

# DECLARATION

## on Ethical and Professional Reporting on Topics Related to LGBTI

Initiators: Coalition MARGINS, Council for Media Ethics, Association of Journalists of the Republic of Macedonia and the Agency for Audio and Audio-visual Media Services

Partners: LGBTI Support Center and LGBT United Tetovo

**Concerned** over the pervasive discriminatory, derogatory and stigmatizing speech towards the LGBTI population, the violence against LGBTI people and the human rights activists as well as the appalling amount of prejudice and intolerance towards this marginalized community in Macedonian society,

**Realizing** that the international reports and national research papers point to the fact that the prevalence of hate speech in certain media outlets encourages the violence and perpetuation of discrimination against this group and that oftentimes the media fail to recognize the discrimination and social exclusion of LGBTI people,

**Aware** of the exceptional role of the media in the promotion and protection of human rights for the purpose of affirming social pluralism, equality and diversity,

**Reminding** that the professional standards of journalism entail respect for human dignity, condemnation of hate speech and discrimination on grounds of sexual orientation, gender identity, health, social standing and other characteristics,

**Emphasizing** the importance of recognizing and condemning the discrimination, hate speech and violence against marginalized groups as a way in which the media can help in overcoming the inequality and the violations of the basic human rights of LGBTI people,

We hereby sign this Declaration on Ethical and Professional Reporting on topics related to the LGBTI and we unequivocally express our commitments and efforts to resist and prevent the discriminatory and derogatory speech against this group in the media, and promote sexual and gender diversity, including the protection of LGBTI people, through the following principles:

- 1. Non-stereotypical reporting on LGBTI;**
- 2. Refraining from and condemning hate speech** on grounds of sexual orientation, gender identity or any other belonging to a historically and socially marginalized group;
- 3. Reporting about the victims of violence and discrimination** with a feeling of empathy and solidarity;
- 4. Impartial reporting about the activities of the LGBTI community and human rights activists** within the overall social, political and cultural spheres, by respecting their personal integrity, opinions and activities;
- 5. Inclusion of the voices and perspectives of the LGBTI people and the activists for their rights**, in articles on topics which directly affect them, as well as events and issues that affect the entire Macedonian society;
- 6. Compliance with and implementation of the decisions and recommendations of the guild, self-regulatory and regulatory bodies and associations** related to the protection of and compliance with the LGBTI human rights;
- 7. Sensitization of the media workers** on reporting on topics related to LGBTI;
- 8. Collaboration with the CSOs advocating the rights of LGBTI people**, by exchanging information that will enable an integral and impartial overview of the problems affecting LGBTI people;

We, the undersigned, commit ourselves, within our own scope of responsibilities and competencies, to remain dedicated to the above principles and we call on all stakeholders to join us and contribute towards building a society where everyone has equal access to justice.

**Signatories of the Declaration:**

Association of printed media  
Association of electronic media – Medium OBJECTIV  
Center for Investigative Journalism SKUP Macedonia  
Daily Newspaper KOHA  
Portrait magazine  
TV 24  
TV21  
Telma TV  
Video Portal – NOVA TV  
TRB TV Moris - Ohrid

Digital newsroom Sakam da kazham

MKD.mk

First Skopje TV MTM

Sloboden Pечат

Plusinfo.mk Portal

TRB Capitol FM

TRB Television Kochani LD

Globus Magazine

Telegrafi.com Portal

TRB CITY Radio

Radio Goldy - Veles

TRB Life Radio

TRB Modea Radio – Sveti Nikole

TRB CLUB FM