

Letter addressed to press managers

Dear Mr./Mrs. Director,

We are addressing you on behalf of a civil society coalition that aims to **increase public confidence in the mass media**. This coalition brings together NGOs that for many years have been working on issues of good governance and the media, and who have initiated action plans, some of them impacting the parliamentary or administrative areas. Today we want you to help us stop and redress the declining level of trust in the media through a simple action: transparent display of the media's sources of funding.

Due to technological progress and European transparency initiatives, more and more information comes to light about the sources of financing for the different media outlets – soon everyone will have access to a report detailing the advertising procurement situation, and another by the RISE Project that comprises obscure data regarding state advertising and offshore shareholders. The discussion about editorial independence has also reached a pinnacle in this double electoral year and is not likely to increase overall trust in the media.

Therefore, we believe that a simple solution aimed at dispelling some of this distrust is voluntary publication, on any publication's website, of this minimal amount of information:

- Media shareholder structure level all the way to every individual/legal person, partner or shareholder;
- List of all advertisers who contribute more than 10% of the publication budget, and if no one contributes that amount, a list of the top 20 clients who purchased ads in the previous year;
- Historical debts to the state budget on the 31st of December for the previous year;
- A specified person representing the media trust who can be reached (name and position), as a contact point before addressing the CNA or civil court, with complete contact information (mailing address, email, phone);
- List of all publications issued by the respective legal entity and a list of all other audio-visual services offered.

Our request is for you to publish this information on your website within 30 days of receiving this letter. After 60 days, even if we do not hear back from you we will publish a list of transparent media, as well as one of the less transparent media.

Once published, we recommend updating the information every six months or whenever necessary. We suggest posting this information in the "About us" section, possibly by clicking on the campaign logo.

We thank you for your contribution to creating a more transparent media. By publishing this information on your website, we will soon after be pleased to send you a badge showing your support for the Coalition for a Clean Press.

On behalf of the Coalition for a Clean Press

Romanian Academic Society (SAR)

61 Mihai Eminescu, Bucharest 2, Romania
tel/fax: +40-21 2111477/2111424
<http://www.sar.org.ro>

Academic Society of Romania (SAR) - Freedom House national rapporteur

Centre for Independent Journalism (CIJ) - IFEX member and Global Forum for Media Development member

Active Watch - Annually publishes FreeEx report focusing on freedom of the press and is a member of Reporters sans Frontieres and IFEX.

Alina Mungiu-Pippidi

SAR president

[See here the list of those who have joined the Coalition for a Clean Press](#)

[Join us by filling out your publication's information here](#)

Romanian Academic Society (SAR)

61 Mihai Eminescu, Bucharest 2, Romania

tel/fax: +40-21 2111477/2111424

<http://www.sar.org.ro>

