

The Lilongwe Crossroads Declaration, 2017

Preamble

Members of the Media Advocates for the Advancement of Child Rights (MAACR) met at Crossroads Hotel in Lilongwe, and deliberated on media coverage of children issues. From the deliberations, it was noted that there are gaps in child reporting. In an attempt to seal the gaps, and include children's voices at the forefront; the delegates resolved to live up to the values of ethical reporting on matters pertaining to children in Malawi. The journalists also re-affirmed their commitment to championing responsible journalism. In order to achieve this inspired collaboration, members of the Media Advocates for the Advancement of Child Rights (MAACR), commit to the following ten-point plan:

1. **Protecting the best interest of children** in all journalistic & media work we undertake **and Ensuring that all children are protected against harmful media content** (Online and Offline) i.e. content with gratuitous scenes of violence and pornography.
2. Ensuring **increased positive coverage** to advance the child's best interest.
3. Commit to **abide by prevailing reporting ethical/guidelines on children** at all times.
4. Work towards **eliminating all types of discrimination and stereotypes** against children.
5. **Participate in peer review/critique sessions** carried out as part of media monitoring and quality assurance on reporting children's issues.
6. **Involve children** in media content development – children as reporters/producers and sources,

7. **Ensuring that children have access to high quality information, radio and television programs** specifically made to entertain, educate and inform them.
8. Ensuring that **children are given the opportunity to freely participate in the media, express themselves**, their culture, their language and life experiences through the media.
9. Ensure that we **lobby various stakeholders for the allocation of adequate resources** to enable production and publication of children's content.
10. Ensure that the media is a platform for CSO's including child-led organisations to give comment on children's issues.

1 -	MALICK	MNECA		15/06/17
2 -	MANDY	PONDANI		15/06/17
3 -	Sibongile	Zgumbo		15/06/17
4 -	BASHIR	AMIN		15/06/17
5 -	MARTHA	CHIRAMBO		15/06/17
6 -	Shamima	Binali		15/06/17
7 -	Edith	Kayis Goshwe		15/06/17
8 -	MCCARTHY	MUALUMISA		15/06/17
9 -	Angela	Mkandawire		15/06/2017
10 -	Frank	Kauteka		15/06/2017
11 -	Xelvin	Tenso		15/06/2017
12 -	Faith	Muafolisoa		15/06/17
13 -	Mcpherson	Maulana		15/06/17
14 -	Imam	Wali		15/06/17
15 -	Angelina	Tonga		15/06/17
16 -	MAYESD	CHAMAZWA		15-06-17
17 -	Robert	Mbetewe		15-06-17
18 -	DENNIS	NLIWAZA		15/06/17
19 -	Henry	KASWE		15/06/2017
20 -	Timothy	Bengo		15/06/2017
21 -	Nomsa	Tawo		15/06/2017