

Be ethical, state urges media

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Government has urged media practitioners to uphold the highest level of ethical and professional standards in their reporting.

Information and Broadcasting Services Deputy Minister, Mwansa Kapeya said the media should stick to the fundamental tenets of journalism at all times.

Kapeya said media practitioners should avoid sensationalising issues, and avoid unprofessional and unacceptable conduct.

He said in a statement that the government had been prompted to respond in the wake of the growing tendency by some media houses to overstep their professional boundaries in their reporting.

Kapeya has since called on the Press Association of Zambia, Media Institute of Southern Africa Zambia Chapter and the newly-formed Zambia Media Council to intensify their promotion of professionalism.

Source: [allAfrica](#)

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