

Specific

1. To ensure the protection and promotion of human rights and dignity of the victims during media coverages
2. To provide the procedural steps and documentation requirements before a media coverage can be approved and/or undertaken; and
3. To ensure that only factual information about the case being covered are reported.

IV. Policies and Procedures

A. Request for Coverage

- 1. Media practitioner/s covering the DSWD central office shall submit a written request for coverage to the Director of the Social Marketing Service stating the following:**

- 1.1. Purpose of the Coverage
- 1.2. Persons to be covered/interviewed
- 1.3. Content and Methods of coverage/interview
- 1.4. Extent of coverage
- 1.5. Date, time and place of coverage
- 1.6. Persons/institutions requesting coverage and who will actually interview/cover the event

Media practitioners covering the DSWD Field Offices shall directly address their request for coverage to the Regional Director of the Field Office where the coverage will be done. If the Director is out of reach, the request maybe approved by the officer-in-charge of the concerned region.

2. At least three (3) days must be given between the date of request and the actual coverage to provide time for preparations and to ensure that:
 - 2.1. Clients to be interviewed should have been identified and consent/permission have been given by client and/or parents/guardian in case client is not in a position to give consent.

B. Conduct of the Coverage/Interview

1. Recognize the victim's right to decide whether to be identified or not and undertake the necessary steps to ensure confidentiality.
 - 1.1. Withhold the identity of the victim and suspect (until indictment).
 - 1.2. Make sure the consent given is free and informed.

1. Reporters should not use words and phrases which tend to pass judgment on the victim and/or suspect. Ex. Prostitute, pretty, sexy, former dancer, sex maniac, drug addict, etc.
2. Eliminate details/descriptions which tends to titillate readers/viewers and sensationalize the story or ridicule the victims.
3. Do not use photos of victims who are naked, scantily dressed or otherwise in degrading states.
4. Do not photograph or use photos of minors/women victims or suspects.
5. Do not trivialize the reality of violent crimes with the use of humor, cartoons, etc.
6. Do not place reports of violence next to pin-ups and other items which heighten their titillating value.
7. Do not use photos or any visual deception of confrontations between the victim's family, and the accused in police stations and other law enforcement agencies.

D. Post-Coverage

1. ***The Social Marketing Service and the Regional Information Officers shall monitor the publication or airing of the specific case covered by media and acquire a copy of the article or video used.***
2. The concerned staff shall conduct a debriefing to process the experience of the client and his/her family.

This Order will take effect immediately and supersedes, amends or modifies Department Order No. 22, series of 1998 and other previous issuances inconsistent herewith.

Issued in Quezon City, this 23rd day of March 2004.


CORAZON JULIANO-SOLIMAN
Secretary

SMS Doc
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Lai2004: amended d.o. for media coverage

