

GA

An international news channel covering Africa's relations with the rest of the world

Editorial Charter

The rules GA works by: independence, impartiality, and the separation between the newsroom and the commercial teams

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"Africa's engagement with the world is our only beat."

We do not cover Africa's domestic news. We cover Africa's relations with the world, and the world as it matters to Africa.

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GA NETWORKS S.A. · Luxembourg

Preamble

This charter states the rules under which GA produces its news. It is published so that viewers, partners, sponsors, advertisers, distributors and the journalists who work for GA can hold the channel to the same standard. It binds every member of the newsroom, every presenter, every freelance contributor, every affiliate and every production partner contributing to GA output, in every language and on every platform. It is issued by the Editorial Founder, chair of the board of directors of GA NETWORKS S.A. and statutory Editor-in-Chief; it is applied by the Head of News; it is examined by the Advisory Board; and it is reviewed once a year.

The charter sits above the Editorial Handbook, which sets out the daily application of these rules: the scope doctrine, the relevance test, the programme charters and the editorial standards. It sits beside the Governance Charter, which sets out who decides what at GA NETWORKS and establishes the Advisory Board that watches over its application. Where the Editorial Charter and the Handbook differ, the charter prevails.

1 What GA is

GA is an international news channel. It covers one subject, exclusively: Africa's relations with the rest of the world — every international story that is linked to Africa, affects Africa, concerns Africa and is relevant to its audience, and nothing else. It covers that subject for one audience: Africa's affluent and influential viewers, at home and in the diaspora, who already watch the global news channels every day and who lack the one segment of international news that concerns them first.

GA is not an African channel, not a pan-African channel and not a continental channel. It is an international newsroom of professionals of every nationality, reporting from Africa, Europe, Asia and the Americas, under one editorial prism. GA does not cover African domestic news. On African soil it covers the actions of international actors, public and private; abroad it covers everything related to Africa and everything African players do in the world.

> **THE DOCTRINE IN ONE SENTENCE**
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> GA covers Africa's relations with the rest of the world — in Africa, and principally beyond the continent. Every international story that is linked to Africa, affects Africa, concerns Africa and is relevant to our audience — and nothing else. The scope is the brand.

2 Editorial independence

2.1 Who decides

Editorial decisions at GA are taken by journalists, and by journalists alone. Two levels of authority exist, and they protect each other.

The **Head of News** holds the authority of the day: final authority over every story, running order, script and guest, on every programme and in every language service. No one — the Editorial Founder included — reviews content before transmission.

The **Editorial Founder**, as statutory Editor-in-Chief, holds the authority of principle: the editorial doctrine, this charter, the scope, and the appeals on questions of scope and doctrine, recorded in the

Scope Register. The Editorial Founder does not edit a running order, a script or a guest list, does not instruct a programme editor or a journalist directly, and takes no part in commercial negotiations. Where the Editorial Founder has an interest in a story, the chair of the Advisory Board rules in the Editorial Founder's place.

Neither answers to a commercial objective, a shareholder, a partner or a sponsor for any editorial decision. The shareholders of GA NETWORKS and of its parent company, its technical and launch-support partners, its distributors and its commercial partners have no seat in the newsroom, no access to content before transmission and no right of review, approval or veto over any editorial matter.

2.2 No favour, no immunity

GA's shareholders, partners, advertisers and sponsors receive no editorial favour and enjoy no editorial immunity. They are covered when the news concerns them, under exactly the rules that apply to every other actor: the same relevance test, the same sourcing standard, the same scrutiny of terms, transparency, delivery and consequence.

Any coverage decision concerning an entity connected to GA — by ownership, partnership, sponsorship, advertising or distribution, the Editorial Founder and MediaCraft Africa included — is escalated to the Head of News before transmission, and the connection is disclosed on air where relevant to the viewer's understanding of the story.

2.3 Protection of journalists

No journalist at GA can be instructed, by anyone outside the editorial chain, to cover, soften, delay or drop a story. A journalist who receives such a request reports it to the Head of News, who records it. A journalist who believes the Head of News, or the Editorial Founder, has breached this charter may report directly to the chair of the Advisory Board, in confidence and without reprisal. No journalist is sanctioned for applying this charter.

3 Impartiality

- **Between African states.** GA takes no side, favours no capital and applies the same scrutiny to the international undertakings of every African government. Africa is fifty-four states: GA names the country, the government and the institution, and never treats the continent as a single actor unless the story is genuinely continental.
- **Between external powers.** GA is aligned with no bloc. It is neither pro-Western, nor pro-Chinese, nor pro-Gulf, nor pro-anyone. Every external actor, state or private, is examined against the same criteria: terms, transparency, delivery, consequence.
- **Africa as an actor, not a cause.** GA treats Africa as an actor on the same footing as the international players that act and compete around it. That is a lens, not a supporter's posture: African actors abroad are examined as rigorously as foreign actors in Africa.
- **Politics and diplomacy on a par with economics.** GA is an international news channel, not an economics channel. Political and diplomatic stories are carried at least on a par with economic and financial ones, on every programme, and the balance is audited every week.
- **Right of reply.** Any person or institution whose conduct is the subject of a GA report is given a fair opportunity to respond before transmission, and the response, or the absence of one, is reported.

4 Accuracy, sourcing and corrections

GA reports what it can establish. Two independent sources are required for any contested fact and for any fact capable of moving markets; a single source is sufficient only where it is the primary document or the actor itself, named. Documents take precedence over briefings: contracts, filings, communiqués, court papers and official gazettes are cited by clause and dated. Figures are sourced, dated and given context. Anonymity is granted only for information of significant public interest that cannot be obtained otherwise.

Stories capable of moving sovereign bonds, currencies or listed companies require senior editorial clearance before transmission. Errors are corrected on air and online, promptly and visibly, in the programme in which they were made.

5 The separation between the newsroom and the commercial teams

GA's launch revenue comes from sponsorship and advertising. That makes this section the most important in the charter. Sponsors and advertisers buy association with GA's programmes; they do not buy, and cannot obtain, any influence over their content. The rules below are the guarantee.

5.1 The principle

The newsroom and the commercial teams are two separate organisations within GA NETWORKS, with separate reporting lines. The newsroom reports to the Head of News, who answers to the board of directors on the application of this charter and to the Advisory Board when it convenes them. The commercial teams report to the Chief Executive. The two meet only at the level of the Chief Executive and the board, and never on the content of a programme.

5.2 What the commercial teams do not do

- They do not attend editorial conferences, and they do not see running orders, scripts, packages or guest lists before transmission.
- They do not propose, request, favour, delay or oppose any story, angle, guest or correspondent, on behalf of a sponsor, an advertiser or themselves.
- They do not negotiate editorial terms of any kind. A sponsorship or advertising agreement contains no clause bearing on content, and GA signs none that does.
- They do not pass a sponsor's or advertiser's editorial wishes to the newsroom. A wish received is declined by the commercial team itself.

5.3 What the newsroom does not do

- Journalists do not negotiate with sponsors or advertisers, do not solicit them and do not take part in the sale of programmes.
- Journalists do not produce branded content, advertorials or sponsor messages, and GA carries no branded content within its news programmes, magazines or briefs.
- Journalists do not receive, directly or indirectly, any payment, benefit or hospitality from an actor they may cover.

5.4 What a sponsor gets, and what a sponsor does not get

A SPONSOR GETS	A SPONSOR DOES NOT GET
Association with a named programme, through on-air billboards and credits ("presented by"), identified as sponsorship and clearly separated from editorial content.	Any say in what the programme covers, who presents it, who is interviewed or how a story is told.
Sectoral exclusivity on that programme: one magazine, one partner, no competitor sponsoring the same title.	Any protection from coverage. A sponsor, and a sponsor's competitors, are covered under exactly the same rules as every other actor.
Advance notice of the programme's schedule and of its published themes, as any viewer may obtain them.	Any access to content before transmission, and any right of review, approval or veto.
Fair treatment: if the news concerns a sponsor, the sponsor is given the right of reply that every actor receives.	Any favour in that treatment, and any influence over the editorial decision to run or not to run the story.

5.5 Identification on air

Every sponsorship and every advertisement is identified as such, visually and audibly, so that no viewer can mistake commercial content for editorial content. The credit "presented by" names the sponsor; it describes a credit, never a role in the programme. GA does not insert products, brands or messages into editorial content.

5.6 Conflicts and record

Any attempt by a sponsor, an advertiser, a shareholder or a partner to influence editorial content is reported to the Head of News and to the Chief Executive, and recorded in the interference log reviewed by the Advisory Board. A repeated attempt is grounds for ending the agreement. The Head of News and the Chief Executive report once a year to the board on the application of this section.

> **THE RULE IN ONE LINE**
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> Sponsors are associated with programmes. They have no influence on their content. Editorial independence is a condition of every GA agreement, and it is not for sale.

6 Scope discipline and the Scope Register

GA's scope is exclusive and precise, and it is also its brand. A domestic story on GA's air costs the channel its definition. Questions of scope are therefore settled quickly and recorded durably. The producer applies the relevance test and the programme charter; unresolved cases go to the programme editor; novel or contested cases go to the Head of News, whose ruling is final for the day. A question of doctrine — whether the scope itself, as written, should be read otherwise — may be put to the Editorial Founder after transmission, or before it at the Head of News's own initiative. Every ruling on a novel case is entered in the Scope Register, kept by the Head of News and signed by the Editorial Founder: a shared, dated record of scope decisions and their reasons, which serves as GA's editorial case law across programmes and language services and is reviewed every quarter by the Advisory Board. When in doubt, leave it out.

7 Language and respect for the audience

GA writes up, never down. Its viewer runs an institution, a bank, a company, a mission, a ministry or a university, and is never told what she already knows. The register is assured, precise and unhurried, consequence-led, without condescension towards the audience and without deference towards power. GA names actors precisely: “China” is not a company, “the Gulf” is not a fund, “the West” is not an institution. GA bans the framings that have long distorted the coverage of Africa: the “dark continent”, the “Africa rising” and “hopeless continent” pendulum, the tribal reading of political or economic rivalry, and poverty, destitution or disaster used as visual wallpaper. This charter applies identically across all of GA’s language services.

8 Complaints

Any viewer, institution or actor may complain about a GA report. Complaints are acknowledged within five working days, examined by the Head of News or a designated editor who was not involved in the report, and answered in writing. Where a complaint is upheld, GA corrects or clarifies on air and online. A summary of complaints and their outcomes is reported to the board once a year.

9 Application

This charter forms part of the terms of engagement of every journalist, presenter, freelance contributor, affiliate and production partner working on GA output, and of every sponsorship, advertising and distribution agreement signed by GA NETWORKS. It is published on GA’s website, and it is reviewed once a year by the Editorial Founder and the Head of News, with the Scope Register and the weekly editorial audits as its evidence and the Advisory Board’s opinion, before adoption by the board of directors.

Issued by the Editorial Founder

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GA is edited and broadcast by GA NETWORKS S.A., a subsidiary of MediaCraft Africa. Version 1.2 of this charter aligns the editorial roles with the Governance Charter v2.0: the Head of News holds the authority of the day; the Editorial Founder is the statutory Editor-in-Chief and holds the doctrine; the Advisory Board watches over both.

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