



Draft document

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Somalia Agricultural Journalism Code of Conduct

The Somali Media for Environment, Science, Health and Agriculture (SOMESHA) is doing any efforts to improve the quality of journalism and reporting of agricultural issues in Somalia. In generally, Journalism is characterized as one of the most dangerous professions in the world. As result of that, Somalia is currently one of the most dangerous places to work as journalist practically.

Whereas there are special learning units for the improvement of journalists' security, though while covering agricultural issues a reporter needs to have special knowledge and regarding safety too.

Whereas covering plant cultivation and animal breeding requires the involvement of media in order to fight against diseases and parasites. Though, agricultural production also requires standards and regulations to be followed, to ensure it is safe for everyone.

SOMESHA planned to adopt and produce her first agricultural journalism code of ethics for Somalia journalists in consultation with its global affiliate the International Federation of Agricultural Journalists (IFAJ).

Somalia agricultural journalists should apply and adopt the below 10 ethical codes for better stories;

1. If you are an agricultural journalist you should know your audience?
2. To tell the story of agriculture well you need to understand the science, the politics, the economics and more team up it. But nobody can excel in all of these aspects. Even superheroes achieve more as a team, so team up with other journalists.
3. To tell the story of agriculture you need to be neutral and avoid all misinformation's and thoughts related to it and try to mention all interested parties involved or interested in the topic you are planning.
4. To tell your story you need to be a visual because many agricultural and livestock stories are complex, but they are often also photogenic, or can be illustrated with engaging human stories so you should use all the resources you have to bring the story to life – headlines, photos, graphs and maps.

5. Agricultural journalist should know that speeches are often boring at sometimes and get reactions so you have to underline that it is important for journalists to interview ordinary citizens and create a platform for the voices of those most vulnerable to food security and climate change.
6. You have to know and avoid that, what should a journalist do while reporting on actual issues related to the field of animal breeding? If a journalist does not like animals, or is allergic to them, he/she'd better give this activity to colleague, who loves animals. Journalistic materials will be unsuccessful from the beginning, if a journalist working in this field wants to get away quickly from the reporting location and does not want to deal with animals or farmers any more.
7. Agricultural journalists should attempt to avoid any potential conflict of interest with an assignment, financial or otherwise. Conflicts that are unavoidable so should be disclosed in due course.
8. Agricultural journalists should join the national affiliation SOMESHA and should know that they will be automatically being a member of IFAJ and obtain international press card.
9. Agricultural journalists should refrain from discrimination based on race, religion, age, gender, ethnicity, disability or sexual orientation during and after their covering periods.
10. Agricultural journalists should endorse SOMESHA and IFAJ constitutions and by laws.

This code of ethics document is still a draft one but after the ongoing consultations among SOMESHA, IFAJ, FAO, PAAJ, ICPAC, WFP and EJN will be officially adopted and disseminated.

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