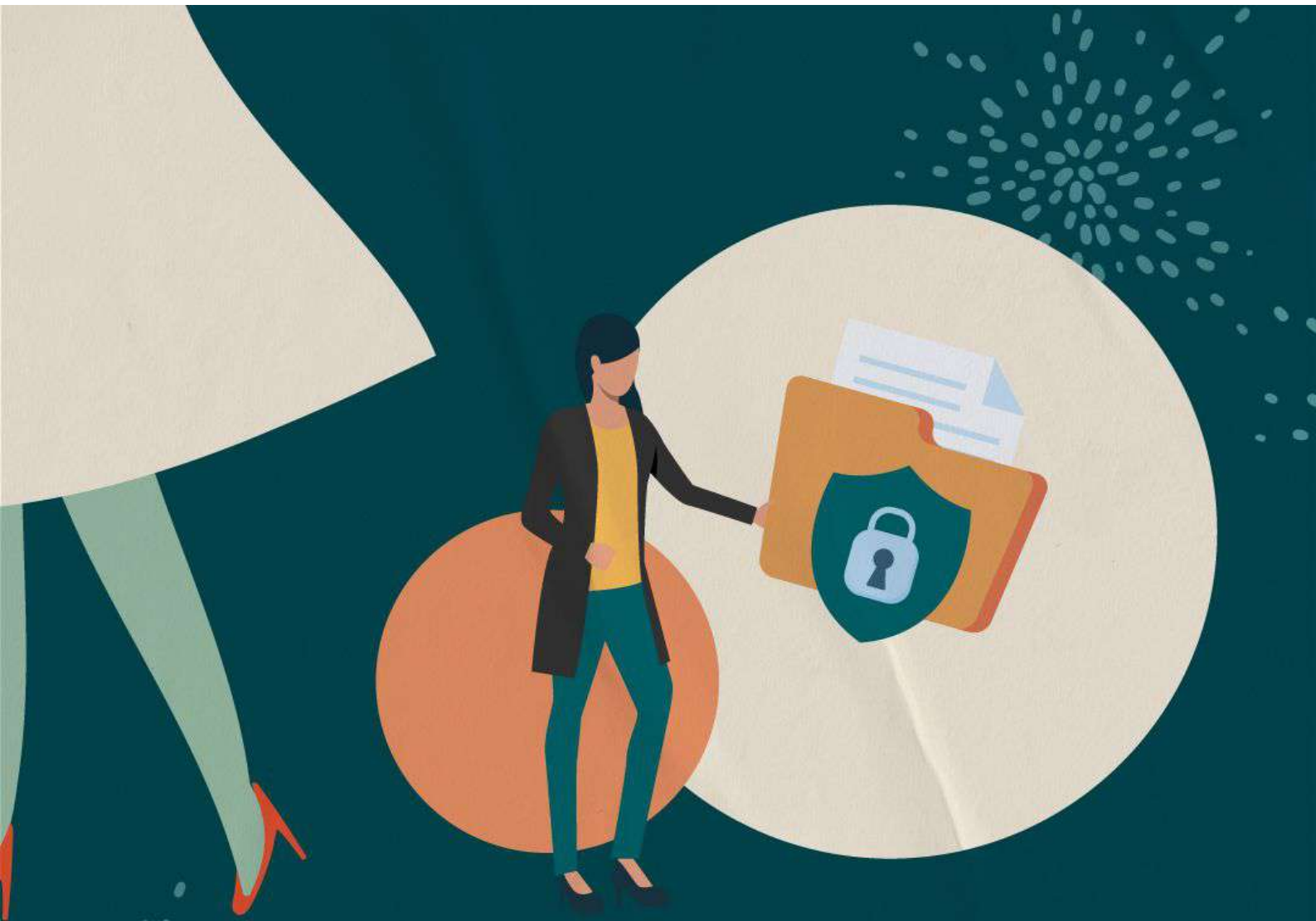


# HOW TO REPORT ON VIOLENCE AGAINST WOMEN

**RDN 2.0 FINDINGS INDICATE THAT THE WESTERN BALKANS MEDIA TEND TO REPORT ON GENDER-BASED VIOLENCE UNETHICALLY. WE PREPARED 9 RECOMMENDATIONS TO HELP TACKLE THIS ISSUE.**



**no!**



**ALWAYS REPORT IN  
THE BEST INTEREST  
OF THE VICTIM.**

**PROTECT THE VICTIM'S AND  
HER FAMILY'S IDENTITY WHEN  
REPORTING ON THE  
VIOLENCE.**



## **USE THE EDUCATIONAL ROLE OF THE MEDIA.**

**ALWAYS AIM TO RAISE AWARENESS  
ABOUT THE PROBLEM OF HOW FREQUENT  
GENDER-BASED VIOLENCE IS WHEN  
REPORTING ON SPECIFIC CASES.**



**THE ONLY PERSON  
RESPONSIBLE FOR THE  
ABUSE IS THE ABUSER.**

IT IS UNACCEPTABLE FOR THE MEDIA TO JUSTIFY VIOLENCE AGAINST WOMEN, BLAME THE VICTIMS FOR THE VIOLENCE THEY SUFFERED, PUBLISH THE STATEMENTS FROM THE ABUSERS, OR UNCRITICALLY SHARE STATEMENTS WITH SUCH NARRATIVES.



## **NOT EVERYONE IS QUALIFIED TO TALK ABOUT GENDER-BASED VIOLENCE.**

**CHOOSE EXPERT INTERVIEWEES WHO  
PROFESSIONALLY DEAL WITH THE  
PROBLEM OF VIOLENCE AGAINST WOMEN.  
NEIGHBOURS DO NOT FALL INTO THIS  
CATEGORY.**

**SHARING THE DETAILS  
OF THE VIOLENCE IS NOT  
OF PUBLIC INTEREST  
NOR IN THE VICTIM'S  
INTEREST.**



**GRAPHIC REPRESENTATIONS AND  
DESCRIPTIONS OF SCENES OF VIOLENCE  
ARE NOT RELEVANT FOR THE GENERAL PUBLIC  
AND ADDITIONALLY TRAUMATISE THE VICTIM,  
HER FAMILY, AS WELL AS OTHER VICTIMS  
OF GENDER-BASED VIOLENCE.**



## **CHOOSE THE WORDS CAREFULLY.**

**THEY INFLUENCE THE UNDERSTANDING OF THE SEVERITY OF THIS PROBLEM. DO NOT USE STEREOTYPES AND SENSATIONALISM IN YOUR REPORTING, BECAUSE YOU AS THE MEDIA ARE ACCOUNTABLE FOR NORMALISING AND DEEPENING THE PROBLEM OF GENDER-BASED VIOLENCE.**

**COMMENTS ON SOCIAL MEDIA ARE OFTEN THE SOURCE OF HATE SPEECH AGAINST WOMEN WHO HAVE EXPERIENCED VIOLENCE.**



**MODERATE THE COMMENTS!**

**THIS IS HOW YOU PREVENT THE SPREAD OF SUCH HARMFUL CONTENT.**



## **ASK FOR HELP!**

**UNETHICAL REPORTING ON GENDER-BASED VIOLENCE IS MOST OFTEN A DIRECT CONSEQUENCE OF A LACK OF KNOWLEDGE AND TRAINING IN THIS AREA.**



**YOU CAN FIND PRECISE RECOMMENDATIONS IN THE GUIDELINES ON MEDIA REPORTING ON VIOLENCE AGAINST WOMEN, WHICH ARE THE RESULT OF LONG-TERM RESEARCH DONE BY “JOURNALISTS AGAINST VIOLENCE AGAINST WOMEN.”**

## **ILLUSTRATIONS ARE IMPORTANT.**

RECKLESSLY PUBLISHED PHOTOS OF INJURED WOMEN, THE HOUSE THEY LIVE IN, FISTS OR THE FACE OF THE ABUSER, FURTHER TRAUMATISE THE VICTIMS.



**THE GUIDELINES ALSO INCLUDE A  
PHOTO DATABASE THAT YOU CAN USE  
WHEN REPORTING ON THIS TOPIC.**