



Protecting Press Freedom Ethics and Self-regulation

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The Philippine Model

Constitutional Protection

Strong Public Support

Judicial Tradition Favoring the Press



Principles

- ✦ Ethical Journalism is Good Journalism
- ✦ Ethics and Competence Go Hand and Hand
- ✦ Journalists who do the Right Thing Provide Public Service
- ✦ People Value Public Service
- ✦ People Protect the Press



Principles

- ✦ Journalists do not deserve to be killed for bad journalism, for mistakes or even malicious coverage
- ✦ But the public tends to tolerate attacks and threats when they see the press as abusive or as contributing to the problem



Principles

- ✦ Ethical practice grows best through self-regulation efforts
- ✦ Self-regulatory mechanisms must be visible
- ✦ Aggrieved parties must have access to self-regulatory bodies
- ✦ Recourse to redress opens a safety valve that tempers the violent reaction



Press Council Press Complaints Board

Who Initiates: Swedish Model/British
Model Composition

Funding

Philippine Experience

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Readers' Advocate/ Ombudsman

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Kapisanan ng mga Brodkaster ng Pilipinas (KBP) Standards Board

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Media Monitor/ Journalism Review

Voluntary Peer Review: A Learning
Process and
Tool for Continuing Education



Press Dialogue and Forum



Rewarding Best Practices



Active, Vigilant and Informed
Media Audience Sustains
Effective Self-Regulation

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An Informed and Active Media User/Consumer

Media Literacy

enables the public to become the
watchdog of the watchdog