

Activities of mass media in bridging and raising philanthropy demonstrate their social concern, role and function in the society. Since these activities are closely related to the credibility of involving mass media, a proper, transparent, accountable, rational and responsible conduct of these activities should be implemented.

Considering this urgency, a code of ethics has been formulated and approved in order to demonstrate the responsibility of mass media to society, donors, partners and their own. This code is introduced as **Mass Media Philanthropy Code of Ethics**.

This code mainly functions as common guideline, reference and educational instrument to public donation management in mass media in the area of fundraising and management and distribution of donations. It acts as an internal regulatory system for media practitioners in conducting philanthropic activity.



Didukung oleh :



DEWAN PERS

# MASS MEDIA PHILANTHROPY CODE OF ETHICS



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## MASS MEDIA PHILANTHROPY CODE OF ETHICS INTRODUCTION

Activities of mass media in bridging and raising social generosity – widely known as philanthropy– demonstrate their social concern, role and function in the society. Since these activities are closely related to the credibility of involving mass media, a proper, transparent, accountable, rational and responsible conduct of these activities should be implemented.

To guide their journalistic activities, mass media already have common guidelines, the JournalismCode of Ethics and Guidelines for Broadcasting Behavior and Standard of Broadcasting Program (P3SPS). But in the area of social generosity, there is no comprehensive rule of the game to be obeyed and respected by all mass media-based public donation management. The need of having a code of conduct for mass media philanthropy seems to be necessary. In the field, there have been many problems that can distract the credibility of mass media-based public donation management.



Considering this urgency, a code of ethics has been formulated and approved in order to demonstrate the responsibility of mass media to society, donors, partners and their own. This code is introduced as Mass Media Philanthropy Code of Ethics

Mass Media Philanthropy Code of Ethics is based on the Journalism Code of Ethics and Guidelines for Broadcasting Behavior and Standard of Broadcasting Program (P3SPS), Guidelines for Cyber Media, Guidelines for Accountability of Humanitarian Aid Management in Indonesia, and other regulations related to fundraising, management and distribution of donations.

# PART ONE





## COVERAGE AND FUNCTION

Mass Media Philanthropy Code of Conduct covers and must be complied by all mass media-based public donation management, both as a foundation or ad-hoc committee.

This code mainly functions as common guideline, reference and educational instrument to public donation management in mass media in the area of fundraising and management and distribution of donations. It acts as an internal regulatory system for media practitioners in conducting philanthropic activity.



# PART TWO



## BASIC PRINCIPLES

Mass media-based public donation management shall raise, manage and distribute donations in accordance with value, principle and spirit as below.

### **1. Voluntary**

Mass media-based public donation management shall raise, manage and distribute donations based on a voluntary, non-coercive and non-compensatory basis.

### **2. Independence**

Mass media-based public donation management shall raise, manage and distribute donations autonomously, demonstrating their freedom from any influences by government, political party, donor, business sector and other parties who can diminish their independence in fulfilling public interests.

### **3. Professionalism**

Mass media-based public donation management shall possess and develop the relevant capacities based on the standard of competence or skills required in the field.





#### **4. Non-discrimination**

Mass media-based public donation management shall raise, manage and distribute donations without any discrimination to gender, ethnicity, religious views, race, groups and political views.

#### **5. Right Purpose and Right Use**

Mass media-based public donation management shall raise, manage and distribute donations carefully by prioritizing the principle of right use and right purpose.

#### **6. Organizational Commitment**

Mass media-based public donation management shall raise, manage and distribute donations through a coherent and assertive policy implementation.

#### **7. Transparency and Accountability**

Mass media-based public donation management shall raise, manage and distribute donations in accordance with the principle of transparency and accountability.







# PART THREE



# **MASS MEDIA PHILANTHROPY CODE OF ETHICS**

## **CHAPTER I RAISING AND SOLICITATION OF CHARITABLE FUNDS**

### **Clause 1 Nature of fundraising**

1. Fundraising conducted by mass media shall demonstrate the nature as the following:
  - a. Voluntary
  - b. Open
  - c. Ethical
  - d. Independent
  - e. Obedient to the laws
  
2. The title and purpose of each fundraising event must be published throughout the duration of event.



## **Clause 2 Use of Bank Account**

1. Mass media-based public donation management shall provide a separate bank account from the company's bank account to collect the funds.
2. Mass media-based public donation management shall publish their bank account details to public.
3. Account used must be open for financial audit by competent authority.



## **Clause 3 Socialization of Program**

1. Mass media-based public donation management shall refrain from exploiting pictures or footages that are prohibited by all the applicable regulations and laws.
2. The use of pictures, footages or voices of victims and their families produced for the purpose of socialization and publication of a fundraising program shall obtain explicit consent from the related parties and follow all the applicable laws.
3. Mass media-based public donation management shall consider the frequency or number of broadcast to avoid the inappropriate exploitation of victims.





## CHAPTER II MANAGEMENT OF FUNDS

### Clause 4 Management of funds

1. Mass media-based public donation management is a permanent or ad-hoc organization, established or appointed by mass media companies to develop programs, record or administer and distribute the funds.
2. Mass media-based public donation management introduces and publishes the organization to public.
3. Mass media-based public donation management is established based on a letter of appointment released by the holding company or foundation.



### Clause 5 Organizational Commitment

1. In managing the funds, each mass media company shall hold a coherent and assertive written regulation.
2. Mass media-based public donation management places its personnel in an appropriate number and capacity to organize the activities.
3. Mass media-based public donation management shall consider its management capacity.
4. Mass media-based public donation management shall provide access for public to give inputs, critics and complaints through a hotline number, email or SMS.
5. Mass media-based public donation management regularly sends its personnel to participate in training to enhance their quality, capability and credibility.



6. Mass media-based public donation management shall not use its program and activity for group or personal interests.
7. Mass media-based public donation management shall provide life insurance to its personnel during the program.

**Clause 6**  
**Management of funds**

1. Mass media-based public donation management shall record and register all the information about donors appropriately, including their name, address, the type and number of funds.
2. Mass media-based public donation management implements financial management system and procedure in accordance with the accounting standard and regulation.
3. Mass media-based public donation management respects the rights of donors to have their identity anonymous.

4. Information and database of donors must not be exchanged with or sold to any third party, whether it is organization or individual.

**Clause 7**  
**Operational Cost**

1. Operational cost is an amount of money reserved from the charitable funds to cover the administrative requirements, socialization of program, distribution and use of funds.
2. The use of charitable funds for operational purposes shall be declared transparently in the financial report, in accordance with all the applicable regulations and laws.
3. Mass media-based public donation management is prohibited from using charitable funds to endow socialization on its own mass media.
4. The use of funds for operational purposes shall be in accordance with all the applicable regulations and laws.





### **Clause 8**

#### **Communication and Coordination**

Mass media-based public donation management must:

- a. Establish a forum to mediate the communication and coordination among the mass media-based public donation managements.
- b. Establish communication and coordination among the mass media-based public donation managements.
- c. Respect other mass media-based public donation managements and avoid conflicts by all means.



## **CHAPTER III DISTRIBUTION AND USE OF FUNDS**

### **Clause 9**

#### **Planning, Monitoring and Evaluation**

1. Mass media-based public donation management shall set short-term, medium-term and long-term planning for the distribution of funds.
2. Mass media-based public donation management shall conduct an accurate field assessment to understand the number and type of funds needed by the beneficiaries.
3. In building infrastructures, mass media-based public donation management shall examine the appropriateness, authenticity and availability of documents proving the ownership of land, use of land and construction permit.
4. Distribution of funds shall be directed to a coherent, measurable and reachable object.





5. Transfer of funds to program aside from the initial purpose should be informed publicly.
6. Mass media-based public donation management shall inform any remaining funds to the donors through its own mass media.

**Clause 10**  
**Publication of Fund Distribution**

1. Mass media-based public donation management shall declare verbally or on a written document that the donations are collected from the viewers/audiences/readers.
2. Mass media-based public donation management shall not remove, conceal or enclose the identity of viewers, readers and listeners as the donors of program.
3. Publication of funds in an inscription or other forms shall declare that 'the donations were contributed by the viewers/audiences/listeners of (name of mass media).' Not from the mass media on its own.



**CHAPTER IV**  
**REPORT AND RESPONSIBILITY**

**Clause 11**  
**Reporting**

1. Mass media-based public donation management shall establish a professional and understandable reporting system and procedure.
2. The report shall include:
  - a. Type and number of donations collected at the end of event.
  - b. Distribution of funds (distributed or reserved funds)
  - c. Description of program or activity endowed by the charitable funds.





## **Clause 12 Responsibility**

1. Mass media-based public donation management shall provide a written financial and program report to the public through its own mass media.
2. A public auditor or minimum internal auditor shall firstly audit the accountability report in accordance with all the applicable regulations and laws.



## **Clause 13 Mitigation of Conflict of Interest and Mismanagement of Funds**

1. Mass media-based public donation management shall avoid conflict of interest with other mass media company in managing donations from communities.
2. Mass media-based public donation management is prohibited from using the event of fund distribution for CSR purpose of the holding company or its group.
3. Mass media-based public donation management shall not modify the name of school, mosque, clinic and other public infrastructures built using the public donations, into the name of mass media, its company or owner or other associated names.





# PART FOUR



## CONTROL AND ENFORCEMENT

1. To control and enforce the Code of Ethics, a Committee of Ethics is established. It consists of 5 (five) members including a representative of Press Council, mass media-based public donation management, Association of Philanthropy and an independent public figure, appointed by the Press Council.
2. Members of the Committee of Ethics for Mass Media Philanthropy shall be appointed by the representative of mass media-based public donation management, mass media companies, Association of Philanthropy and facilitated by the Press Council.
3. Representative from Press Council should be appointed by the Press Council.
4. Duration of Committee's memberships is 3 (three) years and the members can be re-elected.

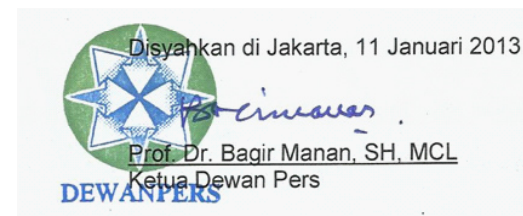




5. Committee of Ethics receives, assesses and adjudicates complaints and alleged violations of the code.
6. Sanction is given according to the level of violations, starting from written notice until recommendation on program termination.
7. Committee of Ethics is the only institution authorized to monitor the enforcement of this Code.

## CLOSING

This Mass Media Philanthropy Code of Ethics is applicable and obligatory to all mass media-based public donation management after the approval.





## FORMULATION TEAM

### **Team Leader:**

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### **Secretary:**

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### **Members:**

**Firdaus Baderi** (Harian Neraca)

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