Programming and Advertising Codes as per Rule 6 and 7 provide that no program or advertisement which denigrates children should be carried in cable service.

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### 1.3 ETHICAL STANDARDS / GUIDELINES:

#### 1.3.1 NHRC-UNICEF Report (A Guidebook for the Media on Sexual Violence against Children)

MEDIA DOS AND DON'TS WHEN CREATING PROGRAMMES ON CHILD SEXUAL ABUSE AND EXPLOITATION.

(<http://nhrc.nic.in/Publications/MedGuideChild.pdf>)

#### DO

- Keep in mind the rights and best interests of the child. Promote a positive attitude towards the victim.
- Make programmes relevant to various target segments.
- Focus your programmes - emphasize on one or two messages.
- Before filing a story, consult resource persons and organisations in the area.
- Treat the subject with understanding and sensitivity.
- Be positive in the portrayal of the child, he/she is a victim and not a party to the crime.
- Be aware of various legal provisions, laws and regulations with regard to child rights.
- Remember, though the child is vulnerable and voiceless, he/she has the same human dignity, rights and worth as any adult.
- Meticulously verify your stories and sources.
- Identify ways to deal with problem situations.
- Provide clear action points for viewers.
- Promote gender equity and the rights of the girl child.
- Create awareness and demand for support services.
- Focus attention on the gravity of the crime.
- Make programmes to encourage a wider discussion of the sexual abuse and exploitation of children. Ensure that these are broadcast/televised/published in a sustained manner.

#### DON'T

- Don't disclose the identity of the victim or the victim's family.
- Don't sensationalise or glorify acts of sexual abuse or exploitation of children.
- Don't make the child re-live the abuse by asking him/her to recount the abuse/exploitation.

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- Don't re-victimise the child by repeated or incessant questioning.
- Don't depict the child as insignificant.
- Don't treat the child as a sexual object.
- Don't glorify either the crime or the offender.
- Don't project the child as powerless or without legal support.
- Don't stigmatise the child, family or community.

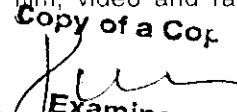
### 1.3.2 UNICEF – GUIDELINES ON ETHICAL REPORTAGE:

UNICEF (India) has developed these principles to assist journalists as they report on issues affecting children. They are offered as guidelines that will help media to cover children in an age-appropriate and sensitive manner.

*(www.unicef.org/india/EthicalReportage.pdf)*

#### **Guidelines for interviewing children:**

- Do no harm to any child; avoid questions, attitudes or comments that are judgmental, 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.
- Do not discriminate in choosing children to interview because of sex, race, age, religion, status, educational background or physical abilities.
- No staging: Do not ask children to tell a story or take an action that is not part of their own history.
- Ensure that the child or guardian knows they are talking with a reporter. Explain the purpose of the interview and its intended use.
- Obtain permission from the child and his or her guardian for all interviews, videotaping and, when possible, for documentary photographs. When possible and appropriate, this permission should be in writing. Permission must be obtained in circumstances that ensure that the child and guardian are not coerced in any way and that they understand that they are part of a story that might be disseminated locally and globally. This is usually only ensured if the permission is obtained in the child's language and if the decision is made in consultation with an adult the child trusts.
- 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 from the interviewer. In film, video and radio interviews, consider

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what the choice of visual or audio background might imply about the child and her or his life and story. Ensure that the child would not be endangered or adversely affected by showing their home, community or general whereabouts.

**Guidelines for reporting on Children:**

- Do not further stigmatize any child; avoid categorisations or descriptions that expose a child to negative reprisals - including additional physical or psychological harm, or to lifelong abuse, discrimination or rejection by their local communities.
- Always provide an accurate context for the child's story or image.
- 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, or living with AIDS, unless the child, a parent or a guardian gives fully informed consent,
  - d. Charged or convicted of a crime.
- 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 internal displaced person.
- In certain cases, using a child's identity - their name and/or recognizable image - is in the child's best interests. However, when the child's identity is used, they must still be protected against harm and supported through any stigmatization 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 their right to have their opinion heard.
  - b. When a child is part of a sustained programme of activism or social mobilization and wants to be so identified.
  - c. When a child is engaged in a psychosocial programme and claiming their name and identity is part of their healthy development.
- Confirm the accuracy of what the child has to say, either with other children or an adult, preferably with both.

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- 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.


#### 1.4 SELF REGULATORY MECHANISMS:

##### 1.4.1 News Broadcasting Standards Regulations, 2008 & Code of Ethics and Broadcasting Standards by the News Broadcasters Association, New Delhi.

- News Broadcasting Standards Authority (NBSA).

##### 1.4.2 Self Regulation Guidelines, Content Code and Certification Rules for the General Entertainment & Non-News & Current Affairs Broadcasting Sector by the Indian Broadcasting Foundation, New Delhi.

- Broadcasting Content Complaints Council (BCCC) established under Content Code & Certification Rules, 2011.

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