



Editorial Principles - Georgian Public Broadcaster

Guidance

GPB Commitment

Georgian Public Broadcaster is established under the Law of Georgia on Broadcasting and is accountable before the public only.

“The independence of the public broadcaster from state agencies and its freedom from political and substantial commercial influence shall be ensured by law.”

Constitution of Georgia (Article 17 (6))

Public Broadcaster:

- Takes on the digital revolution challenges that have changed and enriched media relations with the audience both on a mass and individual level;
- Creates new ways to serve the society, anytime, anywhere, on new, evolving and existing platforms;
- Aims to connect everyone and promotes society unification;
- Works to meet democratic, cultural and social needs in line with the European standards;
- Aims to reach out to all members of the society.

The Public Broadcaster aims to play a crucial role in ensuring freedom of expression and pluralism of opinion.

The Public Broadcaster ensures the highest standard of work, principles of professional ethics and fairness.

The key to communicating with your audience is trust, which you need to gain daily.

Values

The editorial principles of the Public Broadcaster are based on the six core values of the European Broadcasting Union, which command the existence of a public broadcaster in a democratic society.

- **Universality**
- **Independence**
- **Excellence**
- **Diversity**
- **Accountability**
- **Innovation**

Based on these values, the journalist of the Public Broadcaster is obliged to be:

- **Impartial and Independent**
- **Fair and Respectful**
- **Accurate and Relevant**
- **Connected and Accountable**

Six Core Values of the Public Broadcaster

1. Universality

- Our goal is to serve society without exception;
- We emphasize the importance of sharing and expressing a diversity of ideas and opinions;
- We try to create a space where the Public Broadcaster output is available to all individuals. We aim at social involvement and integration;
- We use different platforms to reach everyone, everywhere.

2. Independence

- We create a secure media space and make trusted programs in all genres and formats, including news, entertainment, cognition, sports, culture and education;
- We strive to be completely impartial and independent from political, commercial and other influences and ideologies to be free to discuss any issue and inform the public.

3. Excellence

- We act following the standards of integrity, professionalism and quality; We strive to create the best experience in the media field;
- Contribute to the continuous employees' skill development.

4. Diversity

- Our audience consists of diverse interest groups: different ages, cultural, ethnic, religious affiliation. We strive to demonstrate a diverse and pluralistic approach to the topic we cover and the opinions we express;
- We support and strive to promote a multitude of competing views. Creative growth is achievable through the coexistence of different opinions. Our goal is to create a more united and less divided society.

5. Accountability

- We are open, listen to the audience and engage in meaningful debate;
- Our work and its results are public and open to all;
- We monitor the work done (all covered topics), which is public and open.

6. Innovation

- We strive to be a driving force for innovation and creativity;
- We aim to create new formats, introduce and use new technologies and new ways to reach the audience;
- We train our team to participate and create a digital future that will serve our society.

Editorial Principles

The actions of the Public Broadcaster employees (even one individual) should not call into question the independence and impartiality of the editorial decisions of the organization.

1. Due to the values of the Public Broadcaster, its employees and especially journalists are free from political and commercial influence.
2. We are ready to receive any news, from any source, anywhere, if we consider it relevant and meaningful to our audience.
3. We protect the anonymity of the sources if necessary, especially when there is a risk that the source may be harmed in any way. If there is a strong argument for leaving the source anonymous from an editorial point of view, we will definitely explain it to the public.
4. Victims of violence, crime, war, conflict, accidents or disasters and their loved ones deserve maximum support and respect. We realize that interviewing involved in a complex/tragic situation can be perceived as disrespectful and exploitative. Exceptional care and responsibility of the editor are required when making editorial decisions in similar cases.
5. Relatives should be informed before a victim is identified in a report.

6. People accused of committing a crime shall be presumed innocent until proven guilty. The report should reflect this.
7. The Public Broadcaster does not broadcast graphic pictures that may put additional harm or cause unnecessary distress unless inevitably needed for informing the public.
8. The Public Broadcaster reports on complex topics in a way to avoid unnecessary impact on the public, for example, using extreme close-ups; This method is also applied in further editing and reporting.
9. We are aware of the power of influence of the images of war, conflict, catastrophe. We are obliged to be careful when reporting the news. We realize that war graphic pictures cannot be edited to obscure the bloody reality. Consequently, we responsibly cover reality. We warn the audience if the report contains graphic images.
10. Archive footage depicting people in a particular situation may not be used in a context other than the one they depict.
11. We do not pay for the information we cover, nor do we otherwise reward our sources for providing information, except for allowing the source to share his say to the general public if it is relevant.
12. Our interview may be critical, but it does not go beyond personal respect.

Reporting Elections

- The Public Broadcaster is obliged to report on the elections and candidates fairly, impartially, and in a balanced way;
- Discrimination or privileges of any candidate in the news or other programs is inadmissible;
- Journalists should be impartial when reporting on the election campaign and do not miss any important detail in the report arbitrarily or deliberately. Any flaws must be eliminated;
- The Public Broadcaster offers equal conditions to all candidates participating in the parliamentary elections;
- The Public Broadcaster broadcasts debates to all candidates participating in the parliamentary elections;
- The Public Broadcaster is responsible for ensuring that the debate is conducted following international standards in an impartial environment and all candidates can share their views to the voters on equal terms.

Safe Media

- The Public Broadcaster, as a safe media, spares no effort to protect children and young people from inappropriate content, both when preparing a program or broadcasting;
- We do not show content that may harm physical and emotional welfare and the dignity of children and young people;
- We pay special attention to protecting children from the digital world that harms them.

Online media

The Public Broadcaster considers online space as one of the main fields of operation.

- We pay attention to the feedback of each viewer for the development of future concept and opinions;
- We are following the comments. We reserve the right to remove online activities that contain discriminatory (xenophobic, homophobic, racist, pornographic) content that is harmful to children or otherwise inappropriate;
- We have the ambition to be a reliable guide in the online space;
- The online platform is the most important means of ensuring publicity and accountability of the broadcaster.

The document combines values, editorial principles and guidance as a working tool to help journalists and editors work better and strengthen public relations.

Jonathan Stoneman and the GPB First Channel journalists jointly developed this document.



Jonathan Stoneman worked for the BBC for 20 years as a researcher, producer, reporter, editor and finally Head of Training at World Service. Stoneman currently runs Stonepeople Media Consulting.