



WORKSHOP TRAINING ON MEDIA ETHICS

East Africa Institute for Peace and Governance has organized two days of training on “Media Ethics. The aims of the training were to capacitate the Journalists and improve the Media profession.

The workshop was opened by Anwar Abdifatah Bashir, Executive Director of the Institute. the training was delivered by Nasra Bakal, a veteran journalist with MA in Communication Design and Management at Anadolu University, and communication strategist, and Leyla Ugbad, a veteran journalist who works for International Media Support (IMS) as the Editor of Radio Ergo, and manages a team of 40 journalists in Somalia, Kenya, and Ethiopia. Ugbad is currently undertaking MA in Journalism Innovation and Leadership at the University of Central Lancashire (UKLan) in the UK. The target audience of the training was the Undergraduate Students of Journalism from the different Universities in Somalia, especially Mogadishu. During the training sessions, the trainers shared the trainees with the pivotal role of values, ethics, rules, and principles in the media sector. Remarkably, the trainees showcased an appetite and passion for the training materials which gave an extracurricular energy to the trainers.



On the first day of the training, the students were taught principles including Truthfulness, Accuracy, Fairness, Objectivity, Independence, and Accountability.



Day two of the training was focused primarily on privacy and confidentiality in the media field, especially balancing public interest and individual privacy rights. Trainers have interestingly internalized this topic, especially how freedom of speech can be balanced during dangerous situations. In this situation, the trainers shared with the trainees that, there are guidelines for handling confidential sources. During the deliberations between the students and their trainers, also sensationalism and how can be refrained from spreading fake news, and mis/disinformation were instrumental in the discussions. The trainers delivered a first-hand experience as they were/are journalists. The topics covered included the impact of fake news on society, fact-checking, and verification techniques. As “Social Media” dominates the media sector in this contemporary era, fake news becomes ubiquitous. Ethical considerations in reporting sensitive topics were part and parcel of the discussions. Covering violence, trauma, and tragedy was deliberated on wisely. Dealing with conflict-sensitive issues were also very interesting topic that was covered. Promoting Professionalism and Self-Regulation were urged by the trainers as Somalia undertakes a very critical moment, especially balancing “Freedom of Speech and the National Security” matters. Also, a close cooperation and partnership between the Somali government and the Media Sector/journalists is a must and necessary.



Conclusion:

In conclusion, media ethics training plays an important role in maintaining journalistic integrity and upholding ethical standards. It is imperative that organizations recognize the importance of media ethics training and prioritize its implementation in order to ensure that responsible and unbiased news coverage continues to be provided.

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