

Zambian government launches code of ethics for journalists

At the launch of the Independent Broadcasting Authority (IBA) in Lusaka earlier this month, Zambia's Information and Broadcasting Services Minister, Joseph Katema, also launched a code of ethics for Zambian media.



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Katema told Zambian media they must be loyal to the public and are responsible for delivering the truth to the public, rather than to individuals and their private agendas.

Dr Katema said all media institutions in the country, whether private or public, should maintain high ethical and professional standards in carrying out their noble role of informing, educating and entertaining the public. He said the media must maintain its core values of objectivity, professionalism and responsibility in the way it discharges its duties. He added that the more freedom the media had, the more responsibility it has to exercise that freedom as it was a basic equation of ethical and professional media practice.

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