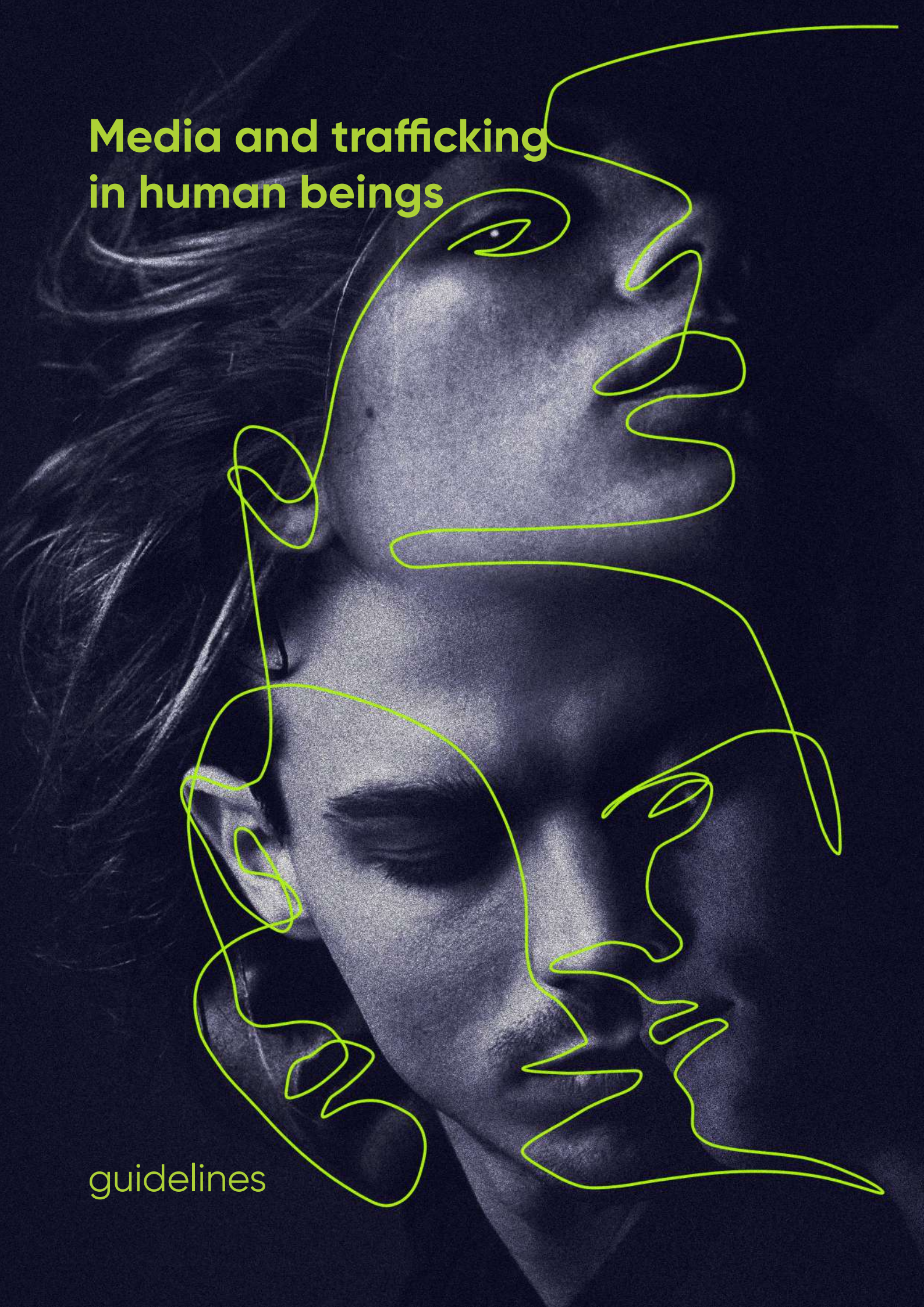


# Media and trafficking in human beings

guidelines



These guidelines have been adapted from the original publication elaborated in the framework of the project “Fight against Trafficking in Human Beings and Organised Crime – Phase 2” funded by the European Commission and implemented by the International Centre for Migration Policy Development (ICMPD) in cooperation with Expertise France and FIIAPP. This publication has been produced with the assistance of the European Union.

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International Centre for Migration Policy Development (ICMPD), 2017

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**Council of the Baltic Sea States (CBSS), September 2019**

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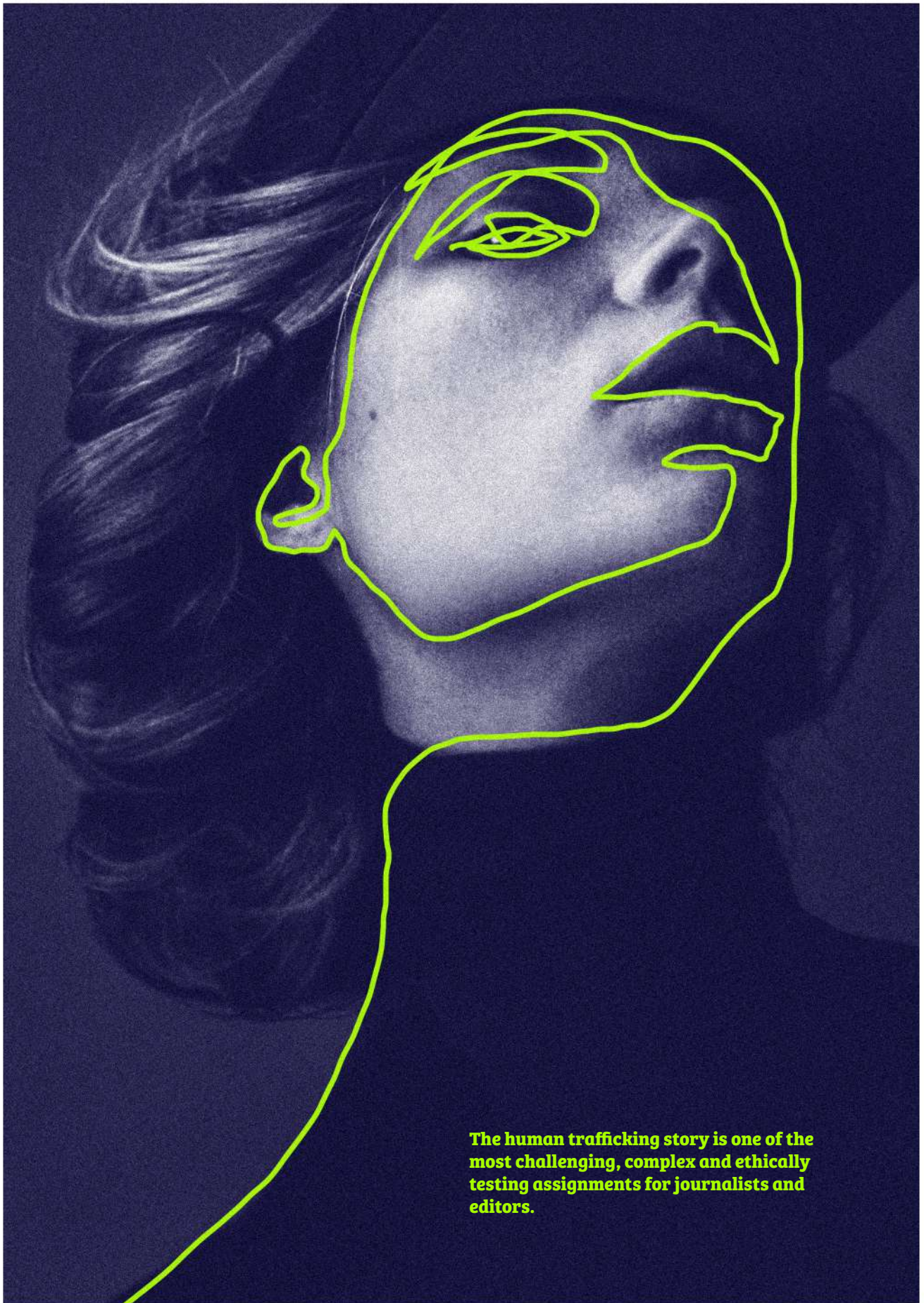
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**The human trafficking story is one of the most challenging, complex and ethically testing assignments for journalists and editors.**

# INTRODUCTION

## CHAPTER 1

Human trafficking is a story that involves staggering numbers. People who are victims of trafficking are drawn from some of the most vulnerable human beings on the planet: the 40 million people who live in exploitation; or the 150 million children subject to child labour; or migrant workers, who also number around 150 million.

Millions of these people and – no one knows the true number – are also caught in trafficking and telling their story requires care and sensitivity, not least because the language, portrayal and context in which media and journalists do their reporting can do damage. It can incite hatred. It can perpetuate stereotypes. It can create ignorance and misunderstanding, deflecting attention from root causes and obstructing much needed public debate on how to resolve the crisis.

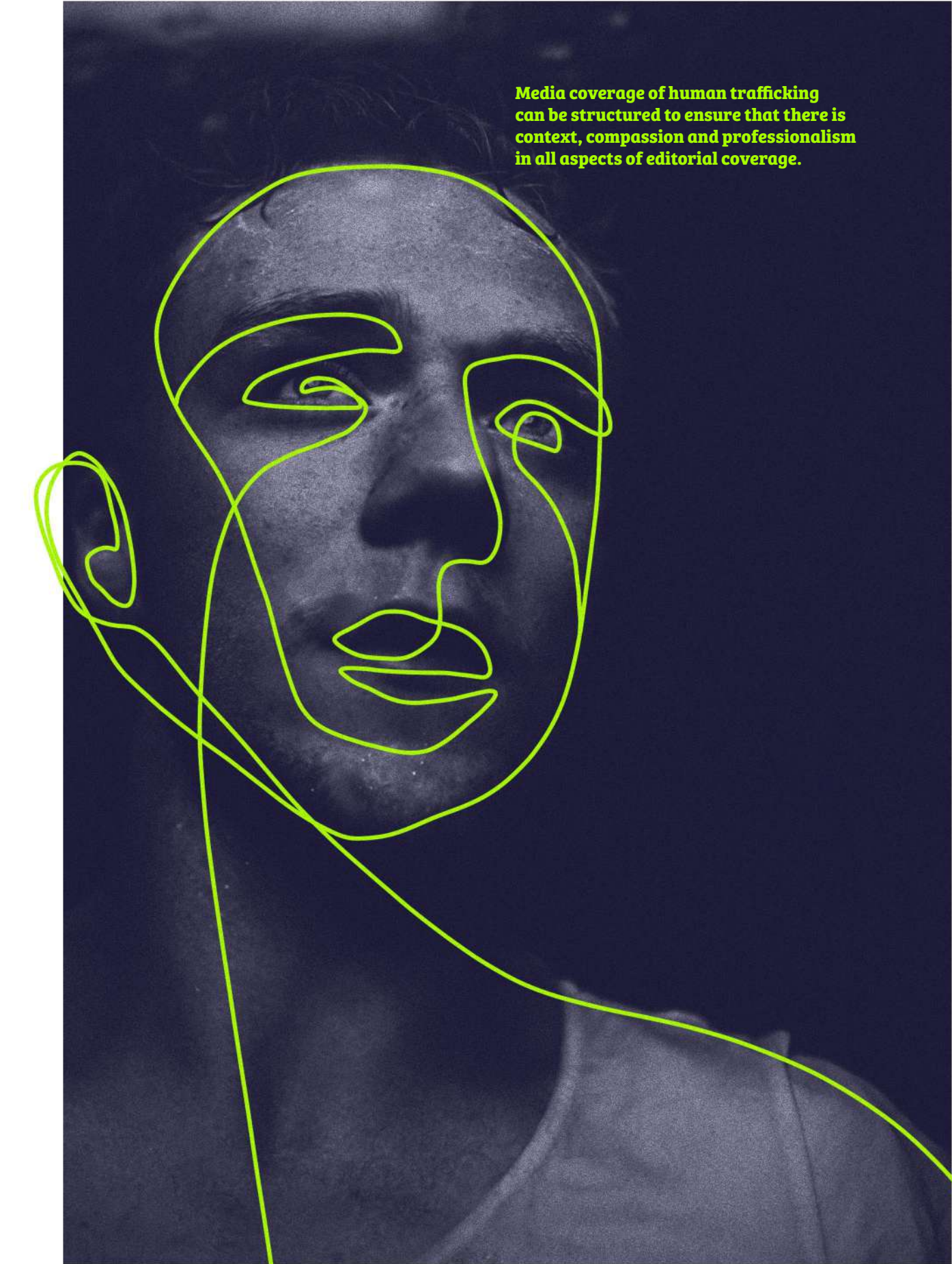
These guidelines aim to help editors and reporters to better understand the issues and to shape their stories in ways that avoid the dangers lurking in an aggressive and competitive media landscape.

The rush to publish, the confused and unreliable world of social media, and the rise of propaganda and political influence add to concerns that journalism is becoming trapped in a world of sensational headlines and sound bites.

Human trafficking is a complex social problem that requires thoughtful, informed and, above all, compassionate journalism to provide context, give voice to the victims and assist in the search for solutions.

Media and journalism should play a positive role in persuading the world that trafficking can be diminished if not eradicated. Political leaders and the public at large need to read, hear and see the full story. It is an essential first step in generating the political will needed to overcome the fundamental causes of human trafficking.

The advice and suggestions set out in these pages can help journalists to think twice about how they report on trafficking; to consider the legal and human rights issues involved; the treatment of the victims, their privacy and welfare; and how to tell the story with humanity and style while helping audiences to understand better what must be done.



**Media coverage of human trafficking can be structured to ensure that there is context, compassion and professionalism in all aspects of editorial coverage.**

# **NEWSROOM STRATEGIES**

## CHAPTER 2

## Newsrooms should ensure that journalists:

### Understand

public policy on trafficking. A variety of social, economic and political problems make people vulnerable to trafficking and exploitation. These include migration rules, poverty, racial and gender discrimination, state corruption, and inadequate laws and poor enforcement of regulations. Journalists should be aware of these conditions;

### Examine

public policy related to people's rights of access to safe and secure travel arrangements following international standards and law, as well as, the freedom to seek residential rights and access to the labour market in destination countries;

### Monitor

countries to investigate whether there are systems in place to identify trafficking and to examine whether there are provisions to ensure the protection and rehabilitation of trafficked children and adults at national level;

### Establish

good working relations with groups working to combat trafficking and abuse of the rights of children;

## Once you establish the trust with stakeholders the news will find you.

Often there is a disconnection between journalists and advocacy groups. Some groups are reluctant to publicise the shocking facts of under-reported forms of trafficking or forced labour (for example, by giving journalists access to victim interviews). When better connections are made, it also helps to solve the problem caused by a lack of reliable research and data available to journalists, material that is critical to shaping a story.

## Building trust: Media and NGOs can work together without compromising editorial independence or jeopardising the integrity of assistance projects or the dignity of people who are victims of trafficking.

**Build**

internal capacity. Ensure reporters have adequate editorial time for research and examination of information related to trafficking and invest in investigative journalism. Organise internal newsroom briefings on human trafficking issues. Establish good working contacts with hotlines and systems to deal with audience information including complaints on trafficking and migration issues;

**Contribute**

to improving data collection and information exchange on human trafficking, forced labour and irregular migration by working closely with public authorities and international agencies, particularly in providing information on numbers of victims of trafficking;

**Take part**

in focused campaigns on trafficking and related issues to raise public awareness. Such editorial initiatives can also reinforce public trust in journalism.



**Ethical newsrooms are essential for quality journalism. Coverage of human trafficking requires knowledge of and attachment to the core principles of ethical reporting.**

## **Good practice**

### CHAPTER 3

## Core principles of ethical reporting are:

### Accuracy and fact-based reporting.

Avoid lies, fake news and unverified information.

***“The official statements that I received were all vague and cautious. They mainly pointed out that it is difficult to notice or identify the phenomenon [forced begging] and that the fact that there have been no investigations into it does not necessarily mean that it doesn’t occur in Finland. [...] Finding information and forming an overall picture of the phenomenon was very difficult. No simple facts or numbers were available. [...] You have to be careful not to write about a phenomenon based on expired facts or someone’s ‘gut feeling’.”<sup>1</sup>***

Journalist from Finland

### Independence.

Act according to your own conscience. Do not peddle propaganda or be a voice-box for political or other vested interests.

### Impartiality.

Remember to tell all sides of the story. In particular, give voice to the victims and survivors of the trauma of trafficking as well as reflecting the legitimate concerns of people living in destination countries.

***“An ideal story is one where the victims’ voices are heard, if it’s possible. It’s important that we don’t make assumptions on behalf of the victims.”<sup>2</sup>***

Journalist from Finland

***“You can discuss the legislation on begging, or the status of mobile populations from many angles, but no outsider can tell how it actually feels to beg on the street.”<sup>3</sup>***

Journalist from Finland

***“There are always more shades of grey in the world and things are not black and white. Through the victims you learn how diverse the phenomenon is. We as humans tend to build ready narratives in our heads about how human trafficking is: that there is a slave master and a slave in shackles. But it really isn’t that simple - there are dimensions that must be brought to light in order to give a truthful image of the phenomenon. For example, victims might have feelings of gratitude towards their exploiters, because the exploiter has, after all, brought the victims to Finland. Or the victim doesn’t want to come out, because the exploiter is their uncle.”<sup>4</sup>***

Journalist from Finland

**Humanity.**

Journalism should do no harm. Show compassion in your reporting. Point towards solutions to the physical, emotional and crisis that trafficked person endure.

***“I tried very hard to focus on the things that made these women human and not just victims of human trafficking. The main reason I did this was, that it makes it easy for the reader to identify with the women. It makes us see the person and not just the stigma.”<sup>5</sup>***

Journalist from Denmark

**Accountability and transparency.**

Be responsible for your work. Correct errors and always disclose who you are and be open in your methods.

Journalists should apply these basic values in all aspects of their work. Remember journalists have a specific duty to show respect to people who are the victims of trauma such as trafficking. The Code of Ethics of the National Press Photographers Association in the United States, for example, states:

***“Treat all subjects with respect and dignity. Give special consideration to vulnerable subjects and compassion to victims of crime or tragedy. Intrude on private moments of grief only when the public has an overriding and justifiable need to see.”***

# Starter questions

These questions will help journalists to identify cases of trafficking. If “yes” is the answer to any of the following, then tread carefully and use the sources in these guidelines to seek advice.

- 1 Has the person I’m dealing with been forced, whether through violence, psychological bullying or other forms of control, into this situation?
- 2 Are they victims of violence and intimidation?
- 3 Were they forced to pay money?
- 4 Have they been subject to coercion by someone in a stronger situation and with power over them?

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**In general terms, journalists and editors should avoid the traps of misinformation, false news from social networks and propaganda from vested interest. They can best do this if they:**

### **Stick to the Facts, Be Sceptical about Statistics.**

Numbers make stories, but they can be deceptive. Because of the secretive and hidden nature of human trafficking it is not possible to get accurate head counts. There is a constant danger of fabricated data. Journalists should verify and investigate claims involving numbers; they must fact-check statistics and, when necessary, issue “health warnings” to the public about unverified information.

Remember, most reliable estimates come from the EU bodies like European Commission, Council of Europe and others, international organisations like International Labour Organisation (ILO), International Organization for Migration (IOM) and other international bodies mentioned in these guidelines but even these estimates and how they are reached should be subject to journalistic scrutiny.

### **Counter misconceptions.**

A common misunderstanding caused by media focus on sex and sensationalism is that human trafficking is mostly about sexual exploitation and primarily happens to women and girls. In fact, in some countries in Europe most identified trafficking victims are victims of labour exploitation rather than sexual exploitation. Sex exploitation (also of men and boys) is an important problem to combat, but not at the expenses of focusing on other forms of human trafficking, like labour exploitation, forced criminality and forced begging, exploitative sham marriages etc.

### **Be positive and point to solutions.**

It's important to focus on the resilience and recovery of people who are victims. People who are survivors tell compelling stories. Presenting a positive and balanced outlook builds trust of the audience in what you say. In your background work examine policy issues and question how these can be improved.

***In Slaves of the highway the trade journal 3F uncovered a camp in Denmark, where Filipino and Sri Lankan drivers were living and working for a Danish transportation company. They were living in containers and earned as little as 15 kroner an hour. 3F covered the case closely in almost a hundred articles, and the story was picked up by many Danish media outlets. The article series called for political action and managed to raise a debate about social dumping and human trafficking for forced labor. In the wake of the revelations by 3F, the Ministry of Transportation and Occupation formed a committee (Padborgudvalget) tasked with investigating the number of underpaid, foreign truckdrivers working in Denmark and making recommendations as to how to prevent similar cases from occurring in the future.***

***The Padborg Committee recommends that going forward, transportation companies operating in Denmark must prove that they are paying their employees wages corresponding with Danish wages and that haulers not compliant will be liable to fines.***<sup>6</sup>

### **Follow the Money.**

The trafficking industry provides forced labour that leads to cheaper goods for everyone. It is a global industry and requires investigation at home and abroad.

Some excellent examples of investigative work have been produced – such as the BBC's Humans for Sale documentary or a similar programme from ARD in Germany, both broadcast in 2017.

Media can also examine how local services (car-washes, nail bars, massage salons, farms and construction sites) have business models built upon cheap labour. Are these potentially trafficked persons? Journalists can follow the money and look for trafficking related materials. They can show their audience how we all might be connected to human trafficking. It will get people's attention.

***The article: "Meat Industry: the order of slaughtering was published by Die Zeit on 11 December 2014 in Germany. It investigates in detail the conditions under which posted workers are working in the German meat processing industry. It describes the current system of subcontracting and loopholes in the regulations regarding posted workers, which are used to exploit workers. The report is based on interviews with 150 workers and many other individuals such as priest, trade union members, criminal police and many more. Using the story of one worker and his partner, the article unfolds the system of exploitation in a comprehensive way and accuses some of the major meat-producing companies of being part of the exploitative system.***<sup>7</sup>

**Build hope.**

It's easy for the public to think of people who are victims of trafficking or in forced labour as powerless individuals who are permanently damaged. That isn't always true. Journalism that highlights human resilience and tells the story of how people are able to rebuild their lives out of the tragedy of human trafficking tells a different story.

## Interviewing guidelines

The tragedy of trafficking is newsworthy but because it is a hidden crime, it often takes an immense amount of resources to support investigative journalism. Access to survivors is sometimes difficult, and it is their voices that play a huge part in pushing a story into the mainstream.

### REMEMBER

**News media have great power. People can be flattered when they are approached by reporters, without understanding fully the risks to themselves and to others when they come into the public eye. This is particularly true of people caught up in the drama and tragedy of human trafficking as much as it applies to people involved in humanitarian disaster, war or other traumatic events.**

Journalists need to be as transparent as possible in their relations with their sources and particularly the victims and survivors of human trafficking. Journalists should:

- Identify if someone is a child. Under 18 or under the age of consent.
- Assess the vulnerability of sources (particularly young people, or people who have been the victims of trauma and violence);
- Respect privacy. Everyone has the right to privacy and to be treated with respect, but especially children;
- Ensure that children are interviewed in the presence of a responsible adult or guardian;
- Explain to them the reporting process and why the story is important;
- Avoid, except in the most extraordinary circumstances, the use of subterfuge or deception when reporting on trafficking issues.

## REMEMBER

**If the victim has no parent or guardian, or is illiterate or can't read, and if the responsible organisation representing the survivor is unethical and untrustworthy, a journalist has to rely upon their own conscience and ethical judgement. This is the moment, above all, to show the ethic of humanity.**

Here is an additional checklist of questions that the ethical journalist will ask in interviewing someone who is a survivor of human trafficking:

- Have I clarified with them why I am making this interview and what is the aim of my story? Have I been fully transparent about my intentions?
- Have I taken care to protect them – for instance if a young person or someone in vulnerable circumstances – to ensure that they are aware of the potential consequences of publication of the information they give?
- Am I confident that they fully understand the conditions of our interview, and what I mean by off-the-record, background and not-for-attribution, or other labels?
- If a source asks for conditions before agreeing to an interview, what are my limits? Should I pay for a source's expenses related to an interview? What might be legitimate costs that could be paid?
- Would I agree to further support for the sources, such as legal representation, if there are problems arising from my reporting?
- Have I asked permission before taking pictures or making a video recording?
- Have I asked pertinent questions, avoided reliving traumatic experiences, and allowed the interviewee to speak freely?
- Have I focused on the positive aspects of the interviewee's experience and did I clarify whether the interviewee can check my report for factual errors before publication?
- Have all the relevant questions been asked and answered? And have I been careful and sensitive and protected the interests of the interviewee?

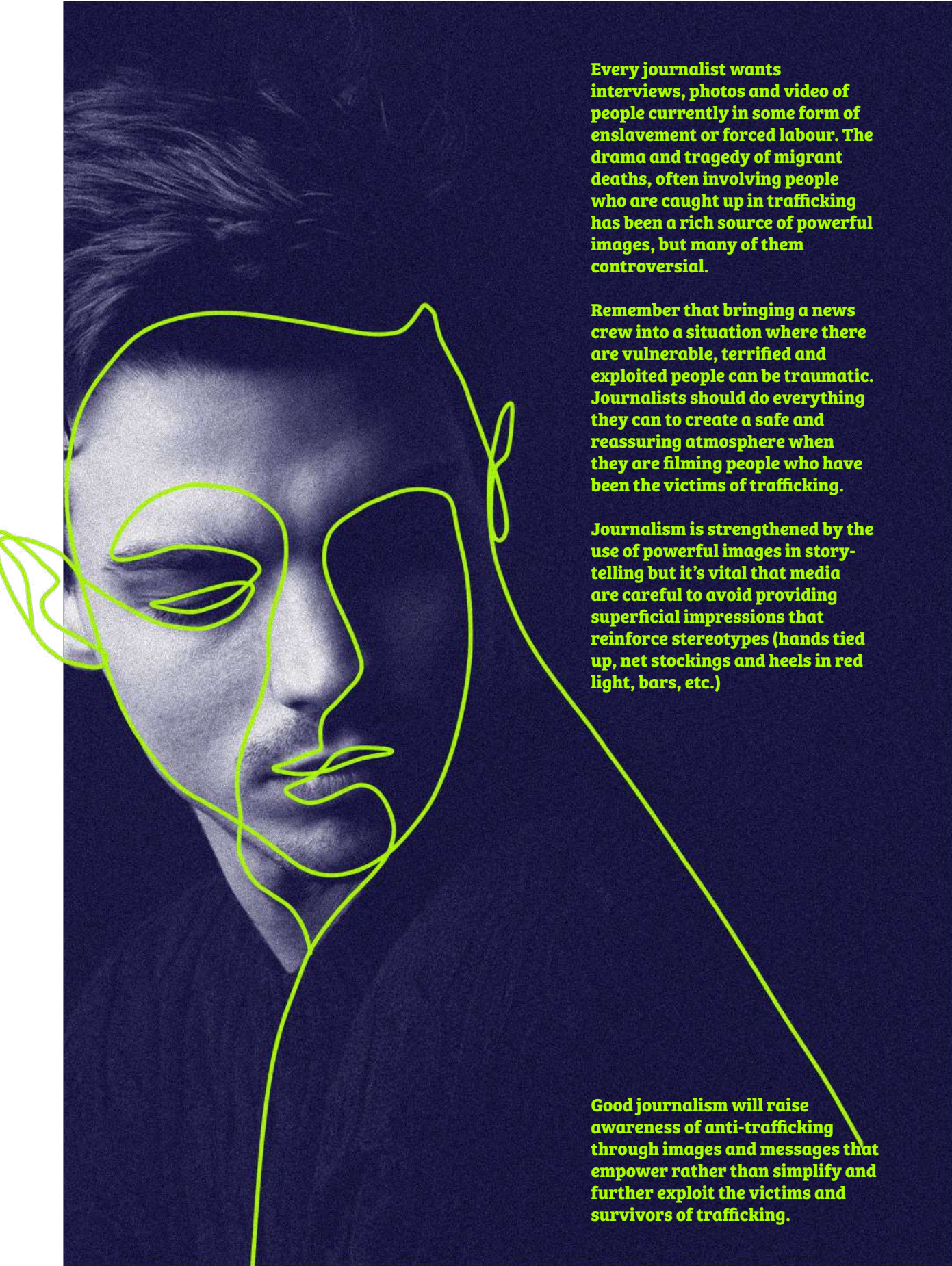
### **Anonymity**

Is a right which should be enjoyed by those who need it but is never granted routinely to anyone. When it comes to human trafficking, the protection of the most vulnerable people requires journalists to ensure that, whether they ask for it or not, anonymity should be considered for victims of abuse and those who may be at further risk if their identities are made known.

### **Should Journalists Break the Rules in the Name of Humanity?**

Sometimes journalists may create relations with their sources that are ambiguous and can undermine the ethical base of their work. In 2014 Swedish broadcast journalist Fredrik Örnevall befriended a 15-year-old Syrian refugee when on assignment covering the migration crisis. He and his team decided to help the boy get to Sweden. The film they produced on the boy's journey was broadcast on Swedish public television to widespread acclaim, but he was then prosecuted and convicted for people smuggling. His action prompted a fierce debate within journalism about the role of journalists in reporting – should they become participants in the story or remain solely observers?





**Every journalist wants interviews, photos and video of people currently in some form of enslavement or forced labour. The drama and tragedy of migrant deaths, often involving people who are caught up in trafficking has been a rich source of powerful images, but many of them controversial.**

**Remember that bringing a news crew into a situation where there are vulnerable, terrified and exploited people can be traumatic. Journalists should do everything they can to create a safe and reassuring atmosphere when they are filming people who have been the victims of trafficking.**

**Journalism is strengthened by the use of powerful images in storytelling but it's vital that media are careful to avoid providing superficial impressions that reinforce stereotypes (hands tied up, net stockings and heels in red light, bars, etc.)**

**Good journalism will raise awareness of anti-trafficking through images and messages that empower rather than simplify and further exploit the victims and survivors of trafficking.**

# **Guidelines for Photo-Journalism**

## CHAPTER 4

**Avoid use of pictures or creating video**

images that pander to sensationalism, intrusion and voyeurism.

**Always ask permission**

to film and to take pictures of individuals, although this should not be necessary in a public setting. Seek written permission in advance if possible.

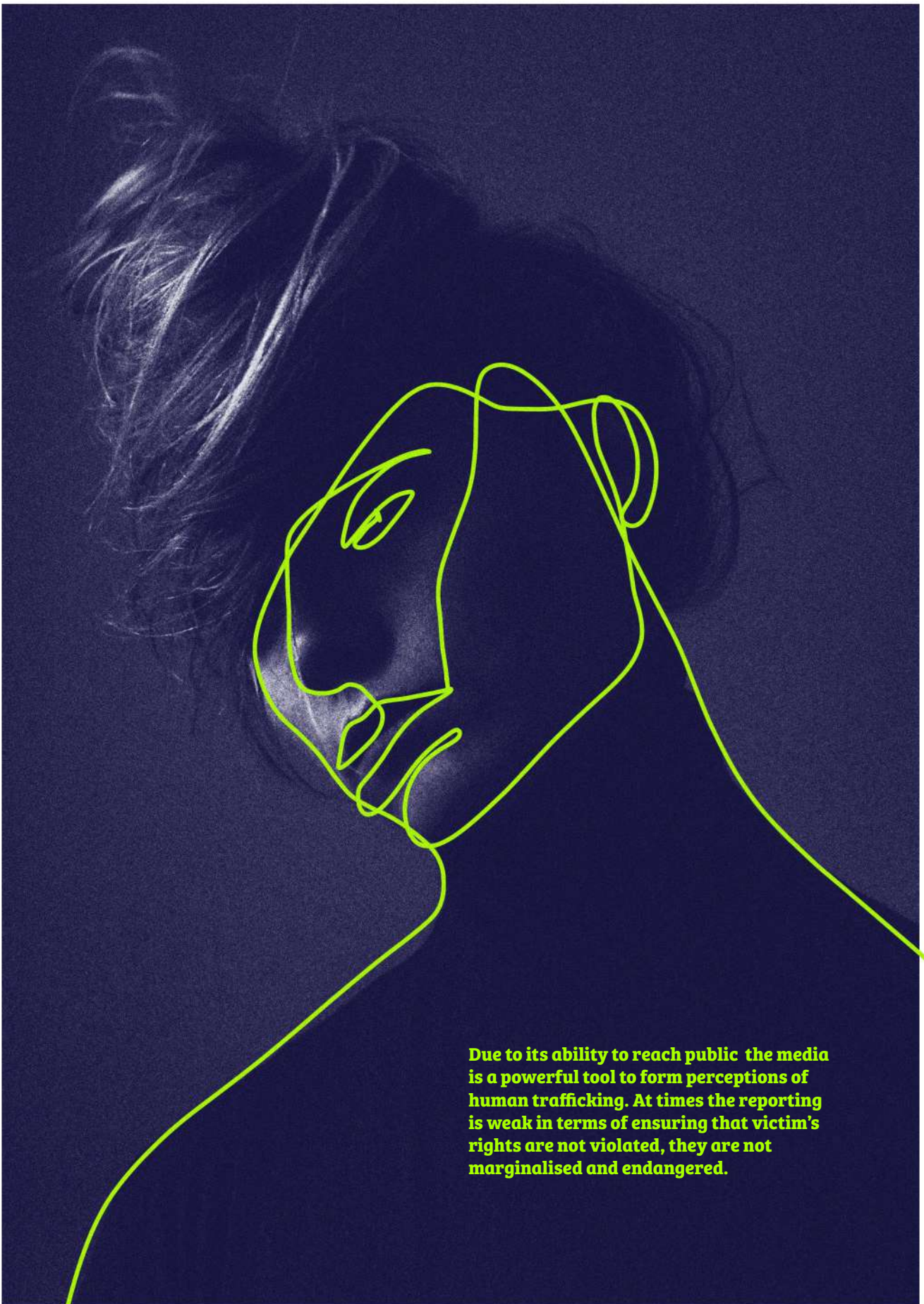
**Avoid using sexualised images and avoid pictures that reflect a cliché**

a girl in chains or a person with a barcode on them, or a child behind bars or in a seedy brothel. These contribute to stereotypes about trafficking that can be misleading. For instance, many victims of trafficking are people who have survived and are recovering. Many were not brutally forced into exploitation but were manipulated emotionally and became dependent.

**Avoid explicit images of violence.**

It is very rarely that images of extreme violence need to be shown in the public interest. In general, editors and film-makers need to consider how much use of images of bodily harm is acceptable? Where do we draw the line? Is it justified to show the scars, bruises, broken limbs of victims of trafficking in order to tell the story?





**Due to its ability to reach public the media is a powerful tool to form perceptions of human trafficking. At times the reporting is weak in terms of ensuring that victim's rights are not violated, they are not marginalised and endangered.**

# **BAD PRACTICE**

## CHAPTER 5

## Some examples of bad reporting practice are:

### **Simplifying the phenomenon of human trafficking.**

Do not enforce stereotypes of human trafficking as slaves in shackles, as a dichotomy of victims and exploiters. Simplistic portrayals and language of "sex slavery", "meat market", "women selling themselves" and similar dehumanize and overshadow the complexity of human trafficking.<sup>8</sup>

***"You cannot just fade away the nuances. You have to show the different dynamics in the case: the economical, emotional, psychological or family ties and dependencies between the victim and perpetrator, the overall context in which exploitation had occurred."***<sup>9</sup>

Journalist from Finland

### **Forcing the victims into a certain mold.**

All victims are not necessarily helpless people without their own will and agenda. Groups of people are different: the larger the group the greater its internal diversity. The task of the journalist is to discover the diversity of these groups rather than to proclaim some of the inherent qualities of people that characterize a much wider group.<sup>10</sup>

***"The worst possible thing to do would be to blame the victim. That is not a part of responsible journalism."***<sup>11</sup>

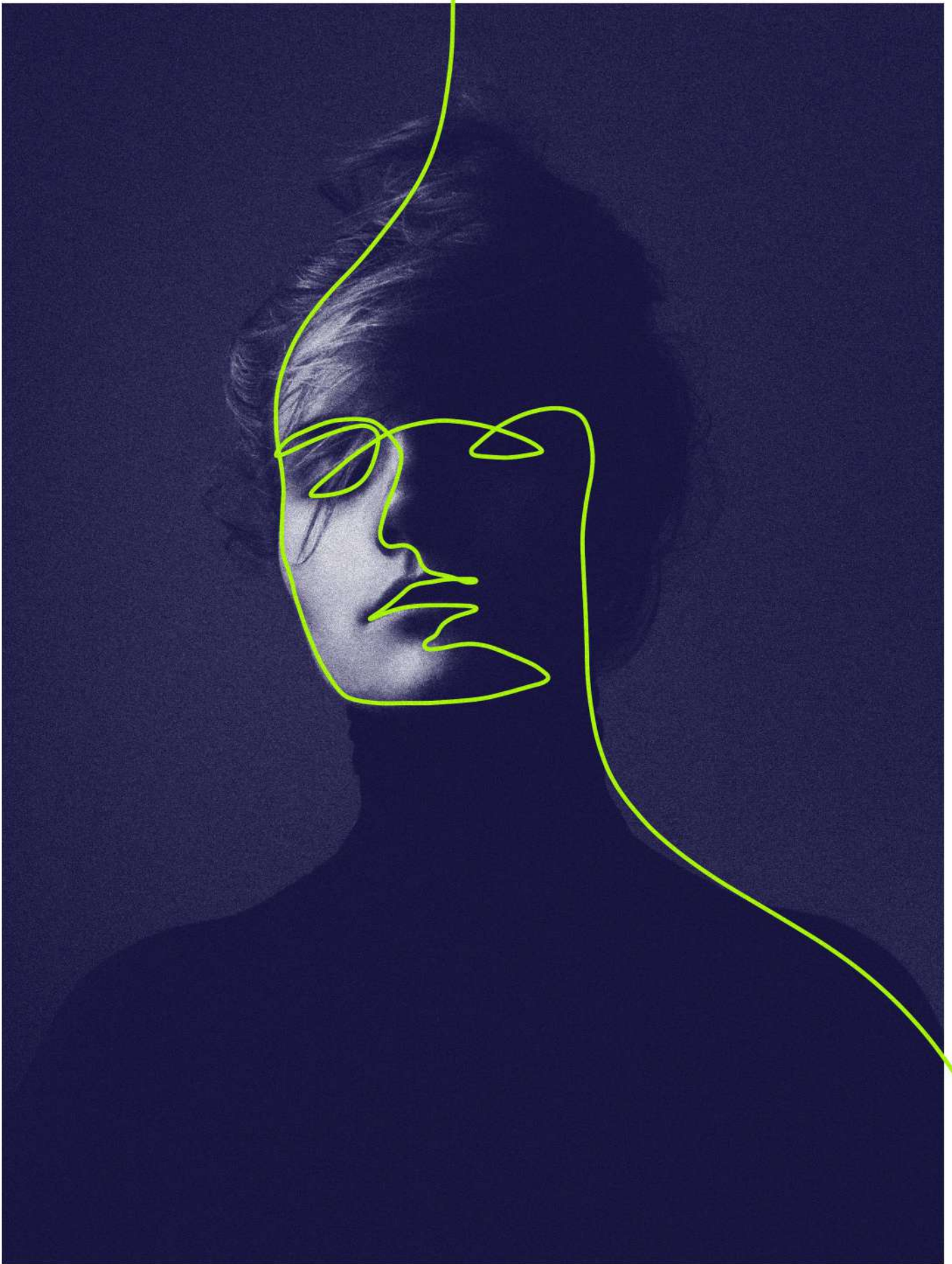
Journalist from Finland

### **Using stereotypical language, narratives and pictures.**

Report on trafficking without scandalising and sexualising the issue, do not present and do not use sexualised pictures to illustrate the victims. Avoid reinforcing ethnical stereotypes.

### **Default gendered language.**

The default gendered language used to describe trafficking victims has a tendency to stress the female gender. Over emphasis on the female gender of victims can create a misleading image of human trafficking as a whole and reinforce bias and notions of female victimhood. If gender is mentioned, the male gender and other gender identifications should be included, which increases the individuality and agency of the trafficked person.



## **Links and contacts**

CHAPTER 6

## Acronyms:

<b>CBSS</b>	Council of the Baltic Sea States
<b>CERD</b>	UN Commission on Elimination of Racial Discrimination
<b>GCIM</b>	Global Commission on International Migration
<b>GMG</b>	Global Migration Group
<b>ICAT</b>	Inter-Agency Co-ordination Group Against Trafficking
<b>ICMPD</b>	International Centre for Migration Policy Development
<b>ICRMW</b>	Convention on Protection of Rights of Migrant Workers
<b>IDMC</b>	International Displacement Monitoring Centre
<b>ILO</b>	International Labour Organisation
<b>IOM</b>	International Organization for Migration
<b>OHCHR</b>	Office of the High Commissioner for Human Rights
<b>OSCE</b>	Organisation for Security and Co-operation in Europe
<b>PICUM</b>	Platform International Co-operation on Undocumented Migrants
<b>TF-THB</b>	Task Force against Trafficking in Human Beings
<b>UNHCR</b>	United Nations High Commissioner for Refugees

## Understanding the Basics

Credible journalism requires reporters and editors to know and understand what they are talking about. The words and terminology we use to discuss human trafficking often have clear legal definitions. Journalists should use them carefully and with precision.

## Human Trafficking Glossary developed by the CBSS contains:

- General human trafficking terms,
- Those involved in different roles of human trafficking,
- Forms of human trafficking,
- National Mechanisms against human trafficking and assistance to victims,
- Related phenomena,
- Considerations for children concerning trafficking and exploitation.

## Some key political initiatives and resources from international agencies which journalists and media should be aware of:

<b>Budapest Process:</b>	A consultative process among 50 countries for orderly migration.
<b>Prague Process:</b>	Targeted migration dialogue among countries of the European Union, Schengen Area, Eastern Partnership, Western Balkans, Central Asia, Russia and Turkey.
<b>Mediterranean Transit Migration Dialogue:</b>	A consultative dialogue among officials dealing with migration and related issues.
<b>Global Compact for Migration:</b>	A United Nations initiative for a holistic approach to migration.
<b>Global Plan of Action to Combat Trafficking in Persons:</b>	The United Nations strategy for dealing with human trafficking.
<b>International Labour Organization:</b>	Key UN organisation on forced labour and child labour.
<b>Inter-Agency Coordination Group Against Trafficking in Persons:</b>	The UN agencies working together to combat trafficking.
<b>Alliance Against Trafficking in Persons:</b>	Broad international forum set up by the Organisations for Security and Cooperation in Europe.
<b>Alliance 8.7:</b>	International alliance to combat child labour.
<b>Migration Newsdesk:</b>	Established for journalists by International Organization for Migration.
<b>Migration Stories:</b>	Briefings from the United Nations High Commissioner for refugees.
<b>ICMPD Anti-trafficking projects:</b>	Summary of actions from the International Centre for Migration Policy Development which conducts robust and policy-orientated research and capacity-building, supports policy development and contributes to international cooperation in this area, particularly on human trafficking.
<b>TF-THB Antitrafficking projects and publications:</b>	Information about transnational counter trafficking projects implemented by the CBSS Task Force against Trafficking in Human Beings in the countries of the Baltic Sea Region and published information and training materials for various target groups.

## Media Links:

Excellent resource with examples of good practice and advice for journalists and media organisations from the Global Investigative Journalists Network.

**Read the full article.**

## More Examples of Good Coverage:

An ARD documentary about human trafficking in Germany, covering forced labour, domestic servitude and sexual exploitation. Reporters talk to survivors, social workers, NGOs and police to find ways to stop human trafficking in Germany.

**Read the full article (in German).**

“Menschenhandel in Europa: die missbrauchte Sehnsucht”: An article titled “Human Trafficking in Europe: the abused longing” draws a comprehensive picture of trafficking of Nigerian women to Europe. The article was supported by the European Fund for Investigative Journalism and the article is based on a number of interviews including with two victims of trafficking.

**Read the full article (in German).**

Patrick Kingsley, of The Guardian and one of Britain’s leading journalists, reflects on the challenges of reporting the refugee crisis.

**Read the full article.**

A detailed article about human trafficking from May 31 2016, deals with how the refugee crisis creates new challenges, focuses on the issue of how forced labour has become part of a global business strategy to keep costs of consumer goods low.

**Read the full article (in German).**

A powerful documentary about human trafficking in France by an independent filmmaker, paid for by France television, aired on France 5 in 2016.

**Watch the documentary here (in French).**

A Guardian investigation reveals how Libya’s fishing economy was overwhelmed by people smugglers who have snapped up boats to carry migrants and refugees across the Mediterranean.

**Read the full article.**



## A Selection of Existing Guidelines and Reviews of Media Framing of Human Trafficking:

CBSS TF-THB commissioned studies in the CBSS Member States looking to answer the main research question: **How does the news media frame human trafficking?**

Report “From Bodies to Borders. Human Trafficking, Migration and Gender in Danish Media 2010 – 2019” is developed by the Danish Institute for International Studies. It is a review of the way in which human trafficking is framed in the Danish news media.

**Read the full report.**

Media representations of Human Trafficking in Estonia (not edited background paper) looks on how human trafficking was framed in Estonian printed media during 2014 – 2018.

**Read the full report.**

Review of the media framing of human trafficking in Germany is developed by the German NGO Network against Trafficking in Human Beings (KOK). An analysis of 50 articles published in six major national German newspapers and news magazines since 2010 was carried out in order to collect information on how media is framing human trafficking in Germany.

**Read the full report.**

Journalism vis-à-vis Human Trafficking: Review of the Russian Media (not edited background paper) is developed by the International Net of NGOs against THB and Other Forms of Violence. The analysis of over fifty articles, commentaries, TV talk-shows, blogs, and documentaries since 1 January 2010 in Russia is included in the report.

**Read the full report.**

Review of Media Framing of Human Trafficking in Finnish News Media (not edited background paper) is developed by the National Assistance System for Victims of Human Trafficking in Finland. To answer the question “How is human trafficking framed in Finnish news media”, this study analyzed 91 news articles published in 2018 in four different news media publications with national coverage. The study also scrutinized illustrations used in the news articles, and conducted interviews with three journalists, who have covered human trafficking issues.

**Read the full report.**

Review of the media framing of human trafficking in Latvia (not edited background paper) analyses the framework of human trafficking in Latvian media content from 4 January to 5 May 2019. It is developed by the Faculty of Communication of the Riga Stradins University.

**Read the full report.**

Review of the media framing of human trafficking in Lithuania (not edited background paper in Lithuanian language) is developed by the CBSS. Three of the most popular news websites were chosen as the sources for the 45 articles reviewed. The review focused on 2017 since the latest official statistics on human trafficking situation in Lithuania is available for that year.

**Read the full report.**

Review of the media framing of human trafficking in Sweden (not edited background paper in Swedish language) is developed by the CBSS. The review analyses 50 articles published between 2016 and 2019. The chosen news sources include the main national newspapers, public service outlets, a local newspaper and the two main tabloids. Special attention is also paid to how the articles had been illustrated.

**Read the full report.**

Review of the media framing of human trafficking. This publication offers a review of the way in which, human trafficking is framed within the news media - incorporating case studies from the United Kingdom, Cyprus and Poland. The report summarises 212 articles from ten newspapers over the course of the years 2010 – 2014.

**Read the full report.**

UNICEF Principles and Guidelines on Ethical Reporting on Children. The purpose of this document is to “help media to cover children in an age-appropriate and sensitive manner. The guidelines are meant to support the best intentions of ethical reporters: serving the public interest without compromising the rights of children”

**Read the full text.**

A Human Trafficking Manual for Journalists (2008). A manual for journalists developed by Serbian NGO (Astra), to help the Media to address human trafficking; also useful for other countries meeting similar challenges.

**Read the full text.**

Published Migration Reporting Guidelines for journalists and two international reports in 2016 and 2017 on how media report on migration covering 30 countries across the wider Mediterranean region.

**Read the full text.**

World Health Organization’s (WHO) Ethical and Safety Recommendations for Interviewing Trafficked Women, 2003. Besides background material as a justification for these recommendations, the WHO’s document contains “Ten Guiding Principles to the Ethical and Safe Conduct of Interviews with Women Who Have Been Trafficked”

**Read the full text.**

The United Nations Global Initiative to Fight Trafficking (UN.GIFT) produced a study aiming to educate journalists and improve the quality of reporting - The Role of the Media in Building Images (2008)

**Read the full text.**

In 2013, the Union of Russian Journalists (NGO) and the Faculty of Journalism, Moscow State University, supported by the OSCE, published a Russian language handbook for students and post-graduates of Media faculties “СМИ против ТЛ”, 2013

**Read the full text.**



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CHAPTER 7

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2. Ibid.
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