

Ethical Principles for entry to broadcasting

(Ethics code)

1. Professional guarantee and supervision of broadcasting within the ŠIK Project

1.1 The preventive broadcasting for the ŠIK project abides by the code as amended by The School Law number 561/2004, Code of Law, and as subsequently amended; Declaration of Basic Rights and Freedom, Convention on the Rights of the Child and by this ethical code.

1.2 The broadcasting for the ŠIK project abides by principles of decency, righteousness and integrity.

1.3 Many experts and specialists from all over the Czech Republic participate in the creation of preventive video programmes. Professional guarantee from individuals and companies is provided in case of videos concerning specific areas of risk behaviour prevention in children and young people. These professionals are responsible for the content accuracy and together with ŠIK CZ Ltd. employees they evaluate thematic convenience and suitability of the broadcasting.

1.4 Before starting cooperation with a company, ŠIK CZ Ltd. shall consider whether and how the company may participate in the ŠIK project. The purpose of this endeavour is to avoid cooperation with companies which engage in activities contrary to purposes and basic essence of the ŠIK project.

1.5 The broadcasting of preventive video spots is subject to consent of system of internal and external control. Prior consultations with competent persons are necessary.

2. Forms and limits of promotion within the ŠIK Project

2.1 Partners and patrons who give financial support to our projects may be presented by their logo in the broadcasting. They may become partners of particular preventive videos as they provide financial resources needed for their production and broadcasting. They may be presented as partners at the end of these videos, on the screen bar at schools or on ŠIK CZ, Ltd. website.

2.2 Given the fact that the question of actively spent leisure time is a part of risk behaviour prevention in children and young people, concrete offers of leisure time activities may appear in the broadcasting, up-to-date for the particular town, city or region, as well as invitations to various cultural and social events. These videos are not considered to be publicity that may endanger child's psychic and moral development.

3. Competitions and presents

3.1 If a broadcasted preventive video refers to a child competition or other games, clear rules shall be published in a suitable way.

3.2 The partners and patrons of the project may provide presents for competitions announced in the broadcasting. These presents shall not endanger physical, psychic or moral development of children. They shall not contain names or brands of tobacco products, narcotic or psychotropic substances neither mottos nor symbols related to extremist groups.

3.3 A sales representative of ŠIK CZ Ltd., who deals with such a company, shall become acquainted with these presents and consult their appropriateness with a first line supervisor or another competent person. ŠIK CZ Ltd. has right to reject presents if they are considered to be inappropriate.

Ethical Principles for entry to broadcasting

(Ethics code)

4. Special limits and exclusion of broadcasting

4.1 The broadcasting within the ŠIK project shall not contain any visual presentations which offend against ethical and moral standards. In the programmes there are not any elements which diminish human dignity.

4.2 The preventive broadcasting does not contain any deceitful data.

4.3 The preventive broadcasting within the ŠIK project shall not abuse our target group's confidence or take advantage of their lack of experience and knowledge or evoke to risk behaviour.

4.4 No broadcasted videos encourage children to go to unknown places or to speak to strangers. There are not any videos which may cause inferiority complex in children as for their relation to other children.

4.5 The preventive broadcasting within the ŠIK project shall not use the motive of fear, make improper use of prejudices and superstitions or contain anything that may lead to violent acts or support such behaviour. It does not contain anything that may, in an undoubtedly uncouth manner, offend national, racial or religious feelings of individuals within the target group.

4.6 There are no video programmes in the broadcasting which advertise concrete political party and Church or religious groups.

4.7 The video programmes focused on well-balanced and wholesome lifestyle do not impeach the role of parents or other people who are positive models for children during their upbringing as for a correct diet.

4.8 There are no video programmes in the broadcasting which advertise spirits or tobacco products.

5. Concluding establishment

The Company ŠIK CZ Ltd. commits oneself to act according to The Ethical Principles for entry to broadcasting which will be evaluated every year and updated according to development of ŠIK project.

In Hradec Králové, 1st January 2010



Agent Signature