MEDIA WORKSHOP REPORT

Conciliation between Government and Media in Puntland
PDRC/Interpeace

Venue: PDRC Main Conference Hall
Number of Participants   47 persons
PDRC Hall, Garowe   7-9 November 2010

"....I'm very pleased to participate in the opening of this important training workshop at the PDRC today and wish to thank at the same time to the Director of the Centre, Abdirahman Abdulle Osman, for the responsible way of organizing this forum participated by the various representatives of the media, local and international, and Puntland government representatives with the intension to further clarify the roles and ethics of the press and government representatives to gain awareness on aspects of media work. I would also like to express my appreciation to the engagement of Said Farah Mohamoud, a media professional with enormous international experience, in conducting this three-day workshop by clearly defining the roles and responsibilities of the media".

President Abdurahman Mohamed Mohamoud 'Faroole'- *07 November 2010.*

1. Background

Puntland State Government (PSG) was formed on 1st August 1998 to stand for four essential policy engagements namely:

1. to re-establish administrative state structures and basic governance for reconstruction and development;

2. to protect Puntland territorial integrity from hostilities created by the absence of a central government and confrontations of political factions serving negative interests;

3. to be part of the efforts to restore a Somali central authority based on a federal system, the only system that would prevent totalitarianism and dismemberment and

4. to cooperate with the international community to find solution to the Somali crisis in general and to support the reconstruction and development needs of Puntland in particular.

In the field of the media, the new administration established nine Ministries including the Ministry of Information, Telecommunication and Culture to regulate institutions of communication under its responsibility and to explore ways and means to secure facility for the voice of the regional state government.

At the inception of the administration, there were eight privately owned weekly newspapers in Somali language which were published and circulated in the region. They included Warsidaha Puntland, Nugaal, Sahan, Yool, Kaaha Bari, Riyaaq and Bulsho. After twelve years, only Kaaha Bari printed in the port and commercial city of Bossaso remains the survivor. In fact, Kaaha Bari newspaper had been regularly available in the last twenty years. Two reasons are identified for the discontinuity of most of the papers:

- From the start, they were not based on solid and principled grounds - founded on self-serving purposes as sub-clan mouth-pieces or personal interests and
- Turbulent political dynamics in Puntland affected the environment of reporting the truth.

As papers disappeared one by one, the number of emerging radio stations grew rapidly. In 2000, there were only two radio stations: Radio Galkayo and SBC Radio in Bosaso. Ten years later, November 2010, there are nine broadcasting stations operating in the different regions of Puntland. As regards newspapers, there are only two, one weekly (Kaaha Bari) and one bi-weekly (Ilays) printed. As for television, two local stations have been serving in the last five years and continue to serve the inhabitants of Bosaso.

Increased with the hasty growth in the last decade were the numbers of websites and local correspondents targeting the news and developments of Puntland. Reporting to and from Puntland to media services in other places of Somalia and abroad also increased swiftly.

The relationship of each of the successive administrations with the media in the last twelve years might be at best described as *lukewarm*. The press allegedly failed to observe the ethics of the media, at times, by running, for instance, stories of disinformation, misinformation, slander, incitement of conflict or terrorist agenda against the peace, unity, social harmony and public security.

On the other hand, media institutions in Puntland suffer from lack of minimum skills, low capacity, inability of sourcing official news effectively and underpayment, causing them failure to comply with the ethics of journalism. This undermines the independence of the press as the administration opts for the occasional censorship, which in return it finds itself branded as a suppressor of the freedom of the media.

In this volatile situation, Puntland Development Research Centre (PDRC) intervened by offering a neutral space for the two parties by organizing a three-day forum (7-9 November). The President, H.E. Dr. Abdirahman Mohamed Mohamoud 'Farole' deserves credit in the initiative as he encouraged PDRC to intervene and assured the willingness and cooperation of the administration in opening constructive dialogue with the media.

2. Introduction

PDRC organized an important Puntland Media Workshop under the theme of **"Conciliation between Government and Media in Puntland".** A second underlying theme **"Educating Media Representatives on the Roles and Ethics of the Press"** was constantly co-addressed throughout the course of the workshop because of need. The aim was to combine eliminating periodical frictions between the authorities and the media outlets by offering the increasing young journalists of these media entities.

The President of Puntland Government attended the opening session of the 3-day workshop held at the PDRC where he delivered a major speech ranging from sensitivities involving terrorism versus national security and objective reporting of news to administration willingness to comply with the freedom of the press and clemency of a jailed journalist.

Prior to addressing the participants of the workshop, the President heard anticipations of media improvement with government cooperation from two representatives of the participants and details of the objectives and expected outcomes of the workshop from the Director of PDRC.

The workshop participants comprised forty media representatives and seven representatives from the government side.

After three intensive days of training, discussion and group work, media-authority frictions were successfully agreed resolved. Existing differences were partially softened by the President's speech and his clemency to a prisoner journalist. The participants also benefited from the training programme, showing appreciation in every respect. At the end of the workshop, a 13-point outcome was agreed by the two representative sides of the media and the government.

2.1 Objectives of the Workshop

The following are the three main objectives of the workshop:

- To eliminate the prevailing conflict between the media and Puntland Administration;

- To improve media performance as well as its independence and

- To define and agree on a set of media ethics and a code of conduct.

2.2 Methodology

Participatory Action Approach (PAR) has been used to harmonize the relationship between Puntland administration and the media services. For this purpose, Puntland Development Research Centre (PDRC) organized a three-day training workshop for the media operators and the authorities in Puntland. This methodology is also to synchronize and cohere the common understanding of the role, ethics and rules of the media within the nation-building and reconciliation processes. Given observed variances in the levels of the capacity of the participants, a researched relevant training material was distributed and a presentation made on every topic of deliberation for clear understanding of the subject in discussion.

At this stage of conflict resolution, participants were limited to the conflicting parties, namely the government and the media operators, to narrow the scope of the workshop, and reach a conclusive resolution.

The participants were given equal status in the workshop process as the objective was to contribute toward achieving consensus and developing a modality of cooperation.

Said Farah Mohamoud took up the coordination, facilitation and production of the training material as well as conducting training proceedings and wrote the final output. He is a veteran media specialist with over 30 years of experience in BBC broadcast and print journalism, conversant with Somalia's mass media problems. He is now the Coordinator of Puntland Good Governance Bureau (PGGB) based in Garowe.

3 Opening Speech of the President

Before the opening speech of the workshop, Professor Khalif Mohamed Barre, owner and executive editor of the one weekly Kaaha Bari newspaper that kept its regular appearance in Bossaso since the downfall of Somalia's central government nearly 20 years ago, made his main concern about the freedom of the press clear in a short statement by saying:

"Mr. President, there had been very limited provisions on the freedom of the press in the successive Somali constitutions from the one after independence in the 1960s to Puntland's current draft constitution. During the 21 years of the military reign (1969-91), freedom of information was virtually suspended. The thriving independent press institutions of the first nine

years of democratic civilian rule (1960-69) were nationalized and placed under strict martial control to the end of its collapse. The only existing state controlled media outlets were Radio Mogadishu, Radio Hargeysa and October Star Newspaper. The last two decades proved turbulent and unstable for any measureable progress of the press. I think we now need to have sufficient provisions on the freedom of the press and establishment of a school of journalism in Puntland to enhance the skills, scope and capacity of journalists."

A second speaker, Faisal Jama Adan, the Chairman of the Media Association of Puntland (MAP) highlighted the significance of empowering MAP as the umbrella organization of the media outlets in Puntland since its formation in 2009. He further stated *"Misgivings may take place between the authorities and the media. This training workshop, last week's media workshop held at the Garowe Library and Resource Centre and other similar workshops planned in the near future aim harmonizing government-media relations, educating media personnel on the role and ethics of the media, and advocating local and international support to raise the capacity and standards of media output for the benefit of the people of Puntland State of Somalia."*

After the President of Puntland, H.E. Dr. Abdirahman Mohamed Mohamoud, listened to the views of the media representatives, the Director of Puntland Development Research Centre (PDRC), Abdirahman Abdulle Osman 'Shuke', briefed him about the objectives and intended outcomes of the workshop. Introducing the composition of the participants in the workshop, Shuke told the President and his entourage *"Sitting in this hall are media representatives consisting of directors and editors of nine Radio Stations and their own websites, executive editors of two newspapers, reporters of six websites, correspondents of two international and two local TVs, correspondents of two international radio broadcasters, three management members of the Media Association of Puntland (MAP), three freelance journalists, one trainer journalist and one poet, composer and playwright. These are our media people from different cities and towns in Puntland. Seated here also from the government side are seven prominent representatives including two Deputy Ministers and the Presidential Advisor on Media Issues (47 participants in all). Mr. President, it is great honour for all of us that you are here with us today and I am delighted to welcome you to the opening session of this important occasion to say your usual word":*

"I'm very pleased to participate in the opening of this important training workshop at the PDRC today and wish to thank at the same time to the Director of the Centre, Abdirahman Abdulle Osman, for the responsible way of organizing this forum participated by the various representatives of the media, local and international, and Puntland government representatives with the intension to further clarify the roles and ethics of the press and government representatives to gain awareness on aspects of media work. I would also like to express my appreciation to the engagement of Said Farah Mohamoud, a media professional with enormous international experience, in conducting this three-day workshop by clearly defining the roles and responsibilities of the media.

First of all, I would like to plainly declare that we are not in conflict with the media. I equally acknowledge that the government is responsible for the safety and security of the state. The government is the custodian of the safety and stability of the country. Therefore, it stands for the defence of these two important tasks. However, sometimes a conflict between the media and the

government might occur in the fulfilment of their respective roles and responsibilities. Even so, we have to understand that in case a member of the media is arrested or taken to justice for an offence, it doesn't mean that we are in conflict or oppressing the media as a whole. But, there is something sacrosanct that has to be safeguarded. The safety and security of the people in this specific area is our priority. We agree that the media can work freely in Puntland. I can say that there is no other place in Somalia where a free and independent media exists as in Puntland. As Shuke mentioned a moment ago, there are 9 privately owned radios, a number of websites, newspapers, and correspondents of foreign stations. We have allowed them to operate in Puntland. But, what we cannot allow is misuse or incompliance with the law. I can understand that there are some difficulties, such as low capacity and lack of training for the young majority of the personnel to enable them to act as responsible journalists or media operators. I regret to tell you that our youth have become the victims of the Somali civil strife. As Khalif referred earlier, during the 21 years of the military regime there were only two radio stations and one newspaper, both owned and run by the government. During the civil war everybody or community established their own media facility. They continue to publish or broadcast according to their whims. They take part in conflicts between communities. The internet adds to the gross misuse of the media today. As the Somali proverb says 'A word of mouth is as powerful as the killer sword'.

We live in a difficult world. Puntland has its enemies, internal and external. Our security and stability need special care. We need the media to work towards that end as an obligation of everybody. Moreover, we're at war with terrorist organizations. For instance, while the security forces are engaged in fighting and you avail a space to the same terrorist leaders that are jeopardizing the lives of the security forces and the stability of the whole country; and you claim that you're doing fairness and balance. I wonder how someone can balance 'peace against an unholy war of extremists' or between 'justice and injustice'. You cannot be indifferent from 'right and wrong'. We have to support the peace, justice and the right. We don't want you to praise us or to make propaganda for this government. All we want is that you tell the truth, not to denigrate us. As for our 'achievements', history will tell.

Once again, I want to tell you that this workshop is not a reconciliation platform between us and the media. This forum will better define the respective roles and responsibilities of the government and the media in information dissemination. Beware [media] that you're having a burning charcoal in your hands! We're ready to cooperate with the media. We're ready to support in building your capacities. We're not enemies. The importance is that we work together for the good of this country. Finally, I have received many petitions from you asking me to extend clemency to the jailed Abdifatah Jama Mire, the Deputy Director of Horseed Media. I accept your appeal and I am hereby signing the 'Decree' for the restoration of his freedom on this table in front of you. And I declare the workshop officially open." – Opening Speech of the President of Puntland, H.E. Dr. Abdirahman Mohamed Mohamoud 'Farole', delivered to the participants of the Media Workshop held at the PDRC on 7 November 2010.

4 Workshop Proceedings

The objectives of the workshop were carried out through short lectures, break-out sessions, role-playing, multimedia materials or question and answer. The lectures concerned seven main topics entitled **"Educating Media Representatives on the Roles and Ethics of the Press"** as below:

> **4.1 Media versus Authority: analysing the root-cause of the conflict;**
> **4.2 The Concept of Ethics in Journalism;**
> **4.3 Code of conduct for media operators;**
> **4.4 Ethics for Editors;**
> **4.5 Media freedom versus Puntland security;**
> **4.6 The role of the media in emergency situation;**
> **4.7 Responsibility of the media in information dissemination;**
> **4.8 Media ethics: a case study: Terrorist use of the news media; news media use of terrorists and**
> **4.9 Objective news reporting: a test case.**

After presenting each study, a plenary discussion was carried out and participants were divided into small groups and asked to create a policy decision to address similar incidents in the future. The results of the workshop were measured. Throughout the workshop sessions, participants were given short quizzes to test their understanding of the material and its application to their own jobs. They also actively presented challenging dilemmas some of them encountered in their jobs in the past regarding the ethical implications of running certain stories.

Each study was clearly presented on PowerPoint and the content of the material was well imparted as all the sessions were disciplined and responsive despite the fact that many of the participants were relatively young with limited or no training background. A number of them focused on hypothetical situations and paid more attention to real-life problems in the participants' workplace.

Typical questions in group work sessions provided in flip-charts included:

1. Any improvements achieved in government-media relations since the last conciliation workshop held at the PDRC in July 2005?
2. Traditions of Somali society, in particular Puntland's, have ethically gone under tremendous change in the last 25 years. What can we identify about this?
3. What is the difference between media code of conduct and code of ethics? Whose responsibility it is to decide them?
4. How can Puntland media provide a more credible output to the public?
5. What roles do the media play in peacebuiding and development?
6. In what ways can the administration cooperate with the independent media outlets?
7. What would you suggest for better and friendly relationship between the government and the media in Puntland?

Group-Photo: The media, Authorites and Faciltators (Said Farah and PDRC).

The two bottom titles (6.8 and 6.9 of the above materials) were not covered in the workshop due to shortage of time in the final day of the workshop. The Case Study and the Test Case were however both distributed in hard copy along with the other materials to every participant in the workshop.

5. Outcomes

5.1   To develop and implement Puntland media policy;

5.2   To review and enhance the laws and regulations of the media in Puntland;

5.3   To set up principles and standards of ethical behaviour for the press based on a Code of Ethics;

5.4   To establish a watchdog Puntland media ethics committee;

5.5   To improve the capacity, knowledge and working environment of media staff;

5.6   To ensure that media institutions play the crucial and central role for the consolidation of peace and public interest of the people and state of Puntland;

5.7   To include media advocacy and development in internationally supported government programs;

5.8   To treat the internal media outlets as government's first priority in sourcing news;

5.9   To assist the press reach out the outlying inland and coastal districts;

5.10   To explore and develop a standardized media vocabulary manual in Somali;

5.11   To ensure that media institutions maintain policies and procedures guiding their particular duties and activities such as the responsibilities of the editors;

5.12   To establish a training institute of journalism as a matter of urgent need and

5.13   To upgrade the role of women in the mass media.

6. Analysis

A number of workshops and forums addressing, primarily, some outstanding differences have been conducted to reconcile between the successive Puntland governments and a relatively thriving media in Puntland since the inception of the administration in 1998. The outcomes of these endeavours commonly revealed similar results. The absence of two important factors resonated in all proceedings of the workshops. Firstly, the fact that most of staff members of the Puntland media are inexperienced youngmen/women makes the matter [eventual disputes] more difficult to regulate, thence conduct a responsible media service delivery. Secondly, the absence of up-to-date policy and strategy to guide the public information service deliveries is considered as the major hurdle on the way towards a free, but responsible media. On the other hand, the prevailing volatile political and security situations of the area adversely complicate the interaction between an inexperienced media and a Puntland Authorities struggling to contain a constantly threatened security as well as law and order.

However, there is no doubt that these successive forums and workshops conducted throughout the past decade, had temporarily soothed the frictions between the government and the various media services, but failed to produce a lasting solution to the root-causes of protracted disputes between the media and the authorities.

Nevertheless, the present workshop is somehow different from the previously carried out conciliation meetings and workshops both in substance and strategy. The workshop combined training sessions with open discussions intended to develop consorted solutions to outstanding differences. It also provides a follow up strategy to overcome the existing difficulties.

7. Conclusion

This report concludes that this workshop was a good value for the time, effort and money put into it and recommends more of the same in terms of guidance and training to Puntland media staff. The outcomes of this workshop indeed deserve special and serious considerations from both the local administration and the international agencies to improve the capacity, human resource and working environment of the media in Puntland.

Annex 01

Media Training Workshop

Participant's Mapping

Main Stakeholders

#	Stakeholders/Institutions	Number	Total Allocation
1.	**Private Media Facilities**		
	- **Radios** (Chief Editors and Owner/Manager)	**9**	**18**
	- **Newspapers** (Kaaha Bari and Ilays)	**2**	**2**
	- Websites (Allpuntland, Puntlandpost, Horseedmedia, Jidbaale, Raxanreeb and Allsanaag)	**6**	**6**
	- **SBC (Bosaso) TV**	**1**	**1**
	- **ETN (Bosaso) TV**	**1**	**1**
2.	**Foreign Media Correspondents**		
	- **BBC,**	**1**	**1**
	- **VOA,**	**1**	**1**
	- **Universal TV**	**1**	**1**
3.	**The Government**		
	- **Ministry of Information**	**1**	**3**
	- **Ministry of Security**	**1**	**1**
	- **Puntland Security Service (PSS)**	**1**	**1**
	- **Ministry of Planning (International Relations)**	**1**	**1**
	- **Presidential Media Advisor**	**1**	**1**
4.	**Media Association of Puntland (MAP)**	**1**	**2**
Total Participants			**40**

No.	Facility	Location	Region
1.	**Radio Galkayo**	**Galkayo**	**Mudug**
2.	**Radio Daljir**	**Bosaso , Garowe, Gardo, Galkayo , Buuhodle**	**Bari, Nugaal, K/kaar, Mudug and Ayn**
3.	**Radio SBC**	**Bosaso, Garowe, Gardo, Galkayo**	**Bari, Nugaal, K/kaar and Mudug**
4.	**Radio Badhan**	**Badhan**	**Sannag**
5.	**Radio Garowe**	**Garowe**	**Nugaal**
6.	**Radio Horseedmedia**	**Bosaso**	**Bari**
7.	**Radio Xikma**	**Garowe, Bosaso , Gakayo Gardo**	**Bari, Nugaal, K/kaar and Mudug**
8.	**Radio Hage**	**Galkayo**	**Mudug**
9.	**Radio Codka Nabadda.**	**Galkayo and Bosaso**	**Bari and Mudug**

Annex 02

Puntland Development Research center (PDRC)

Workshop Participants

#	Name	Organization	District
1	Prof. Khalif Mohamed Barre	Kaaha-Bari	Boasao
2	Awke Abdullahi Ali	Codka Nabda	Boasao
3	Bile Mohamud Qabowase	Waya-arag	Boasao
4	Hanan Said Shire	SBC Radio	Boasao
5	Khadro Ahmed Muse	Horsedmedia	Boasao
6	Omar said Ali	Ilaysnewspaper	Boasao
7	Ahmed Sheik Aden	Radio Daljir	Boasao
8	Mohamed Deq Abdale	Radio SBC	Boasao
9	Abdulkadir Abdi Shube	Peaceactvist	Boasao
10	Ali Yusuf Jama	ETN	Boasao
11	Yasin Ali Ise	SPR radio	Sanag
12	Abdirsak Ahmed Isse	SPR radio	Sanag
13	Burhan Ahmed Dahir	MAP	Galkayo
14	Dahir Abdulkadir Ahemd	Codka Nabda	Galkayo
15	Ahmed Mohamed Ali	Codka Nabda	Galkayo
16	Awil Mohamed Abdi	Raxanreb	Galkayo
17	Hamse Mohamed Ali	Radio Hage	Galkayo
18	Aden Mohamed Farah	Alxikma	Galkayo
19	Abdullahi Hersi Ade	Radio Galkayo	Galkayo
20	Abdinasiir Ali Ibrahim	Radio Galkayo	Galkayo
21	Faisal Khalif Bare	Radio buhodle	Ayn
22	Faisal Jama Aden	MAP	Sool
23	Ahmed Ali Farah	MAP	Sool
24	Abdinasir Yassin Salad	SBC Radio	Garowe
25	Mohamed Said Yusuf	Horsedmedia	Garowe
26	Shukri Abdisamad Isse	SBC TV	Garowe
27	Nuh Muse Birjeb	VOA	Garowe

28	Mohamed Bashe Khalif	Universal TV	Garowe
29	Ali Ibrahim Qobey	HCTV	Garowe
30	Ahmed Abdirahan Ali	Allpuntland	Garowe
31	Ahmed Awil Jama	Radio Garowe	Garowe
32	Mohamed Abdi Ahmed	Pntland TV	Garowe
33	Abshir Abdullahi Mohamed	Garoweonline	Garowe
34	Hassan Abukar Ali	Trainer	Garowe
35	Mohamed Abdullahi Koshin	Radio Daljir	Garowe
36	Abdirahman Husein Hassan	Radio Daljir	Garowe
37	Abdirahman Mohamed Muse	Raxanreb	Garowe
38	Saleban Said Nur	MOI	Garowe
39	Saleban Barre Hassan	PSS	Garowe
40	Fatuma Ibrahim Aden	PUNSAA	Garowe
41	Husein Bulale Ahmed	MOPIC	Garowe
42	Mohamed Abdi Ahmed	Radio Peace	Garowe
43	Said Abdisalan	Puntlandpost	Garowe
44	Abdulahi Mohamed Farah	MIC&H	Garowe

N.B.: Besides the ordinary participants three top officials from the Puntland Government participated in the workshop including two vice Ministers and the Director General of the ministry of Information Telecommunication and Culture who remained present in all the sessions of the workshop.

Annex 03

Puntland Media Workshop Agenda	
DAY 1	
7.00 - 8.00	*Registration of the participants*
8.00 - 8.45	*Opening session - Quranic Verses - Word of PDRC Director - Word of Official Opening*
8.45 - 9.00	*Presentation of the Agenda*
9.00- 9.30	*Presentation - Revisiting Lessons learnt - From previous workshops*
09.30 - 10.00	*Plenary Discussion*
10.00-10.15	*Questions and Answers*
10.15 - 10.45	*Tea break*
10.45 - 11.30	*Presentation: Ethics in General*
11.30 - 12.30	*Plenary Discussion*
DAY 2	
7.30 - 8.00	*Registration of the participants*
08:00-08:30	*Presentation: Ethics in Journalism*
09.00 - 10:00	*Plenary discussion on the topic*
10.00 - 10.20	*Tea break*
10.20 - 11:00	*Presentation: Code of Conduct for Media Operators and Editors*
11 :00- 11.45	*Working Group*
11.45 - 12.15	*Presentation of Group Works & Plenary Discussion*
12:15-12:30	*Recap Day work*
DAY 3	
07.00-08.00	*Registration of the participants*
08.00-08.30	*Presentation: Media freedom vs Puntland Security*
08.30-09.00	*Open discussion*
09.00-10.00	*The Role of Media in Emergency Situation*
10.00-10.20	*Tea break*
10.20-1045	*Presentation: Responsibility of Media in Information Dissemination -*
10.45-11.45	*plenary Discussion and Recomendations*
11.45-12.15	*Summary of Recomendation*
13.00 -	*Lunch*

Puntland Media Workshop

PDRC
PUNTLAND DEVELOPMENT
RESEARCH CENTER

Theme: Conciliation between Government and Media in Puntland

Garowe, 7-9 November 2010

WORKING PAPER

1. Puntland Media and the Government/Authority: analysing the root-cause of the conflict

Revisiting lessons learnt from past workshops on media conflict (PPP)

2. The Concept of Ethics in Journalism

2.1 What is Journalism?

Journalism is serving the public interest through fair and honest news coverage. Presenting information in an objective way is the core purpose of journalism.

Journalism is fundamentally about seeking the truth and reporting it. The purpose of journalism is to educate, inform and entertain the public about things they want to know, and also what they need to know. Journalists conduct research and interviews to keep the public informed on local, national and world events.

2.2 What is ethics in general?

Ethics is two things. First, ethics refers to well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues. Ethics, for example, refers to those standards that impose the reasonable obligations to refrain from rape, stealing, murder, assault, slander, fraud and clanism. But standards of behavior in society can deviate from what is ethical. A society can become ethically corrupt. The old apartheid laws of South Africa and Nazi Germany are good examples of a morally corrupt society. Ethical standards also include those that enjoin virtues of honesty, compassion, and loyalty. And, ethical standards include standards relating to rights, such as the right to life, the right to freedom from injury, and the right to privacy. Such standards are adequate standards of ethics because they are supported by consistent and well-founded reasons.

Secondly, ethics refers to the study and development of one's ethical standards. Feelings, laws, religion and social norms can deviate from what is ethical. So it is necessary to constantly examine one's standards to ensure that they are reasonable and well-founded. Ethics also means, then, the continuous effort of studying our own moral beliefs and our moral conduct, and striving to ensure that we, and the institutions we help to shape, live up to standards that are reasonable and solidly-based.

Ethics in Journalism

Media ethics is the method to identify the morally correct course of action in dealing with the specific ethical principles and standards of media, including broadcast media, film, theatre, the arts, print media and the internet. The field covers many varied and highly controversial topics, ranging from war journalism to Amal Express or Golis Telecom advertising.

Ethics of Journalism

The ethics of journalism is one of the most well-defined branches of media ethics, primarily because it is frequently taught in schools of journalism. Journalistic ethics tends to dominate media ethics, sometimes

almost to the exclusion of other areas. According to internationally accepted principles and standards, topics covered by journalism ethics include:

- **News manipulation:** News can manipulate and be manipulated. Governments and corporations may attempt to manipulate news media; governments, for example, by censorship, and corporations by share ownership. The methods of manipulation are subtle and many. Manipulation may be voluntary or involuntary. Those being manipulated may not be aware of this. Example: news propaganda.

- **Truth:** Truth may conflict with many other values:
  - **Public interest:** Revelation of military secrets and other sensitive government information may be contrary to the public interest, even if it is true.
  - **Privacy:** A salacious detail of the lives of public figures is a central content element in many media. Publication is not necessarily justified simply because the information is true. Privacy is also a right, and one which conflicts with free speech. An example of this is the paparazzi *(photo journalists who seek public figures' private lives).*
  - **Fantasy:** Fantasy is an element of entertainment, which is a legitimate goal of media content. Journalism may mix fantasy and truth, with resulting ethical dilemmas. Example: National Enquirer, Elizabeth Smart scandal.
  - **Taste:** Photo journalists who cover war and disasters confront situations which may shock the sensitivities of their audiences or viewers. For example, human remains are rarely screened. The ethical issue is how far should a journalist risk shocking an audience's sensitivities in order to correctly and fully report the truth. Incidents are common in photojournalism.
- **Conflict with the law:** Journalistic ethics may conflict with the law over issues such as the protection of confidential news sources. There is also the question of the extent to which it is ethically acceptable to break the law in order to obtain news. For example, undercover reporters may be engaging in deception, trespass and similar crimes. Example: undercover journalism and investigative journalism.
- **Hostages**: Posing with photographs of a hostage, family members wept and prayed on camera that loved ones is returned. Extensive national coverage was given to the family of Robert Dean Stethem, the slain Navy diver.

3. **Code of conduct for media operators:**

A code of conduct reflects an organization's values and sets standards for behavior. According to the "Journal of Humanitarian Assistance," a code is used to let everyone within a group and outside of it knows exactly what the code's creators believe. These policies improve operational effectiveness and often establish penalties for violations. Codes of conduct of institutions are developed to inform and encourage employees to act ethically. The code of conduct of a media entity summarizes its ethical views applied in journalism. This is often referred to as the code of ethics. The principles of ethical behaviour of the media are usually incorporated into a code of conduct that forms part of the employment contract for journalists and editors with their newspaper or broadcasting company.

In Kenya, the effort to develop standards became more participatory and voluntary, with the development of a Code of Conduct for Journalists and the Mass Media in 2001. The Code has been reviewed a number of times up to the last revision in April 2006.

To formalize the Code of Conduct in line with suggestions from various stakeholders including the Media industry, the Ministry of Information and Communications drafted a Kenya Media Policy, annexing a

draft Media Bill 2006. "The Code of Conduct was adopted by the Media Council of Kenya and is intended to serve as the ethical foundation for the practice of journalism in Kenya and to facilitate self-scrutiny."

The Code of Conduct specifies the values in journalism in Kenya, including accuracy and fairness, independence, integrity including financial integrity, accountability, the principle of opportunity to reply, the obligation to protect confidentiality, avoidance of misrepresentation and obscenity, the commitment to incorporate acceptable taste and tone in reporting, reasonable respect of privacy and the avoidance of conflicts of interest.

Examples to compare: The following are principles of ethical behavior for the media, based on the Code of Ethics of the Society of Professional Journalists in the United States:

Report the truth

- Be a watchdog of the political and electoral process.
- Ensure accurate, balanced and impartial coverage of the news. Make sure the news content is substantiated, accurate, complete and in context.
- Do not make assumptions. Check facts, and make a good-faith effort before publication to get comments from the persons or organizations involved.
- Seek solutions along with exposing problems and corruption.
- Use neutral words to ensure impartial, dispassionate reporting. Be careful with technical terms, statistics, estimates and election results. Be careful with headlines and make sure they reflect the facts of the story.
- Avoid inflaming emotions over controversial issues.
- Label opinions and personal interpretations as such, and limit opinions and editorials to the editorial pages.
- Label advertising clearly so it is not confused with the news.
- Be honest and fair in the way the news is gathered, reported and presented. Do not lie or fabricate. Do not pretend to be a police officer, public official or anyone other than a journalist in pursuing a story. Do not plagiarize. Do not alter photographs or graphics to mislead the public.

Minimize harm

- Be transparent and honest with the reader.
- Act honorably and ethically in dealing with news sources, the public and colleagues.
- Do not expose the private life of a private citizen without reason.
- Be sensitive when interviewing, and recognize that gathering news can cause harm or discomfort.
- Respect the rights of persons involved in the news. Observe common standards of decency, and treat people with dignity, respect and compassion.
- Balance the right of an accused person to a fair trial with the public's right to know.

Act independently

- Avoid conflict of interest by refusing to accept gifts, favors or other benefits from anyone being covered in an article or from newsmakers, politicians or other journalists.
- Avoid being influenced by advertisers on the content of your reporting.
- Do not give favorable rates to one political advertiser and not others.
- Do not give money for sources or stories.

Be accountable

- Be accountable to the public for the fairness and accuracy of what you write.
- Honor pledges of confidentiality to a news source; otherwise, identify sources.
- Be accountable for how you behave and collect news. Obey the laws and the standards of ethical journalism.

4. **Ethics for Editors**

Editors determine which news stories will be published, where they will be placed in the paper, and when they will be run. They have a special responsibility as the gatekeeper of the news to make sure the stories are accurate, balanced and relevant.

Some of the special ethical practices for editors identified in the Principles of Ethical Conduct for Editors are:

- take special care to understand the facts and context of the story;
- guard against assumptions and preconceived notions - including your own;
- ensure you have enough time and resources for sound editing. Nothing should be printed that has not been reviewed by someone else;
- heed your 'gut instinct.' Don't publish a story if it doesn't feel right. Check it further;
- consider what may be missing from the story;
- beware of stories that reach conclusions based on speculation or a pattern of facts;
- protect against being manipulated by advocates and special interests;
- consider these questions: How do you know? How can you be sure? Where is the evidence? Who is the source? How does s/he know? What is the supporting documentation?
- Don't be stampeded by deadlines, unrealistic competitive concerns or peer pressure.

(Compare notes between the above code and other codes including Ministry of Information's draft code and Map's).

5. **Media freedom versus Puntland security:**

How some great men in history saw the media?

Newspapers are unable, seemingly, to discriminate between a bicycle accident and the collapse of civilisation. ~George Bernard Shaw, 1931, Irish playwright and co-founder of London School of Economics.

If you're not careful, the newspapers will have you hating the people who are being oppressed, and loving the people who are doing the oppressing. ~Malcolm X, 1963, also known as Al-Hajj Malik Al-Shabaz, African-American Muslim minister, public speaker, and human rights activist.

When a dog bites a man that is not news, but when a man bites a dog that is news. ~Charles Anderson Dana, 1849, American journalist, author and advocate for anti-slavery after American Civil War.

The media environment in Somalia varies significantly, with different conditions in southern and central Somalia, Puntland, and Somaliland. The conditions of the media environment in Puntland and Somaliland are reasonably free and have the potential to grow and develop with little or no interference. Puntland audience in major cities and towns enjoy listening to a variety of FM Radio Stations (9 in total) but suffers from a deficit of newspapers (only 2). Somaliland 5 daily newspapers are distributed in Somali, 2 weeklies in English and 1 weekly in Arabic. Radio Hargeisa alone is permitted for broadcast. In southern and central Somalia, because of continued fighting the chance seems gloomy in the near future.

The struggle between the TFG, Al-Shabaab and Hisbul Islam, has dramatically affected the media environment in southern Somalia. Media outlets have aligned themselves with political factions as a means of survival, making neutral or objective reporting blurred. Journalists working for international broadcasters have also faced pressure from the government and the extremist groups. Frequent incidents of harassment, arbitrary arrest, and violence against journalists continued to encourage high levels of self-censorship. Al-Shabaab forced several radio stations to either shut down or cease broadcasting of any music in 2009.

An unenviable number of journalists have been killed in the capital, either for supporting the wrong political faction or as accidental casualties in armed clashes. Such attacks on the media made Somalia the second deadliest place in the world for journalists in 2009. Of the nine journalists killed during 2009, two were specifically targeted.

In March this year, the International Federation of Journalists (IFJ) representing Somali journalists in the UN Human Rights Council said, "Violations of freedom of expression and of the press have reached unprecedented levels, resulting in a serious crisis for Somali journalism due to impunity, insecurity and self-censorship. As a result, we have seen more and more journalists being forced out of their local areas in the southern regions of Somalia, and others abandoning their profession. Somali Media, especially in the southern regions, continue to face deadly assaults from a number of groups including known and unknown armed extremists, terrorists and political organizations, all seeking to control the media and manipulate them to their advantage through the use of violence, intimidation and restrictions, particularly by the Al-Shabaab group."

In Puntland, freedom of the press has been relatively relaxed, except of course where terrorists attempt to exploit local media against the public interest. The status of press freedom is visibly better in Puntland, but some restrictions still remain, and coverage of political and security issues is particularly seen as sensitive by journalists. The President of Puntland, Abdirahman Mohamed Mohamoud stated the government's commitment to greater openness. Despite this, two online journalists were jailed in 2009 for criticizing the region's leaders. In addition, the government saw VOA newscast as fomenting instability in Puntland, suspending its local broadcasts in October in 2009, and a VOA reporter was arrested in Galkayo but released later on.

During 2010, in August the Puntland Ministry of Information formally instructed the VOA reporter in Garowe, not to report to VOA and Universal TV. The instruction was lifted after ten days. During the same month, the Deputy Director of Horseed Media FM, aired an interview he had with Mohamed Said "Atom", the leader of the terrorist group operating in Galgala areas, and who were considered to be behind the political assassinations and bombing actions in Bosaso. Atom and his group are undoubtedly enemies of Puntland, and are associated with Al Shabaab and Al Qaeda. Because of his interview with "Atom", the Deputy Director of Horseedmedia, was arrested and brought to a court of law that sentenced him to a six year term imprisonment. He appealed against the court's verdict; the appeal court has not yet issued any verdict.

The situations described above distinguish clearly the environment of the media in the south, including Mogadishu and central Somalia where Al-Shabaab and Hisbul Islam extremist militants control most of the regions to that in Puntland. Puntland remains as one of only two existing administrations in Somalia maintaining peace, stability and governance including freedom of the media to a large extent. The evidence of this is shown by examining the media incidents that took place throughout Somalia over the last 45 days or so as below:

- On 15 October 2010, five persons died when Hisbul Islam militants started to whip a young man in public for "having a music ringing tone on his mobile telephone", arousing public outrage in which stones and bullets were exchanged with the armed militants.

- On 9 October 2010, the director of Radio Maandeeq Beled-Hawo, in Gedo region Hassan Mohamoud Halane was arrested by Al-Shabaab militants after he returned from attending a workshop held in Hargeisa.

- On 5 October 2010, Somaliland authorities' announced a decision to temporarily suspend the operations of the London-based private Universal TV network in Somaliland for "failing to execute its media duties impartially".

- On 26 September 2010, Al-Shabaab militants arrested Mohamed-Qani Hussein Kusow, a journalist in Beled-Hawo, Gedo region, and a stringer for the Mogadishu-based Radio Shabelle and Bardhere-based Radio Markabley, after he filed a report with the radio stations about reported military movements of the government forces in Doolow.

- On 19 September 2010, Al-Shabaab and Hizbul Islam extremists forcibly looted two independent radio stations, HornAfrik and Global Broadcasting Corporation (GBC), in Mogadishu.

❖ Puntland government's stand on the freedom of the media;
❖ Comments from representatives of the media
❖ Harmonization of any misgivings.

6. The role of the media in emergency situation:

Emergency situations arise from a wide variety of natural and man-made events ranging from civil wars, terrorist strikes to natural disasters. Information about these events is disseminated by the modern mass media. Despite reservations that may be expressed about impartiality, the media transmit considerable information about the hazards and circumstances of emergencies to a wide audience.

In attempting to understand how the media function, the work of journalists may be described in terms of three types **of "games."** These "games" help conceptualize the ways in which the media generally handle the information they pass forward to the public. The first game is the "***gatekeeper game''*** in which a newsroom, as an organization, sets the rules and packages "the news" for its readers. Journalists decide what information is to be passed on from sources of knowledge to a mass audience, what should be changed, and what information should and should not be passed through media channels (*sorting out news content).*

A second activity is the "***objectivity game.''*** Here, a newsroom crew simply follows its own interests in pursuit of news, which journalists may perceive as the equivalent of serving the public interest.

A third game is "***the reporting game.''*** Journalists do not "make" the news or have a specific agenda; they simply "report" it. Their reports mirror reality. "And that's the way it is."

In emergency situations, the media may function in a number of ways. They "originate" or "create" news through their own independent reporting. They also serve as a conduit for emergency information from official sources and, in addition, function as a filter or independent check on emergency-related news issued by official emergency personnel. Should private citizens wish for an alternative to the media, they can turn to government agencies and social networks for information and help?

From the point of view of disaster management, emergency situations most commonly involve four phases of activity: ***mitigation, preparedness, response, and recovery***. Although the media play a role in all four phases, interacting with the public and with disaster response personnel in a variety of ways, they are least important in disaster mitigation and most important in the response phase. Theses phases could also be used in active war situations

   In the preparedness phase, television and radio normally play the major roles, disseminating warnings, weather information, and evacuation instructions and airing official bulletins. If the onset of a disaster is slow, newspapers also help to transmit preparedness information. Effective personal relationships between journalists and public officials greatly facilitate the dissemination of disaster warnings.

   During the response phase, the media become the most important sources of local and national information about the crisis. The media continue to work in a disseminator role, seeking official information about what happened and how citizens can best respond and giving help and advice to victims. Television covers action on the spot, to record relief efforts, and to document damage to property and the number of persons in need of aid. Radio and newspapers publicize officials' instructions and record relief efforts. In the recovery phase of an emergency, the media often provide documentation of the impact of a disaster or of a relief operation. Daily coverage is especially valuable in the absence of information from established formal channels. The media also use editorials and analytic columns to assess the seriousness of the emergency and the effectiveness of the relief effort.

In regard to the roles the media play in emergency situations, one should recall the different ways in which journalists view themselves—***as gatekeepers (***news sifters)***, objective observers, or reporters*** of events. Journalists may sincerely believe that through their reporting they render a public service, but even as they provide news coverage in emergencies, the media maintain control over selection and presentation of content. Media organizations alter, sift, integrate, condense, and summarize the information they receive from their sources, whatever they may be. While these generalizations hold true in most cases, it is also true that the media are multifaceted. They gather news differently, they package it differently, and they report it differently.

No matter what form they take, the media play a key role in determining the public's response to a given situation, especially an emergency.

7.   Responsibility of the media in information dissemination:

Globally, freedom of information is increasingly being included in modern constitutions. According to the general provisions of these constitutions, media are free and must function in compliance with the laws. The media plays a vital role in the dissemination of information in any country in terms of every field of development. The media are also responsible for the accuracy of the information. The price of media responsibility in information dissemination grows fast in a fast ever changing world of communication.

A Somali man alive today, who has seen modern communication brought to traditional villages in the 1950s, will never doubt its importance. Once in an isolated village in what is now called Puntland, he watched a radio receiver, the first any villagers had seen, put into operation in the head man's house. The receiver promptly demonstrated that knowledge is power. It became a source of status to its owner; he was the first to know the news and controlled access of others to it. The noisy little receiver became a flying magic carpet to carry them beyond the horizon they had known.

Sixty years later, the world turned into a global village due to communication explosion mainly through the media. The recent introduction of the internet pushed the abundance and speed of information to its limits. Information dissemination leads the world to a point of saturation, enabling researchers in Puntland to source every major library around the world without stepping outside their doors. Despite the benefits, it demands responsibility to maintain it under control, especially in the field of the media.

8.   The media in Puntland

The media plays an important role within a semi-post-conflict situation as is the case of Puntland. It can enable citizens to engage in dialogue, serve as platforms for debate, anchor governance reforms, and facilitate poverty reduction and development through provision of needed information.

According to lessons learnt from past experiences, as well as those of donors, the media is to be part of the development process by implementing a strategic vision that emphasizes three interconnected categories:

- • Using media to assist humanitarian relief, peacebuilding and good governance;
- • Supporting government programs through strategic communication and
- • Fostering the growth of an independent media sector.

Many types of activities fall within these three categories. They may include such components as: supporting emergency broadcasting that can also deepen public dialogue and foster a more democratic public sphere; targeted media civic education campaigns; ex-combatant skill improvement programs and their changed role in their communities; media literacy and citizen dialogue; training journalists on sensitivity in covering certain issues; assisting local governments with outreach; and ensuring equal access of all groups to government services.

This is a new model in which researchers at the World Bank believe responsible media are enabled to take part in the reconstruction and development of their country by disseminating the necessary information, building trust in institutions, society and inclusive national identity, and fostering a participatory and engaged citizens.

7. *Testing performance in reporting, production, interviewing, news writing and reading, handling sensitivities, presentation format, language correctness etc. (of one used output from each of the participating Radio, TV, Newspaper, On-line and Website stations/institutions to be selected for scrutiny and discussion by stakeholders) identifying weaknesses and strengths in a frank manner).*

9. *Memorandum of Understanding (MOU) – Developing instrument* of understanding for the media and government.

OBJECTIVE NEWS REPORTING

Like subjective opinions and professional critics, *objectivity* applies to news reporting. The power of the press is incalculably enormous. There are only a small handful of people in any country who learn about, say, foreign affairs, through their own direct experience.

Just about everything the rest of us know about the world outside our own tiny spheres comes to us through the eyes of media people who boil vast amounts of information down into little droplets for us to consume. The assumption is that the little droplets are accurately representative of the bigger picture. So just about everything that you know or believe about what happens to the 7 billion people on the planet each day is based on what the media have chosen to tell you about it.

There's nothing inherently wrong with that. If it weren't for the media, you wouldn't hear much of *anything*. What you know about world affairs is really just an open book test on how well you listen to the news. Sometimes they do it well, sometimes they don't and you rarely know the difference.

Let's say that Puntland is celebrating for its 12th anniversary of its establishment. The President gives a 1.30-hour speech at the Presidency. Other prominent politicians, traditional titled leaders, artists, intellectuals, religious scholars and women and youth representatives also give speeches and performances totaling 4 more hours in the ceremony. The event is covered on the BBC and VOA news (since most of the people here do not seem to rely much on our local radios).

The news anchors of the BBC and VOA are likely to spend two minutes each on the story of the speech of the President. That's forty-fifth the amount of time the President took to actually deliver his speech. The two international stations may also accept to air a 5-minute package (a combination of a summary of the major points of the speech and some actual clips) of the ceremony from each of their local correspondents. The coverage of news and reporting of the 5.30-hour duration high profile event by each station amounts to a mere 2.12% or 7 minutes.

Editing is, by its very nature, a subjective process. There's no way to be completely objective in reporting the news or its analysis. In the case of why the importance of the deliberations of our example of Puntland's 12th Anniversary failed short of reaching its target audience lies in the weaknesses of our media.

What you hear on the news are called *sound bites*. These are the little itty pieces of much larger events that are supposed to give you a flavor of the whole thing without bothering you with the details. More often than not, you're not getting the flavor. You're getting the editor's biases.

Here's a little test you can do: Go to a session of any kind of gathering that you know will be reported upon in the media. As soon as the event is over, jot down what you thought were the most important points, the kinds of things you feel non-attendees should be told to bring them up to speed. Then check

out the coverage on radio, television, website or in the newspaper, and compare it with your own. If you can even recognize that you and the reporter were at the same event, you're lucky.

Media Ethics: A Case Study

Terrorist Use of the News Media; News Media Use of Terrorists
Jack Lule, Lehigh University

Americans die abroad every day; they die of illness, auto accidents, murder, drowning, and other reasons. But when death occurs by an act of political violence, commonly called terrorism, news reporting intensifies and occasionally approaches saturation coverage. Terrorism existed long before the news media. And to this day, most terrorism—by states, groups, and individuals—receives no media attention. So what qualifies a very few terrorist incidents for saturation coverage? Journalists must consider not only how terrorists use the news media—but, conversely, how the news media use terrorists.

Many journalists and media critics argue that the news media "legitimize" and thus encourage terrorists by giving them coverage. Some have called for voluntary or even mandatory guidelines for terrorism coverage. Yet others have argued that more coverage of terrorism is desirable, suggesting that the media can provide an important outlet for the expression of public concern and thus reduce political violence.

These issues were raised dramatically in one memorable case—the 1985 hijacking of TWA 847. On June 14, 1985, two members of the Shiite Moslem group the Islamic Holy War commandeered the jetliner with more than 150 people aboard. The gunmen forced the plane to make repeated flights between Athens, Beirut, and Algiers, settling finally in Beirut. Then, a passenger, U.S. Navy diver Robert Dean Stethem, was severely beaten and killed, and shot in the head. His body was then pushed from the plane onto the runway. Holding American passengers as hostages, the hijackers demanded the release of seven hundred Shiite Moslems jailed or detained by Israel.

Immediately, the incident commanded intense news coverage. The story dominated newspaper front pages and magazine covers. More than half of each evening newscast was devoted to the hijacking. Regular programming was repeatedly interrupted by special reports, a service the media were happy to provide since terrorism plays well in America.

From the beginning, reporters were forced to confront a number of ethical questions. For example, on the first day, as the plane sat in Algiers, networks and newspapers decided to report that an elite U.S. commando squad had been dispatched to the Mideast for a possible rescue mission. Within hours, the hijackers arranged for the jet to be flown back to the relatively more secure site of Beirut. There, hostages were taken off the plane and held captive in the city, making a rescue mission much more difficult.

By the second day, the original hijackers had been joined by members of the Shiite Amal movement. As negotiations stalled, reporters seemed to become arbiters between the Amal movement and U.S. officials. Nabih Berri, a leader of the Amal, especially was given much media time and space. Often, Berri was permitted to give live, unedited statements about the negotiations.

Reporters also agreed to "interview" the hostages in custody of the Amal. Gathered around the jetliner, reporters questioned the jet pilot Captain John Testrake—who spoke with a gun at his head. Not surprisingly, the pilot echoed the hijackers' statements and advised authorities not to attempt a rescue mission. Similarly, the next day, five of the hostages gave a "news conference" at the airport. Surrounded by Shiite gunmen, they talked with sympathy of the hijackers and their cause.

At home in the States, reporters were faced with a more common ethical decision—whether to interview the hostages' families. Reporters for many news outlets contacted the families of hostages. Posing with

photographs of a hostage, family members wept and prayed on camera that loved ones be returned. Extensive national coverage was given to the family of Robert Dean Stethem, the slain Navy diver.

As the hijacking drew to a close, reporters in Beirut continued to interview hostages in custody. On June 28, the hostages were taken to a luxury hotel for what was seen as a farewell banquet before their eventual release. As at some Hollywood premiere, hostages were interviewed upon their arrival, and microphones were thrust in their faces as they were driven away.

After seventeen days in captivity, the hostages were freed. They were flown from Lebanon and then to Syria, where they were convinced to give a press conference for the hordes of reporters. Some in the news media arranged to get more detailed accounts; NBC flew the families of four hostages overseas and paid hotel accommodations in exchange for exclusive interviews on its news shows.

Micro Issues:

- Did U.S. news media, especially network television, use proper news judgment in the extended, special coverage given to TWA 847? Were stories hyped by such coverage? Did the media help create a crisis to attract an audience to the drama?
- Should reporters have interviewed the terrorists and their hostages while the situation was still unfolding? What should have been the proper relationship between the networks and the terrorists?
- Were stories about the hostage families exploitive? What was the news value of repeated stories on hostage families? Was it acceptable to pay the families?

Middle-range Issues:

- What is the distinction, in terms of manipulation, between White House photo opportunities/press conferences and terrorist press conferences?
- Do the news media legitimize and thus encourage terrorists by giving them international status, airing their demands and explaining their motives?
- Should there be voluntary media guidelines? How would they read?
- Should the media be prevented from making public certain information, such as military movements or policy options, that might be useful to terrorists?

Macro Issues:

- Is the kidnapping or killing of an American on foreign soil worthy of national news coverage? What are the distinctions between the killing of an American during a robbery in Paris and the killing of an American by terrorists in Beirut?
- What are the benefits for the U.S. news media of ongoing terrorist incidents? To what extent do those benefits influence news coverage?
- Does the technology of instant picture transmission of terrorist events alter ethical decision making? Does compelling video dominate news coverage of the terrorist events over the issues that give rise to them?