

Steering Board Ambassadors' Statement on Press Council's Guidance to the Media

The Steering Board welcomes the Note of Guidance published by the BiH Press Council on 19 September, highlighting the responsibilities of editors to ensure that their publications present facts accurately and fairly.

Responsible and reliable media coverage is crucial in the days leading up to the 5 October election. In an election campaign, the media has a great responsibility to report fairly and accurately so that the citizens can make an informed choice in the ballot box. Self-regulation of the media by the Press Council is an important part of developing civil society in BiH and building a strong, independent and responsible media. BiH is the only country in Southeast Europe that has a system of self-regulation for the written press. This freedom is consistent with a mature democracy. It must be exercised with responsibility by media professionals.

The Steering Board urges the BiH press to follow these guidelines. The Steering Board also commends the CRA for the way it has handled its responsibilities for regulating the electronic media at this sensitive time.