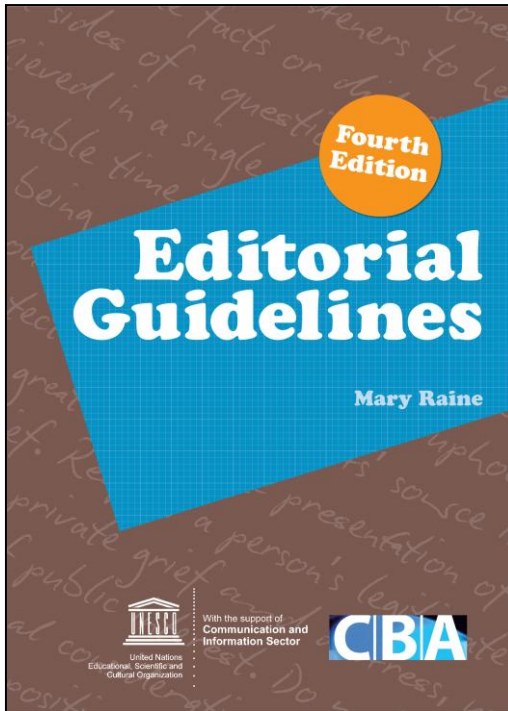




Commonwealth Broadcasting Association
Innovating for quality broadcasting

PRESS RELEASE

UNESCO supports CBA's fourth edition of the Editorial Guidelines



Should pictures and stories sent in to a TV station be checked before use? How is this best done in a busy Newsroom? Broadcasters round the world have turned in recent years to the CBA's Editorial Guidelines, supported by UNESCO. They cover what to do when being forced to broadcast while the premises are occupied by soldiers, how to deal with phoned-in bomb threats, and issues of taste, decency and religious coverage. They are compiled by Mary Raine, a former News and Current Affairs Executive of the BBC World Service, and have been translated into many languages. She has now updated them to include new material on Social Media and Citizen Journalism, and guidelines on the best ways to use new media, including Facebook, Twitter and other user-generated content.

UNESCO's Assistant Director-General Abdul Waheed Khan, in his foreword, has strongly encouraged "electronic media organisations and

professionals to put these guidelines into practice".

They are being launched at the CBA's All-Commonwealth Conference in, 17-21 April.

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