

## MEDIA CODE OF BEHAVIOUR

In addition to Peninsula Netball Club's General Code of Behaviour, you must meet the following requirements with regard to your conduct during any activity held by or under the auspices of Peninsula Netball Club, in your role as a media representative.

1. Report and interpret honestly, striving for accuracy and fairness.
2. Do not allow personal interest, or any belief, commitment, payment, gift or benefit, to undermine your accuracy, fairness or independence.
3. Disclose conflicts of interest that affect, or could be seen to affect, the accuracy, fairness or independence of your journalism. Do not improperly use a journalistic position for personal gain.
4. Use fair, responsible and honest means to obtain material. Identify yourself and your employer before obtaining any interview for publication or broadcast.
5. Respect private grief and personal privacy.
6. Do your utmost to achieve fair correction of errors.
7. Be aware of the difference between adult netball programs and children's netball programs and treat them accordingly.
8. Place the isolated incidents of unsportsmanlike behaviour in proper perspective, rather than make such incidents the "highlight" of the event.
9. Focus upon player's fair play and their honest effort.
10. Recognise the sporting achievements of players from disadvantaged groups, including adolescent girls, people with disabilities, indigenous and Torres Strait Islanders, people from non-English speaking backgrounds and rural population.

