

NOTE:

Flemish Council for Journalism Ethics (*Vlaamse Raad voor de Journalistiek* – RVDJ [EN](#));

Code of Journalistic Ethics: [FR](#): Article 13 Journalism and Advertising [EN](#).

- Flemish Council for Journalism Ethics (*Vlaamse Raad voor de Journalistiek* – RVDJ [EN](#)). This Council is an independent body for self-regulation of the Flemish press in Belgium. The Journalistic Code: [NL](#) - Art. 11: Advertising messages and other commercial contributions are made in such a way that the media user can clearly establish that they are not journalistic works, for example through an explicit mention or a clear difference in the design

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- Council for ethical journalism (*Conseil de déontologie journalistique* CDJ [EN](#)), created in 2009, is an organisation for self-regulation of the French and German language media in Belgium. It consists of representatives of publishers, journalists, editors and civil society. Code of Journalistic Ethics: [FR](#): Article 13 Journalism and Advertising [EN](#). Key extracts:
- Point 2: Advertising and journalism can coexist, but the first should not influence the second.
- Point 4: The juxtaposition of journalism and advertising must give rise to a formal differentiation that will avoid any confusion in the mind of the public, whatever the medium: written press, television, radio, website/ online. This obligation is not only ethical, but also legal (Trade Practices Act, Broadcasting Regulation and monitoring by the CSA (Audiovisual Council – Fr speaking) and the Medienrat (Media Council), for the German-speaking Community. Any production of an advertising nature with journalistic appearances, although not emanating from journalists, must be clearly marked by a distinctive mention such as "*publicity / publicité*", "*advertorial / publireportage*", "*this text does not bind the editor / ce texte n'engage pas la rédaction*".
- Point 6: Visually distinguish between advertising and journalism: Editors and their staff must ensure that the public effortlessly perceives a clear and unmistakable visual and / or audible difference between journalistic content from the editorial staff and any other content. Implementation: 5.1: In print and online media, any advertisement, any advertising material that resembles journalistic content, any supplement, any production delegated to a non-journalistic external partner or any content not originating from the editorial staff (including external collaborators) but having similarities with journalistic content must include a mention indicating that it does not emanate from the editorial office: 'publicity', 'advertorial' or 'this text does not bind the editor'. All content of this type must be printed in a body, a position and a form that distinguishes it from the editorial content in order to be identifiable as advertising by even an occasional reader.

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