

## ROTARY NEW ZEALAND - Principles In Portrayal Of People

Rotary New Zealand adopts the following principles in portrayal of people through its website, social media and press releases

Images and related messages are based on values of respect, equality, solidarity and justice and shall:

- represent any image or depicted situation both in its immediate and wider context so as to improve public understanding of the realities and complexities of development.
- avoid images and messages that potentially stereotype, sensationalise, or discriminate against people, situations or places.
- uses images, messages, and case studies with the full understanding, participation and permission of the subjects (or the subjects' parents/ guardians).
- ensures those whose situation is being represented have the opportunity to communicate their stories themselves.
- establishes and records whether the subjects wish to be named or identified and always acts accordingly.
- conforms to the highest standards in relation to human rights and the protection of vulnerable people.
- whenever possible use only images and messages that are not people focussed rather activity outcomes focussed.