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**Unified Principles and Standards
For Television and Radio Coverage
Of the
2010 Shura Council and People's Assembly Elections**

Introduction:

Principles and standards for audio-visual coverage of the Shura Council and People's Assembly elections have been established to ensure compliance, and to play an active role in civic and electoral education to encourage positive and informed participation in the elections.

First: Standards

1. Fair, neutral and equal coverage for parties on national media & for candidates on local media
 2. Equal time for all candidates to present their platforms and views
 3. Forbidding any impugning of the reputation of candidates or any violation of their private lives.
 4. Respect for national unity and the values of Egyptian society
 5. Separation between coverage and advertisements, and ensuring transparency and fairness between candidates in paid advertisements.
- All parties, candidates and audiovisual outlets must be informed of these standards and abide by them.

Second: Principles that Govern Media Coverage of the Election

1. Ensure neutrality and transparency in the program grid so that no content that could be deemed to be campaign material in support of or against, directly or indirectly, any candidate or party, such as movies, plays, songs and others, shall be broadcast.
2. Complete separation between the coverage of the official activities of candidates undertaken by virtue of their positions, and those that may be deemed to be electoral campaigning.
3. Complete separation between the coverage of the official activities of ministers and senior state officials who are candidates in the elections undertaken by them by virtue of their positions, and those that can be deemed to be campaign activities in support of a particular candidate. This shall also apply to media coverage of the activities of persons who are related to any candidate.
4. Ensure accuracy and balance in the coverage of electoral campaigns to provide citizens with a complete and accurate picture which will empower them to make informed choices.
5. No broadcaster whose is a candidate for election in any district may participate in the broadcasting of any radio or television program during the official campaign period provided for by law.

Third: Organizing Regulations for Advertisements during the Shura Council and People's Assembly Elections

1. Candidates shall abide by professional and ethical standards of broadcasting in their election advertisements
2. Candidates' advertisements may not invade the privacy or impugn the ethics of their competitors directly or indirectly
3. Candidates' advertisements may not denigrate other candidates by word, pictures, insinuations, symbols, special effects or any other means
4. Advertisements may not include matters which undermine national unity or the values of Egyptian society
5. No advertisements in support of any candidates, which are financed by natural or legal persons in Egypt or abroad, shall be broadcast
6. Candidates' advertisements may not be broadcast during news bulletins, news programs or reports, or during the broadcast of live political events on radio and television stations.

Fourth: Evaluation of the Performance of Media Coverage of the Shura Council & People's Assembly Elections

1. A Committee shall be established to evaluate the performance of media during the Shura Council and People's Assembly elections. The committee shall include representatives of ERTU, private television channels and networks, a number of experts and university professors in the area of media, representatives of parties participating in the election & representatives of the Media Free Zone & NileSat.
2. The Committee shall be mandated to evaluate candidates' media campaigning & advertisements during the elections on terrestrial radio stations and television channels, as well as on public and private satellite channels.
3. The Committee's work shall be limited to official campaign period in line with elections law.
4. The Committee's responsibilities shall include continuous monitoring & receiving of requests or complaints. If the Committee determines that a violation has been committed and which requires an intervention of any type it deems necessary, it is authorized to issue a recommendation to the responsible officials to act upon it.
5. The Ministry of Information shall provide any materials, human resources, or equipment needed to assist the Committee in the performance of its duties. It shall also provide office space and personnel to receive candidate's requests and complaints, and to transfer these requests immediately to the relevant parties.

Fifth: Forms & Schedules for Media Coverage on State-Owned Television and Radio Networks

- ERTU shall provide a number of programs with the purposes of promoting civic education, explaining and analyzing electoral platforms, and to provide active coverage of the electoral process, all of which shall be undertaken neutrally and equally vis-a-vis the parties participating in the election, while providing space for the views of independents. ERTU as a state-owned entity shall fulfill this mission in the following manner:

1. Radio Networks

- Radio networks shall provide discussion programs for parties to explain their electoral platforms through interviews with party heads or their representatives on national networks, ensuring equal time to the various parties, and shall rebroadcast these programs on local networks.

A. The General Program

- Each party shall be provided with a discussion program in each stage of the election where its candidates are participating. Parties shall be represented in these programs by their heads or their representatives in order to explain the electoral platforms of their parties. These programs shall be rebroadcast if their candidates are participating in the run-off stage of the election.
- An election news bulletin shall be broadcast to explain and analyze the elections at the district level and to cover the most important activities in these districts. One hour of broadcasting time shall be provided each day in two segments after the main news bulletins.

B. Middle East, Youth & Sport & Radio Misr Stations

- These stations shall cover the elections through 3 daily bulletins, and all 3 stations shall rebroadcast the main discussion program.

C. Voice of the Arabs

- The station shall broadcast a daily program covering the election campaign.

D. The European Program

- The station shall broadcast a daily program covering the election campaign.

E. Local Radio Stations

- These stations shall be responsible for the coverage of elections at the governorate level, through 4 daily broadcasts during the stages of the campaign in the following manner:
 1. Each party whose candidates are running in the districts covered by the station shall be provided with a discussion program wherein the head of the party or his/her representative may present the views of the party and its program regarding local development of the districts covered by the footprint of the station.
 2. Each candidate shall be provided with 5 minutes at a maximum to introduce himself and his views. This segment shall be rebroadcast for candidates participating in the run-off stage.
 3. Each station shall broadcast 4 daily news bulletins covering campaign activities.

2. Television Channels

A. Channel 1

- A discussion program will be provided in each stage of the election to present the electoral platforms of parties participating in the elections
- 3 news bulletins covering the campaign activities of the parties' candidates and the most important activities in the districts will be broadcast. The total time for 3 news bulletins shall not exceed 45 minutes per day and shall be broadcast after the main news bulletins.

B. Channel 2

- A discussion program shall be provided to discuss parties' platforms. Parties' representatives shall be included to present the views of each party on various issues, while ensuring that each party is afforded equal time.
- An election news bulletin shall be broadcast after each of the main daily news bulletin

C. The Egyptian News Channel

- A discussion program shall be provided to each party participating in the election
- 4 daily news bulletins covering the electoral campaigns of parties and independent candidates in the electoral districts, and the most important developments in these districts. The total daily broadcast time devoted to these 4 bulletins shall not exceed 120 minutes per day.

D. The Egyptian Satellite Channel

- ESC shall rebroadcast programs devoted to presenting the parties' platforms and the discussion programs on various issues, as well as rebroadcasting the election news bulletins.

E. Nile International

- A daily program covering the elections will be broadcast in English and French.

F. The Elections Channel

- A terrestrial channel devoted to the parliamentary elections will be established and shall broadcast for 12hrs each day during the elections, covering the governorates of Greater Cairo. The channel shall broadcast regular bulletins of the electoral process, and rebroadcast the discussion programs with participating parties' leaders.
- Candidates running in any of the governorates of Greater Cairo shall be permitted to use their 5-minute segments on the Elections Channel if broadcast time is unavailable on Channel 3.

All radio and television discussion programs and interviews for parties and candidates will be pre-taped and broadcast at scheduled times

G. Local Channels 3,4,5,6,7,8

- Discussion programs with party heads or their representatives will be rebroadcast on local stations.
- Each candidate will be provided a maximum of 5 minutes to introduce themselves and their recommendations on the channel which covers his/her electoral districts, with an additional segment of time provided in the case of a run-off.
- 3 daily election news bulletins of 30 minutes each will be broadcast to cover the campaigns of candidates and parties, while ensuring equality and neutrality in said coverage.