**Peace Journalism Key Lists:  
Ten characteristics of PJ; Reporting Civic Unrest;   
Connecting Peace and Electoral Journalism; Responsibly Covering Migrants  
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All materials are from the Center for Global Peace Journalism, and “Peace Journalism Principles and Practice” (Routledge/Taylor and Francis, to be published September, 2016). Many of the points below are based on the principles initially articulated in “Peace Journalism” (2005) by Lynch and McGoldrick. The electoral guidelines were developed in cooperation with journalism colleagues in East Africa, while the refugee reporting guidelines were developed with input from Turkish journalists.

**Peace Journalism Characteristics**

1. PJ is proactive, examining the causes of conflict, looking for ways to encourage dialogue before violence occurs, and exploring solutions.  
2. PJ looks to unite parties, rather than divide them, and eschews oversimplified “us vs. them” and “good guy vs. bad guy” reporting.   
3. Peace reporters reject official propaganda, and instead seek facts from all sources.   
4. PJ is balanced, covering issues/suffering/peace proposals from all sides of a conflict.   
5. PJ gives voice to the voiceless, instead of just reporting for and about elites and those in power.   
6. Peace journalists provide depth and context, rather than just superficial and sensational “blow by blow” accounts of violence and conflict.   
7. Peace journalists consider the consequences of their reporting.   
8. Peace journalists carefully choose and analyze the words they use, understanding that carelessly selected words are often inflammatory.   
9. Peace journalists thoughtfully select the images they use, understanding that they can misrepresent an event, exacerbate an already dire situation, and re-victimize those who have suffered.   
10. Peace Journalists offer counter-narratives that debunk media created or perpetuated stereotypes, myths, and misperceptions.

**Responsibly Reporting Civic Unrest**

1. **Report on “them” (the “other side”) fairly, respectfully, and with empathy**. This includes giving voice to “their” concerns (voice to the voiceless). Peace journalists avoid “us vs. them” characterizations.

2. **Report about the invisible causes and effects of the unrest**. During the unrest, this means reporting contextually about what can be seen beyond the actions of police, demonstrators, and the small minority who are actually committing crimes like looting.

3. **Use precise and objective language**. Also, expose and analyze possible biases and motivations by those who use divisive, inflammatory language. Avoid imprecise, emotive language (“massacre,” “tragedy”, “racist,” “terrorist,” “martyr.”)

4. **Report objectively without taking sides**. Journalists should avoid inserting themselves into the story.

5. **Report proactively to facilitate dialogues before violence occurs** by offering a platform to those who feel marginalized. Reporting about the legitimate grievances and concerns of any group (African-Americans in Ferguson and Baltimore; marginalized ethnic groups in Uganda and elsewhere) can help to pre-empt, rather than simply react to, violence.

6. **Report counter-narratives that provide a different perspective on the protesters, the police, and the community**, rather than parroting one-dimensional, monolithic portrayals of any group. This means avoiding stereotypes (all cops are bloodthirsty; all protesters are thugs).

7. **Consider the consequences of one’s reporting**. A peace journalist would ask several key questions: Will my story choice, framing, wording, and images exacerbate or spark violence? Will it facilitate a mob?

8. After the most visible (or publicized) unrest has abated, **report with reconciliation in mind**. Discuss how healing can occur and what needs to happen for it to begin.

9. **Give voice to peacemakers on all sides during and after the unrest**. (If not peacemakers per se, at least endeavor to interview the most thoughtful, rather than the loudest or most angry, persons on all sides of the conflict).

**Connecting Peace and Electoral Journalism**  
  
1. AVOID portraying races as only between two candidates. INSTEAD, give voices to multiple candidates, and to multiple players involved in the process, especially the public.  
2. AVOID treating the election like a horse race. Polls and surveys are fine, but they are only a part of the story. INSTEAD, concentrate on issues of importance as identified by the public.  
3. AVOID letting the candidates define themselves through what they say. INSTEAD, seek expert analysis of the veracity and logic of the candidates’ comments.  
4. AVOID airing inflammatory, divisive, or violent statements by candidates. INSTEAD, edit these comments to eliminate these inflammatory statements. Or, broadcast these comments, and then offer analysis and criticism of what is being said.  
5. AVOID airing comments and reports that encourage divisions within society. INSTEAD, insist on the candidates addressing issues that bring communities together.  
6. AVOID letting candidates “get away” with using imprecise, emotive language. This includes name calling. INSTEAD, hold candidates accountable for what they say, and use precise language as you discuss issues.  
7. AVOID framing the election as “two people who hate each other” or “good guy” vs. “bad guy.” INSTEAD, if you choose to bring personality into the coverage, focus on the candidates’ personality traits that may impact their performance if elected.   
8. AVOID unbalanced stories. INSTEAD, seek to balance each story (or coverage more broadly) with comments from the major parties or their supporters in the public.  
9. AVOID letting candidates use you to spread their propaganda. INSTEAD, as you broadcast their statements, include a critical analysis of what is being said.  
10. AVOID stories that give opinions/sound bites only from leaders. INSTEAD, center stories around everyday people, their concerns and perceptions about the candidates and process.

**Guidelines for responsibly covering migrants (refugees, IDP’s, immigrants, etc.)**

1. **Consider the consequences**. Ask—what impact could the interview/story have on A. The refugee/migrant’s well-being; B. The well-being of the migrant’s family/associates back home; C. The well-being of other migrants; D. The ability of NGO’s/aid agencies to meet migrants' basic needs.  
2. Give more leeway in granting **anonymous or first name only interviews**, since displaced persons and their families may face persecution or even violence if their identities are revealed.   
3. **Be sympathetic**, and ease into discussions about traumatic or sensitive events.   
4. **Avoid spreading propaganda**, regardless of the source. Even refugees and those who serve them have an agenda.   
5. In refugee camps and tent cities, be especially careful to **avoid spreading rumors**, and be vigilant about squashing false rumors. (Imagine the impact, for example, of a rumor that food deliveries are being cut off, or that Ebola is present in the camp). This is especially true for social media. Remember, verify.  
6. **Don’t use language or images that rely on or reinforce stereotypes**, racism, sexism, or xenophobia.   
7. Always **ask permission before taking any photograph**. (See #2)  
8. **Proactively investigate and report refugee stories that offer counter-narratives** that debunk stereotypes and challenge exclusively negative narratives.   
9. **Partner with and employ reporting partners who are themselves displaced or migrants**.   
10. **Humanize individuals and their stories**. Look for examples that illustrate larger statistics or trends.