

Broadcasting Code of Practice

The Broadcasting Code of Practice is drawn up under Article 37 of the Broadcasting Act (No. 16/2010)

Licenseses must ensure that their broadcast content is in compliance with the following rules and principles set forth in the Code.

Rule One: Respecting Islam, the Constitution and the Laws of the Maldives

- Principles**
1. Content must be broadcast in a manner which is not irreverent to the tenets of Islam or create religious discord amongst the people.
 2. Content must not deliberately undermine laws or promote behavior contrary to social norms and values.
 3. Content must neither condone nor present a positive portrayal of criminal offenses such as; murder, violence, theft, illicit gang activities, psychological abuse, domestic violence, terrorism, bloodshed, weapons based crimes, mugging, vandalism and fraud.
 4. Content must neither promote drug and substance abuse nor give positive depictions of such addictions.
 5. Content must not glamorize smoking and tobacco use or portray the habit in a manner which would boost tobacco sales.
 6. Content must not give graphic descriptions of suicide and the methods used to commit suicide, or glorify terrorist activities such as suicide attacks.
 7. Content must not give graphic descriptions of infanticide, sexual abuse and other acts which disrepute women and children or provide portrayals which condone such deplorable acts.

Rule Two: Adhering to Social Norms and Values

- Principles**
1. Content must conform to the generally accepted norms and values of the society.
 2. Commentary, phrases or gestures which are considered to be profane, must not

be broadcast.

3. Content must not include pornography, nudity or sexually explicit audio/visual material.
4. Prior to broadcasting, content must be classified in accordance with the “Regulation Governing the Rating and Classification of Content” set forth by the National Bureau of Classifications.

Rule Three: Respecting Human Dignity and Privacy

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| Principles | <ol style="list-style-type: none">1. Content which include defamatory language or audio/visual material which aims to vilify a person or a group of people must not be broadcast.2. When broadcasting footage or reporting on sexual abuse and domestic violence, the identity of the victim must not be revealed without prior consent from the victim.3. When reporting personal information which may infringe on the privacy of a person, materials recorded without permission must not be used and misrepresentations avoided.4. When reporting on natural disasters, national emergencies and other tragedies, observe the “Guideline on Natural Disasters and National Emergencies” established under this Code. |
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Rule Four: Protecting Human Rights

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| Principles | <ol style="list-style-type: none">1. Racial discrimination and other acts which demean and ridicule people on grounds of their race, national origin, faith or creed must not be given a positive portrayal.2. Discrimination based on gender must not be depicted as positive and acceptable. For effect, observe the “Guideline on Protecting Women’s Rights in Broadcasting” established under the Code.3. Ensure that the rights of the elderly, their sentiments and dignity are protected in broadcasting.4. Ensure that the rights of the persons with disabilities their sentiments and dignity are protected in broadcasting.5. Ensure that the rights of children and their decency are protected in broadcasting. For effect, observe the “Guideline on Protecting the Rights of Children in Broadcasting”.6. Must not broadcast in a manner which would violate the fundamental rights and freedoms of individuals enshrined in the Constitution. |
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Rule Five: Accuracy, Fairness and Balance

- Principles**
1. News and current affairs programs must strive to maintain accuracy, impartiality, fairness and balance.
 2. Ensure that audio clips, sound bites and interviews included in news and factual programs are not taken out of context or distorted.
 3. When an inaccurate information or factual error is broadcast, correct the mistake quickly, clearly and appropriately.
 4. Where uncertain, always rely on a credible source of information.
 5. Surreptitious recording of interviews may not be used for any purpose other than investigative journalism.

Rule Six: Public Interest

- Principles**
1. In the broadcast of news, current affairs programs and factual programs featuring public interest areas, strive to accommodate public opinion presenting a diversity of views.
 2. In featuring advertisements and commercials, observe the “Advertising Code” established under the Broadcasting Regulation.

This document is an English translation of the Broadcasting Code of Practice published in the Government Gazette on 27 June 2012

Note: This Code of Practice was finalized after extensive consultation with broadcasters, media personnel and stakeholders.