

A hand holding a yellow flower against a blurred background. The image is framed by a light green semi-transparent rectangle with white corner brackets and horizontal lines.

MEDIA

Mother's Heart Cambodia

STANDARDS



media/'mɪdiə/

The media [treated as singular or plural]. The main means of mass communication (broadcasting, publishing, and the Internet) regarded collectively.

Honesty

Ethics

Authenticity

Respect

Trust

Images

Photography and Video play a vital role in raising awareness on Mother's Heart mission. Nevertheless, the gathering of images can cause harm if it is not carried out to a high ethical standard and can be intrusive, inaccurate or manipulated.

The use of images can also be counter-productive if they are reproduced inappropriately. The images we choose must remain true to our clients wishes to remain anonymous, and show our work in a positive light without diminishing those whom we support.

As a people-centered organisation women trust us to preserve their dignity and respect whether during or after an image shoot, and when we broadcast.

When taking images we must provide clear information about why we want to take a person's image and explain that it is their right to refuse to participate. People should be comfortable with the process and happy for their images to be taken and used.



Copyright Law in Cambodia

The Law on Copyright and Related Rights affords authors of original works a set of exclusive economic and moral rights. The law was enacted in 2003 as part of Cambodia's accession to the World Trade Organisation.

If the author is an employee and created the work as part of their job, unless stated otherwise in their employment contract, the economic rights are considered automatically transferred to the employer. The employee is still considered the original author, and retains the moral rights to the work.

Copyright and Ownership of Images

Photographs taken by Mother's Heart employees while on duty are the copyright and property of Mother's Heart, for the benefit of the organisation. Photos will be credited to Mother's Heart unless the staff photographer requests individual credit (e.g. Lisa Cook/Company Name).





Copyright and Authors

In general the copyright owner is the author/creator/maker of the work in question. However a work created in the context of employment is owned by the employer. A work created by a contractor is owned by the contractor.

The rule that the author is the first owner of copyright may not apply if:

the author has signed a document which says that someone else will own copyright;

the author was an employee (rather than a freelancer or volunteer) and created the work as part of his or her usual duties;

the work is a commissioned photograph, portrait or engraving;

Australian Copyright Act 1968

Copyright is a form of intellectual property embodied in Australian law in the provisions of the Copyright Act 1968 (Cth).

The Act applies to certain materials, including:

- literary works
- dramatic works
- musical works
- artistic works
- films
- sound recordings

broadcasts

published editions



Honesty

Images have to reflect honesty in the contexts in which they are used. We should avoid wrongful attributions, false information about places and people.

All those involved in gathering images and related case studies must accurately document the conditions that they see.

Mother's Heart Representatives must represent people accurately and fairly. We must never imply that people are suffering from things they aren't. For example, if a mother has not lost a child, it is wrong to say she has. Honesty is the key to telling a story.

Basic information

The following basic information should be gathered with all images :

- Date
- Place
- Name of person
- Age
- Any restrictions

We will be accurate in the use of our images.

We use the correct names and details of people and places. Please see guidance on clients protection below for instances where we should not use full names and places.

We do not wrongly attribute quotes.

If we are using stock images we will not state anything that is untrue in the accompanying information.



Consent

As a user-centered organisation we treat people with dignity and respect. We provide clear information about why we take their image and explain that it is their right to refuse to participate. People should be comfortable and happy for their images to be taken and used.

- We must explain how the images and stories will be used and should show examples to clarify this. It must be made clear that the images will have a local and international audience.
- Requests for consent must be carried out in Khmer.
- We won't identify people who wish to remain anonymous.
A true understanding of what individuals are consenting to should then be recorded either in writing or on film.
- In some circumstances written, rather than verbal consent is required. For example, if it is known in advance that the photograph is likely to be used in an exhibition or in the media.
- If a Mother's Heart employee, freelancer or someone working for a partner organisation feels that a photographer or filmmaker is working in an inappropriate way, or that inappropriate questions are being asked, then they should immediately raise their concerns.

You can find consent forms in our Fundraising Folder in Google Drive.



Ethics

Women empowerment

We want to illustrate the situation of Mother's Heart women and children in a favourable light, We want to achieve that by making images about empowerment rather than trauma or abuse. We must be careful when situations come up where we are handling stories and subjects that involve both.

Positive power dynamics

Always reflect the subject in a positive angle : choosing photos taken from a high angle can place the viewer in a position of power and invite the viewer to condescend in pity to help. We should try to avoid using images of vulnerable people shot from above as this can reduce the dignity of that person in the eyes of the viewer. Ideally images should be taken at the same level or looking up at a subject, particularly when showing the need.

Human Hope and Connection

The individuals pictured in Mother's Heart communications should be treated like a member of our family. We believe our images should illustrate strength, resilience, and hope. And steer away from any sensationalism.

Identity Protection

Without verbal consent, a signed form or a consent video, the images we have should not be used whether internally, with our partners, or on any communications.



Child protection issues

Images of children can be particularly striking and as such are crucial to raise awareness and funds for our work. However, working with children is a sensitive issue and extra care must therefore be taken when choosing images to publish to ensure that the children featured in photographs and films are properly treated.

Anonymity

As we ensure our beneficiaries with anonymity, we should never divulge the name, location or any information that could make the baby identifiable. With the mother's consent, we can publish a full picture with a baby's face. If not, we have to respect the mother's or guardian's choice and hide the face or take it from an angle that will make the face unrecognisable.

GPS co-ordinates

These should not relate to a home or school or any other specific building, but they can be used if linked to a more general address such as a village or area.

Nudity

While some children might run around naked in their daily life, our communications materials could be used in countries where this is not the norm. There are cases where NGO images have sadly been used inappropriately. We therefore will not take or use images that show any child naked from the waist down and we will not take or use images that show older female children naked from the waist up.



Authenticity

Stereotypes

We refuse to perpetuate the stereotypes of people living in the developing world, but instead want to show an accurate account of the ways our service users live. This means we want to show people as dignified human beings not helpless objects of pity. We have to be very careful not to propagate outdated ideas of colonialism: of incapable people waiting for help. Images of victimhood should be avoided and depict capable individuals helping themselves.

Manipulation

In our digital age, manipulation is subject to different interpretations. Authenticity should be maintained in any digital process involving image manipulation. However the following points should always be considered:

Changing colour

Many photographers will alter the colours of an image as part of their artistic process. However, no changes should be made by them or us that alter the concept of the image. So, for example, images should not be changed to duller or sepia tones to make the situation look worse than it is.

Cropping

Many images are cropped before publication online or in print; however the cropping must never be done in a way that alters the context or atmosphere of the image.

Enhancement

Digital technology makes it very easy to enhance and change images. Care must be



taken to ensure that any enhancements do not alter the context of an image. For example, it is acceptable to remove red eye from a photo but not to change the colour of water in an image to make it look worse. Our donors, partners and social media followers should still be able to rely on them as ‘credible evidence’ and proof that something happened at a certain time and place.

Editing

We will not edit film footage in a way that changes the reality filmed. Edited pieces should always accurately represent the story.

Flipping

Images should not be reversed as this does not represent the picture that was taken.



Respect

Cultural sensibility

We should be mindful that even when gathering material is culturally acceptable in one place, it may not be acceptable to show it in another. We must show extreme care and sensitivity when using photographs that depict taboo practices or stigmatise populations, for example a photograph or film of someone openly defecating is sensitive and undermines the dignity of the people involved.

Privacy and Respect

Distance

Showing someone in emotional distress very close up could violate their privacy. Care should be taken to give the subject space.

Obscenity

Care must be taken to ensure that the images we use are appropriate for our audiences. We should never use images that could in any way reduce people to objects of desire.

Disclosure

If a person is suffering from AIDS but does not want us to disclose this information or would rather be interviewed or quoted anonymously we must respect this. We must at no time use images or information that has any chance of resulting in discrimination of the subject.



Trust

Development cooperation is based on the concept of trust. Trust must extend in all directions:

- between our beneficiaries and aid agencies;
- between our NGO and its donors, beneficiaries, peers, partners, supporters; and within our organisation

Our images are a public expression of our approach to empathy and neutrality, hence we must consider who our subjects are. All individuals should be depicted in a dignified way. This is particularly important for women who may face ostracism or exclusion.

Photographers and filmmakers should sign a chart specifying they will follow our media standards and accepting the terms dictated by Mother's Heart.

Media Consent Form Ethical and Visual Guidelines

I hereby declare that I have read and understood Mother's Heart *Ethical Media Policy* and that I will comply with the guidelines therein for the duration of my collaboration with Mother's Heart Organisation.

I understand that failure to comply with the *Ethical Media Policy* may result in judiciary action, and termination of our collaboration.

Job title (tick as appropriate):

Your name in full print

Emily Scott, Country Director

Date:

Date:

Signature:

Signature:



Media Use Consent Form

Photography, Audio and Video

Date: _____/_____/_____ Name: _____

Telephone: _____ Address: _____

Brief Description of Image: _____

Title of Media capture: _____

Name of Professional: _____

I confirm that I have discussed the collection of stories and images with the residents/attendees of _____ and explained that all photos, film footage and interviews from this visit will be used by Mother's Heart for fundraising and internal communications.

1. The material will be stored by Mother's Heart and could be used on printed materials (including fundraising appeals, publications and adverts) and online.
2. The material could be used by Mother's Heart offices in perpetuity.
3. The material could be used by Mother's Heart partners in advocacy, fundraising, campaigning and programme work.
4. The material could be used in the press, such as in newspapers and on television.

I hereby relinquish all copyrights to Mother's Heart.

☐ Please tick the box if you want your name to be credited

Mother's Heart will abide by the *Ethical Media Policy* and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organisations or individuals that are working with Mother's heart and supporting its aims.

Your name in full print

Emily Scott, Country Director

Date:

Date:

Signature:

Signature:



Media Use Consent Form

Fundraising and Advocacy

Mother's Heart has agreed for _____ to use this promotional media of _____ for fundraising, advocacy and awareness raising purposes only.

The client(s) consented for her personal story to be used only for:

- Private viewings
- Churches or religious organisations
- Private fundraising events

_____ will abide by the *Ethical Media Policy* and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used in accordance with the client's wishes.

Mother's Heart media should be used for the purpose stated only, should not be altered and should not be stored in any way after use. Mother's Heart media should not be shared with other charities or NGOs, or used in ways that undermine the aims of Mother's Heart.

Your name in full print

Emily Scott, Country Director

Date:

Date:

Signature:

Signature:

Media Use Consent Form

Fundraising and Advocacy

I, _____ (*client's name*), understand that my story, photo and voice are my own and I hereby grant my permission to Mother's Heart to :

- ☐ Interview me
- ☐ Take my image (photography, video)
- ☐ Record my voice (including for radio broadcast)

I consent under the condition that the following requirements are met :

- My image is used without being obscured. ☐ Yes ☐ No
- My baby's image can be shown or used without being obscured. ☐ Yes ☐ No
- My real name is used. ☐ Yes ☐ No
- My voice is used without masking. ☐ Yes ☐ No
- I allow my information to be put on internet, website, Magazine or newspaper. ☐ Yes ☐ No

I waive any rights and claims, present and future, to any fees or royalties or other benefits whatsoever for or in connection with the use of the Images.

If I wish to withdraw permission for Images to be used, I must so inform Mother's Heart. I understand that if I so withdraw permission for the Images to be used, Mother's Heart will cease any future new publication or use of the Images, but for several years the Images may appear in printed and electronic material which has already been produced or disseminated.

I understand that I have no actionable right against Mother's Heart for any failure by either Mother's Heart or by any third party to comply with the Photography Policy or with the terms of this release form.

Your name in full print

Emily Scott, Country Director

Date:

Date:

Signature:

Signature: