



Call for Young Journalists Terms of Reference

These Terms of Reference aim to guide the relationship between the journalists selected by the hosts of the 15th IACC and Transparency International.

1. About the IACC Series

The IACC is the world premier forum that brings together government, civil society, the private sector and more to tackle the increasingly sophisticated challenges posed by corruption. The IACC takes place every two years in a different region of the world, and attracts up to 1600 participants from over 135 countries. The conference serves as the premier global forum for the networking and sharing of experiences that are indispensable for effective advocacy and action, on a global and national level.

The IACC draws attention to corruption by raising awareness and stimulating debate. It fosters the global exchange of experience and methodologies in controlling corruption. The conferences promote international cooperation among agencies and citizens from all parts of the world, helping to develop personal relationships by providing the opportunity for face-to-face dialogue and direct liaison between representatives from the agencies and organisations taking part.

Under the theme, *Mobilising People: Connecting Agents of Change*, the 15th IACC will tackle a series of the world's most pressing [global challenges](#). Visit www.15iacc.org for more information on the next conference.

2. About Transparency International

Transparency International (TI) is the global civil society organisation leading the fight against corruption. Through more than 90 chapters worldwide and an international secretariat in Berlin, Germany, Transparency International raises awareness of the damaging effects of corruption and works with partners in government, business and civil society to develop and implement effective measures to tackle it.

3. Tasks of the Young Journalists

3.1 Tasks of the Young Journalists leading up to the conference

Young Journalists will be requested to provide input to IACC Social Media Outlets ahead of the conference starting after their selection.

a. Youtube: Journalists are encouraged to produce short videos produced during the conference and send them in for posting on Youtube.

b. Facebook: Journalists are invited to post on the IACC Facebook page and promote it through their contacts.

c. Twitter: Journalists are invited to follow the @15IACC tweets, (re)tweet about the conference, promote the IACC twitter account.

d. IACC blog: Journalists will be asked to provide blog posts for the IACC blog.

3.2 Tasks of the Young Journalists at the conference

Work in a small team of journalists under the guidance of the head of the IACC's Social Media Unit. The team of journalists will be subdivided into three subgroups, each responsible for a different area namely:

a. Video corner: Selected journalists will be responsible for video-interviewing conference participants, posting short clips on Youtube, printing out still images and posting the images with a short profile of each participant on a wall.

b. Social media: Interviewing and writing on social media channels. A selection of journalists will be responsible for interviewing IACC participants and attending plenary sessions, workshops and social events to report on the Conference from their own unique perspectives. The information and stories will be disseminated via social media channels, namely the IACC blog, Youtube, Twitter and Facebook. Writers will also be encouraged to file stories to their own news outlets and publications for dissemination in their home countries (in line with Transparency International's guidelines).

c. Photojournalism: One or more photojournalists will be responsible for taking high-quality pictures of participants and speakers at the conference and social events. He/she will be tasked with writing appropriate captions, selecting the best pictures for publication and for uploading these images to social media sites.

d. IT savvy/editor: This person will support the development, assignment and writing of stories and coordination with the other journalists. He/she should also be well versed in online technology and the workings of social media. A more experienced journalist would best fit this role.

e. Daily Newsletter: Selected Young Journalists will contribute to the Daily Newsletter published at the conference.

In addition, each journalist is required to:

- Be familiar with the program and its content of the 15th IACC, as well as how Transparency International works both globally and nationally before the 15th IACC begins.
- Be available and responsive to the coordinator of the IACC's Social Media Unit.

4. IACC Series / Transparency International tasks

- Provide a background material package as well as a formal training session ahead of the 15th IACC to the Young Journalists.
- Cover travel costs, visa expenses, all transfers, per diems and accommodation in Brasilia for five nights.
- Oversee and coordinate all content produced and published.

Guidelines: Use of personal social media

1. Young Journalists are encouraged to use their own personal social media accounts such as Twitter and Facebook or their personal blogs.

2. While these are individual and personal activities, some readers may nonetheless relate Young Journalists *de facto* with TI and the IACC Series. Therefore, we would like to ask Young Journalists to observe the following guidelines:

- Make sure to state you have been selected by TI and the IACC Series to communicate about the conference.
- Make clear that the views you express are yours, and do not represent the views of TI/IACC Series.
- Respect copyright, trademark, and all other applicable intellectual property laws.
- Content should not be derogatory or detrimental to the image, reputation, political neutrality, or interests of TI/IACC Series. This includes
 - advocating in support for a particular political party;
 - include content that would undermine the integrity or impartiality of TI/IACC Series;
 - or disclose facts concerning individual cases of corruption or accuse individuals or entities of wrongdoing, except when the disclosed information is already generally available to the public. Links and references to reliable third-party information may be included. Please contact the project coordinator when in doubt;

While you are encouraged to file stories for your own news media and explore other angles and perspectives, please ensure that these stories do not go against the values (see Appendix A) set forth by TI/IACC Series as you will be writing as a journalists sponsored by TI/IACC Series.

Finally, you should apply good judgment and discretion and conduct yourself in a manner that is not offensive to Brazilian customs and traditions. Moreover, all Young Journalists must adhere to Brazilian media law and familiarise themselves with what is not permitted, especially laws concerning defamation and the reporting of children.

3. Young Journalists will be asked to sign these Terms of Reference and to observe the spirit of the conference, as well as the TI Guiding Principles (Appendix A).

Appendix A: Transparency International Guiding Principles:

Our vision: A world in which government, politics, business, civil society and the daily lives of people are free of corruption.

Our values:

- Transparency
- Accountability
- Integrity
- Solidarity
- Courage
- Justice
- Democracy

We are a civil society organisation committed to respecting the following principles:

1. As coalition builders, we will work cooperatively with all individuals and groups, with for profit and not for profit corporations and organizations, and with governments and international bodies committed to the fight against corruption, subject only to the policies and priorities set by our governing bodies.
2. We undertake to be open, honest and accountable in our relationships with everyone we work with and with each other.
3. We will be democratic, politically non partisan and non sectarian in our work.
4. We will condemn bribery and corruption vigorously and courageously wherever it has been reliably identified, although we ourselves do not seek to expose individual cases of corruption.
5. The positions we take will be based on sound, objective and professional analysis and high standards of research.
6. We will only accept funding that does not compromise our ability to address issues freely, thoroughly and objectively.
7. We will provide accurate and timely reports of our activities to our stakeholders.
8. We will respect and encourage respect for fundamental human rights and freedoms.
9. We are committed to building, working with and working through national chapters world wide.
10. We will strive for balanced and diverse representation on our governing bodies.