



Empowering Credible Media and Ethical Journalism, Serving the Public

Ethiopian Media Council (EMC)

Ethiopia's independent, member-driven institution
for media ethics and fairness

Published by: **Ethiopian Media Council (EMC)**
Meskel Square, Finfinnie Building, 8th Floor,
Addis Ababa, Ethiopia

The Ethiopian Media Council (EMC) is an independent, self-regulatory institution established by Ethiopian media houses and journalists' associations. It is dedicated to safeguarding media freedom and enhancing professional standards. The Council plays a vital role in building public trust and accountability by resolving media-related complaints through constructive dialogue and arbitration.



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An Overview of the Ethiopian Media Council

The Ethiopian Media Council (EMC) is an independent, non-governmental, and voluntary self-regulatory institution for the media industry in Ethiopia. Recognized by law, we are a professional body established by Ethiopian media houses and journalists' associations for the public good. Our primary role is to promote ethical and professional practices, safeguard press freedom, and serve as a fair and impartial forum for resolving media-related complaints.



Our Rationale

In a vibrant and fast-growing media landscape, challenges such as information disorder, unethical reporting, and journalists' safety are becoming more concerning than ever. EMC was created to address these challenges directly. We provide a trusted platform for dispute resolution on media related complaints, creating a space where accountability and media freedom can grow together.



Our Members

Established by the media for the public good, EMC is a self-regulatory body founded, owned, and driven by its member institutions. Our membership comprises over 100 of Ethiopia's leading public and private media houses, community media outlets, and professional journalists' associations. This member-driven nature is the source of our legitimacy and our independence.



Our Vision and Mission

- > **Vision:** An Ethiopia where a vibrant, ethical, and free press empowers a democratic society.
- > **Mission:** We champion media freedom, elevate professional standards, and provide an impartial forum to build a media landscape worthy of public trust.



Our Core Objectives are to:

- ✓ Promote media freedom and ethical media practices —
- ✓ Provide an independent mechanism for complaint arbitration —
- ✓ Strengthen the media sector through capacity building initiatives —
- ✓ Provide accreditation for journalists —

Our Value Proposition for the Public and the Media Sector

For the public

- ✓ A free & powerful voice to ensure fairness
- ✓ A trusted path to correct mis- and disinformation
- ✓ A stronger, more credible media

For the media

- ✓ A platform to promote media freedom
- ✓ A platform for professional development
- ✓ A trusted and respected industry

Partnership and Engagement Opportunities

Whether you are a citizen with a concern, a professional journalist seeking services, or a strategic partner sharing our vision and mission, EMC provides several channels for engagement.

To learn more or contact the Council, please use the following channels:

- > **Official website:** www.ethiopianmediacouncil.org
- > **Toll-free Hotline:** 6672
- > **Postal correspondence:** P.O. Box 14812, Addis Ababa, Ethiopia
- > **On-site consultation:** Visit our headquarters for in-person engagement.



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The Media Self-Regulation Unit

An independent, professional, and fair process
for resolving media-related complaints

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An Overview of the Media Self-Regulation Unit

The Media Self-Regulation (MSR) Unit is composed of an independent body of legal professionals, veteran journalists, and esteemed community representatives operating under the Ethiopian Media Council (EMC). Our core mission is to investigate ethical complaints against member media houses and find fair resolutions through dialogue and mediation. We provide a free and accessible platform to resolve complaints related to media coverage in a timely manner, thereby upholding journalistic ethics.

Our role is not to punish, but to mediate. We believe dialogue is the most powerful path to fair resolutions.



Promoting Ethical Journalism through MSR

MSR is the foundation of an independent, trusted, and professional media landscape. It creates a space where both the public's right to fair reporting and the media's freedom are protected.

- › **For the public:** It provides an accessible and credible platform to raise concerns, seek redress, and ensure accountability in media reporting.
- › **For journalists:** It offers professional protection by ensuring that ethical concerns are addressed through peer review and mediation, rather than intimidation or criminalisation.
- › **For media houses:** It strengthens credibility and public trust, supports ethical standards, and offers a fair mechanism to resolve complaints without resorting to the courts.

Actors in the MSR Process

The MSR process is overseen by the Press Ombudsman and the 16-member Arbitration Panel. This independent panel is composed of senior journalists, legal professionals, and community representatives.

The Press Ombudsman

The Press Ombudsman (PO) receives all complaints submitted to the Council, investigates, and makes final decision on cases or decides to transfer code of conduct related cases to the Arbitration Panel.

The Arbitration Panel

The Arbitration Panel (AP) examines and decides on cases referred by the PO. It also handles some matters directly, such as appeals by the leadership of the federal and regional governments, foreign diplomats, and companies based in Ethiopia, as well as complaints against media houses that operate branches in more than one region in the country.

What the MSR Unit is and What It Is Not

The MSR Unit is:

- ✔ An independent mediator
- ✔ A free, accessible service
- ✔ Focused on ethical standards
- ✔ Aimed at dialogue & correction

The MSR Unit is not:

- ✘ A court of law
- ✘ A government agency
- ✘ A police force
- ✘ A punitive body

How to Access the MSR Unit's Services

To learn more about the unit or access the MSR services, use the following channels:

- › **Official website:** Go to www.ethiopianmediacouncil.org
- › **Toll-free hotline:** Call 6672
- › **Postal correspondence:** Send a mail to P.O. Box 14812, Addis Ababa, Ethiopia
- › **On-site consultation:** Visit our office in person

Frequently Asked Questions (FAQ)?

- › **Is there a fee for using this service?** No. Our complaint arbitration service is provided entirely free of charge.
- › **Do I need a lawyer to file a complaint?** No. Legal representation is not required to file a complaint.
- › **How long does the resolution process take?** We strive for efficiency and aim to resolve most cases within 15 days.
- › **Can I file a complaint against any media house?** No, the EMC exclusively handles complaints regarding its member media houses. For a full directory of our members, please visit our official website.
- › **Can I submit a complaint about a journalist's personal life?** No. All complaints must pertain strictly to professional matters and journalistic conduct.
- › **Is the EMC a government entity?** No. The EMC is an independent, self-regulatory body dedicated to upholding ethical standards in the media.

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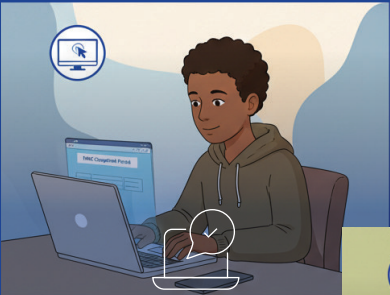
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A Step-by-Step Guide to Filing Media-Related Complaints

A simple, free, and confidential way
to make your voice heard



Who can Submit a Complaint?

Anyone who believes they have been affected by or have observed unethical reporting by the media can submit a complaint. This includes citizens and community groups, private and government insitu-tions, civil society organizations, entrepreneurs and businesses, CSOs, journalists and media institu-tions, as well as others.

When to File a Complaint?

You can file a complaint if you believe the media content exhibits any of the following issues:

- ✓ Factual inaccuracy or distortion
- ✓ Unfair portrayal or bias, ethical breaches, and fairness issues
- ✓ Invasion of privacy in reporting
- ✓ Denial of a right of reply and other breaches of the code of ethics of journalism

We do not handle:

- ✗ Personal disputes between individuals
- ✗ General administrative complaints
- ✗ Criminal matters (report to police)
- ✗ Reporting by media houses that are not EMC members

How to Submit a Complaint?

We offer four options to submit a formal complaint:

1. Online submission

- › Complaint form: <https://complain.ethiopianmediacouncil.org/en/submit/>
- › Process: Fill out the digital complaint form available on our website, and click submit.

2. Toll-free hotline

- › Number: 6672
- › Process: Call 6672 to submit your complaint directly to an operator or to receive assistance with verbal inquiries.

3. Postal correspondence

- › Mailing address: P.O. Box 14812, Addis Ababa, Ethiopia
- › Process: Send your completed complaint form to us by post. The complaint form can be downloaded from our website here: <https://complain.ethiopianmediacouncil.org/en/submit/>

4. In-person consultation

- › Location: Visit our headquarters for a face-to-face consultation.
- › Process: Our staff is available at our office to provide support and help you file your complaint in person.

Steps in Complaint Arbitration Process



Your Rights During the Process

- › **Confidentiality:** Your identity and information will be protected.
- › **Fair hearing:** You will be given a fair opportunity to present your side of the story.
- › **Respect:** You will be treated with dignity by our impartial panel and staff.
- › **Independence:** The process is free from any external or internal influence.