



## Guidelines for Child Protection During Media Interfaces

### *For Media Professionals*

- The media while interacting with children must ensure that the dignity and right of the child is respected in every circumstance.
- Prior written consent must be obtained from the child and his or her parents/ guardian for interviewing the child, making them understand the context of the story. They must also be intimated that the story may be disseminated locally/globally
- Children being interviewed by the media must be able to understand completely the context of the story. The context when explained by the journalist must not be modified
- While interviewing the child, the child's right to privacy must not be overridden. Media must refrain from unnecessary probing and personal questions about his /her life, socio economic background. Ensure the child will not be adversely affected by showing his/her community and whereabouts
- While interviewing children, the journalist must refrain from touching, hugging or kissing the child, respecting the child as an individual and upholding his/her privacy
- The journalist must ensure that children are comfortable sharing their story, without any outside pressure, including the journalist
- The journalist must not share gifts or ask the child for personal information like phone numbers and address which might put the child at a possible risk of vulnerability /exploitation
- Written consent must be taken from the child and his / her parents in case the journalist intends to use photographs in any communication material. However, this should in no way reveal the identity of the child or put him/her at risk. Photographs revealing the identity of the individual child should not be used in the public domain
- If a success story must be documented with the child, the usage of photograph / content should be done post consent from the child and his guardian.

### *For CCDT and Partner Organizations*

#### *For CCDT*

- CCDT Representative must share the guidelines for child protection with the media prior to a press conference/story/interview
- In case of a one-on-one interview with a child, CCDT representative/ Media Advocacy point person should be present to manage the interaction
- The Communications point person must also explain to the child, the aim and objective of the news story
- The Communications point person needs to take an informed consent from the children about:
  - CCDT's usage of the images, audio and video of the children's testimonies at a press conference / interview

In the scenario of CCDT representative not present at the project area, where the media interaction is scheduled, the guidelines to be shared with and explained to the partner or programme team member.

Consent form must be prepared and kept ready in advance, prior to the visit of the journalist to the project area.

Recognizable or non-recognizable individuals in any setting where **personal, private information** is exposed in the photo or documented in the corresponding caption, such as:



- Health status (e.g. HIV-positive persons, persons living with AIDS/STIs, abortion history, TB, diarrheal disease, etc.)
- Health behavior (e.g. sex work, sexual orientation, alcohol and drug use, contraceptive use, female genital cutting, etc.)
- Criminal behavior (e.g. perpetrator or victim of gender-based violence, etc.)

### **Clicking Sensitively**

- Victims of abuse
- Imprisoned child
- Sensitive professions
- Respecting the child's right to decline or consent to photography
- Creating and using photos ensuring it isn't causing harm to the child
- Using photos in the context that fairly represents the situation
- Never distort the true meaning/ context of a photograph. If, however, your purpose is to protect the identity of vulnerable populations who may be put at risk of reprisal, violence, or rejection in their communities as a result of telling their story, it may be appropriate to leave out detailed information about the content of the photo, even if you have written consent.
- Usage of original caption, wherever possible.
- It is good practice to obtain written consent when possible, particularly when sensitive, personal, private information is revealed in the photo or corresponding caption, e.g. HIV positive.
- Verbal consent before taking a photograph – When possible, establish a relationship before clicking pictures. When you approach photo subjects in the field, briefly introduce yourself, be courteous, and explain the purpose of your visit or the reason you want to take photos.
- In case the individual is not comfortable sharing their photo and another photo will be used for communication – a disclaimer must always be mentioned.
- \*To ensure the privacy of individuals and children, images will not be identified using original names

## CCDT Photography & Videography Guidelines

1. Ensure all consent forms are filled in and duly signed before shooting at a CCDT project locations. Parents can sign on behalf of children, youth, adolescents where required. (Annex 1)
2. Please respect a person's right to decline being photographed or shot. In case a person/s has any hesitation or issues with being photographed or shot – please do respect that and not push further.
3. A CCDT representative must always be present to facilitate conversations and any interactions with stakeholders at the project locations.
4. Do not show children, youth, adolescents in trauma, distress or in negative situations. CCDT's representation is always about happy faces, smiling individuals with hope and optimism.



5. Click sensitively: In cases of portraying victims of abuse – do not show faces or disclose names...there could be other ways of showcasing the situation and add disclaimers wherever applicable. Reference shots below:



6. Please ensure that the photographs or videos are used to promote the issue and not cause any harm or discredit to the subject matter, especially for HIV infected/ affected individuals.
7. Please ensure that the photograph or video content is used to accurately represent the situation or the subject and not misrepresented. Using content outside of the context or changing the context (e.g. photoshopping) should be avoided.
8. Please don't forget to credit original photographer/organization in case you use photographs of a CCDT project areas or stakeholders which have been not shot by you.
9. Children especially and some of the other stakeholders at CCDT project locations maybe hesitant or shy about interacting with you – we suggest a short ice breaker facilitated by CCDT representatives to make the process of shooting smoother and more lucrative.
10. Please ensure that they are made as comfortable as possible. Limit the number of cameras and support people, ensuring that the child is comfortable while being photographed



without being intimidated by the presence of too many people. Community members should not be discriminated while being included in the shooting process. One needs to avoid a situation when someone is being photographed by giving others a sense of being rejected (even if a individual is chosen, in no way should the morale of others be undermined)

11. When talking or interacting with community members make sure that there is clear briefing on what is expected so that they are comfortable. Do provide as much time as needed so that they do not feel overwhelmed or rushed and spontaneity is lost.
12. Each project location, each community has some features unique to them – it is advisable to talk to CCDT representatives to get a thorough briefing on the project and the issues it works on before starting the actual process of shooting.
13. Most stakeholders at CCDT project locations speak the local dialect of the specific region or at least converse in Hindi. In case you don't speak these languages – having a translator is crucial to communicate. And a positive body language – a smile, pointing to your camera before shooting etc. can always help.
14. Different regions of the CCDT project locations have different cultural sensitivities – please do respect them.
15. Do go through and adhere to the CCDT code of ethics enclosed (Annex 2).
16. It is mandatory for CCDT to view and approve any material you shoot at or in relation to CCDT project areas – before such material is published in any way or used for public viewing.
17. When you submit content (photographs, video footage, audio bytes, music, information) to CCDT you simultaneously grant CCDT an irrevocable, worldwide, royalty free license to publish, display, modify and distribute your content worldwide. It is to confirm and warrant that you have the required authority to grant the above license to CCDT. Unless otherwise specified in a legal document signed by both parties. Submitted content to CCDT can and/or will be used by CCDT for communication and awareness building purposes. Not for sale or commercial purposes.
18. You will not disclose any confidential information that you might gather during your assignment. “Confidential information” includes any information that is either designated as confidential by CCDT or that, ought in good faith to be treated as confidential by you. For example, the personal experiences of a subject that could be sensitive information; information about organization's plans and/or campaigns that should not be brought out in public before time.
19. As a content contributor, you warrant that the content provided is accurate, honest and complete to the best of your knowledge.
20. For any doubts or clarifications – please get in touch with your point of contact at CCDT and we would be happy to help you.
21. No celebrity interview (print/video) is not allowed within the CCDT premise.



**Annex 1**

**CCDT – Committed Communities Development Trust**

Parental Consent Form for Photography/ Videography of children

I/we, ..... the parent(s)/guardian(s) of:

(child's full name) .....

(child's full name) .....

(child's full name) .....

hereby give CCDT permission to use any still and/or moving image being video footage, photographs and/or frames and/or audio footage depicting my/our children named above, taken by (name of photographer) .....

on behalf of the CCDT, on (date).....

at (place).....

to use for **awareness generation** that will further CCDT's efforts in restoring to our children their **basic rights** considering the programs implemented by CCDT for any of the following uses: communication to donors/ volunteers, cause related exhibitions, advertisements, marketing, leaflets, or any other use such as for training, educational or publicity purposes.

Signed..... Date .....

Address.....

.....



**Annex 1**

**CCDT – Committed Communities Development Trust**  
Consent Form for Photography/Videography of Individuals

I/we,

hereby give CCDT permission to use any still and/or moving image being video footage, photographs and/or frames and/or audio footage depicting ourselves as named above, taken by (name of photographer) .....

on behalf of the CCDT, on (date).....

at (place).....

to use for **awareness generation** that will further CCDT's efforts in restoring us with our **basic rights** considering the programs implemented by CCDT for any of the following uses: communication to donors/ volunteers, cause related exhibitions, advertisements, marketing, leaflets, or any other use such as for training, educational or publicity purposes.

Signed..... Date .....

Address.....  
.....



## **Annex 2**

### **Code of Ethics:**

#### **Points to consider while taking photos, videos, interacting with the community:**

- Be accurate and comprehensive in the representation of subjects.
- Resist being manipulated by staged photo opportunities.
- Be complete and provide context when photographing or recording subjects. Avoid stereotyping individuals and groups. Avoid presenting one's own biases in the work.
- Treat all subjects with respect and dignity. Give special consideration to vulnerable subjects and compassion to victims of crime or tragedy.
- While photographing subjects do not intentionally contribute to, alter, or seek to alter or influence events.
- Editing should maintain the integrity of the photographic images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.
- Do not pay sources or subjects or reward them materially for information or participation.
- Do not accept favors, or compensation from those who might seek to influence coverage.
- Do not intentionally sabotage the efforts of other photographers.
- Strive for total and unrestricted access to subjects, recommend alternatives to shallow or rushed opportunities, seek a diversity of viewpoints, and work to show unpopular or unnoticed points of view.
- Avoid political, civic and business involvements or other employment that compromise or give the appearance of compromising one's own independence.
- Strive to be unobtrusive and humble in dealing with subjects.
- Respect the integrity of the photographic moment.
- Strive by example and influence to maintain the spirit and high standards expressed in this code. When confronted with situations in which the proper action is not clear, seek the counsel of those who exhibit the highest standards of the profession. Photographers should continuously study their craft and the ethics that guide it.



## **Annex 3**

### **Key terminologies explained**

Dignity - the state or quality of being worthy of honour or respect.

Privacy - a state in which one is not observed or disturbed by other people. The state of being free from public attention.

Consent - permission for something to happen or agreement to do something.

Context - the circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood.

Vulnerability - the quality or state of being exposed to the possibility of being attacked or harmed, either physically or emotionally.

Exploitation - the action or fact of treating someone unfairly in order to benefit from their work.

### Rights of the Child

#### **Right to Survival:**

- Right to be born
- Right to minimum standards of food, shelter and clothing
- Right to live with dignity
- Right to health care, to safe drinking water, nutritious food, a clean and safe environment, and information to help them stay healthy

#### **Right to Protection:**

- Right to be protected from all sorts of violence
- Right to be protected from neglect
- Right to be protected from physical and sexual abuse
- Right to be protected from dangerous drugs

#### **Right to Participation:**

- Right to freedom of opinion
- Right to freedom of expression
- Right to freedom of association
- Right to information
- Right to participate in any decision making that involves him/her directly or indirectly

#### **Right to Development:**

- Right to education
- Right to learn
- Right to relax and play
- Right to all forms of development – emotional, mental and physical

Source: <https://www.dictionary.com>