



MEMORANDUM ON THE MEDIA ETHICS ICON

Aghveran, June 7, 2025
Annual General Meeting
of the Media Self-Regulation Initiative

We, the undersigned media that have joined the Media Self-Regulation Initiative,

Taking into account

- our commitment to contributing to the realization of the public's right to access information and the development of ethical journalism,
- our readiness to follow the provisions outlined in the [Code of Ethics of Armenian Media and Journalists](#),
- the importance of Media Ethics Observatory as a key body in the media self-regulation system,

Adopt the following provisions:

1. Definition of the Media Ethics Icon

[The Media Ethics Icon](#) is visually represented by a logo, which links directly to the website of Media Ethics Observatory (mediaethics.am) and reflects the media's membership in the Self-Regulation Initiative.

The Ethics Icon serves as a confirmation of the media's commitment to delivering accurate, unbiased, comprehensive, high-quality and responsible reporting, in line with the Code of Ethics of Armenian Media and Journalists.

2. Conditions for Receiving the Ethics Icon

Media shall receive the Ethics Icon if they:

- have signed the Code of Ethics of Armenian Media and Journalists,
- have adopted all relevant [documents](#) of the Initiative, consistently comply with the principles set out in the Code of Ethics of Armenian Media and Journalists, and cooperate with Media Ethics Observatory in resolving issues related to journalistic ethics.

3. How the Ethics Icon is Applied

Media place the Ethics Icon on their websites, in print publications, and on their social media pages, thereby emphasizing their commitment to the principles of journalistic ethics.

4. Commitment

Media bearing the Ethics Icon

- adhere to the rules of journalistic ethics, enshrined in the Code of Ethics of Armenian Media and Journalists,
- adopt (and where required by the [MEO Regulations](#), publish) the judgments, expert opinions and statements of Media Ethics Observatory,
- take part in discussions and trainings on matters of ethics,
- maintain transparency in their activities.

The right to use the Ethics Icon may be discontinued by Media Ethics Observatory in cases where a media entity repeatedly and deliberately violates the principles of journalistic ethics or continuously refuses to engage in the self-regulation process.

5. Joining the Memorandum

Media that are members of the Self-Regulation Initiative but did not take part in the 2025 General Meeting have the opportunity join this Memorandum by filling out a joining form and confirming their acceptance of the provisions outlined in the document.