[RO] CNA Recommendation on Seismic Activity Media Coverage

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On 29 October 2013, the Consiliul Naţional al Audiovizualului (National Council for Electronic Media - CNA) issued a Recommendation regarding media coverage of seismic activity in Romania. The Recommendation was issued based on the analysis of news and current affairs programmes and of talk-shows aired by audiovisual media in Romania dealing with the intensifying seismic activity in Romania. Romania is the country most exposed to earthquakes in the European Union. In modern times Romania has had earthquakes damage with severe consequences in 1802, 1838, 1940, and 1977.

Taking into account the history of earthquakes in Romania, the effects of moderate and strong earthquakes and, mainly, the sensitivity of the Romanian public to this topic, the CNA recommended that the audiovisual media service providers do not spread panic through its journalistic coverage of seismic activity in Romania and abroad.

CNA reiterated that Article 75 (1) of the Codul Audiovizualului (Audiovisual Code) stipulates that the reports about disasters and collective tragedies must comply with decency and discretion without inducing public panic. CNA recommended that broadcasters releasing programmes about earthquakes in Romania reserve airtime for the public education about emergency measures that citizens should take in the event of an earthquake, along with the location of the shelters provided by local authorities.

CNA also recommended to broadcasters to avoid repeated and unreasonable dissemination of archival footage with strong negative emotional impact illustrating the effects of previous earthquakes as well as the screen display of titles increasing the emotional impact of the topic. According to the Recommendation, presenters of news programmes must avoid emotional involvement and present the facts in a neutral, objective and balanced way without limiting the journalistic approach to spectacular aspects and to include data and information offered by studies, research and specialists in this field.

Recomandare privind mediatizarea activităţii seismice din România

http://www.cna.ro/Recomandare,6508.html

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Recommendation with regard to the media coverage of the seismic activity in Romania of 29 October 2013

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