



One World Media Fair Reporting – Guidelines

One World Media supports international journalism and promotes media coverage of global issues. The One World Media Fair Reporting Guidelines were created after industry wide consultations and with advice from associated, and interested, international organisations.

1. Duty of care

- The same duty of care applies to all contributors, regardless of their background and where they reside.
- Where communities cannot access the latest media forms, media makers have a duty to explain the context and planned uses of their media. This includes the timeless nature of online exposure, and potential social/political repercussions.

2. Anonymity

- Where a contribution is likely to increase scrutiny of a contributor, possibly leading to serious repercussions, anonymity should be offered as an option.

3. Screenings

- Showing a finished programme to participants in territories where there is no facility for wide-scale access, is of vital importance.
- It is important that broadcasters consider including cover for the cost of local screenings (including translation where necessary) within their commissioning budget.

4. Nurture local production talent

- When reporting internationally, filmmakers should use and nurture local researchers, producers and other talent whenever they can, sharing skills and giving them production credits.

5. Knowing What You're Talking About

- Resources must be used for cultural pre-research using local agencies with informed knowledge of the countries, communities and customs being filmed.

6. Pay fairly – don't exploit

- The procurement and provision of transport, accommodation, equipment and access often have varying costs depending on local standards. It is important that this is reflected in budgeting and that local staff are paid fairly.

7. Shine your Fair Reporting light

- There are already amazing examples of best practice in the planning, delivery and inclusivity of reporting projects in the global south. One World Media is asking production companies, commissioners and international storytellers to share examples of best practice for us to publish on www.oneworldmedia.org.
- One World Media welcomes evidence of Fair Reporting in our annual Awards submissions.