

Lao media ethics

The Lao Media Code of Ethics has been set up by the Lao Journalists' Association to define the role and responsibilities of journalists in the Lao PDR. It provides the framework for freedom and right of expression of the media in communicating and delivering news assuring ethical practice in journalism. The ethics shares common elements including the principles of truthfulness, accuracy, objectivity, impartiality, fairness and public accountability.

The ten-point code of ethics for Lao Media:

- 1). The duty of the Lao media is to serve the national cause of defense and construction of a peaceful, independent, democratic, united and prosperous Laos, under the leadership of the Lao People's Revolutionary Party; no matter for which medium and under what circumstances he/she works, the Lao journalist has to conduct his/her activity in accordance with these ultimate goals.
- 2). The Lao media fulfils their rights in disseminating information to the people; the journalist has to be objective, honest and realistic (telling the truth); every piece of news/information that is delivered to the society has to reflect the real fact as it truly is, according to the objective reality in the real situation of the society without any defamation or falsification; the journalist is responsible for providing news/information to the people based on the truth and corresponding to the reality of the evolution of the fact; this in order to respond to the opinion and feedback of the society.
- 3). Media is a necessary information vehicle for the social life, in particular the cultural life; the journalist respects and implements his/her media freedom, his/her accountability towards the society, as well as to the people's democratic state, the ethnic people and towards the freedom in fulfilling his/her activities under the constitution and the law; the journalist has to implement correctly the rules of the Lao Media organization; even if he/she is under any pressure or constraint, the Lao journalist should not behave in the ways that are against the ultimate goals of the Lao Media and the national interests.
- 4). In parallel with the implementation of the freedom right in disseminating news/information, the implementation of the right of asking questions and refusing to answer to questions which is the freedom principle of the media, the journalist has the right to stick on his/her correct information position, but needs to respect the right of answering to questions and the legal right of refusing to answer of the public.
- 5). The journalist has the duty to protect his/her sources of information and also protect the confidentiality for the individuals who legally provide information to him/her.
- 6). The Lao media strengthens the beautiful culture of the nation; at the same time, they respect the human's culture and spiritual virtue, assembly the unity of the Lao ethnic people, for peace, friendship and the understanding between the Lao PDR and the world.
- 7). The journalist contributes to enhance the interests of the Lao community, respects the human rights, does not make wrong use of the information vehicles to oppress the human's virtue and create damages to the interests of other people.
- 8). The journalist has to always have a pure virtue, does not take profits from any situations, must not be selfish at all when he/she is being asked to disseminate or not disseminate news/information.
- 9). The journalist respects the opinion and feedback from the society and from the colleagues; he/she is solidarity, cooperating and mutually helpful in the exercise of his/her work together with his/her colleagues and in his/her private life; fights against all harmful activities that are against the nation and the interests of the people, and that violate the ethics of the Lao media.
- 10). The journalist leads his/her life which is pure, civilized, studious and modest for his/her personal advancement; the constant upgrading of his/her knowledge, competence and professional expertise is the lifelong yearning and aim of the Lao journalist.