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## Six Global Organisations Join Forces Against Bribe Media Coverage

London, 26 July 2004

Six global organisations today announced their support of principles designed to foster greater transparency in dealings between public relations professionals and the media and to end bribery for media coverage throughout the world. The organisations are the International Press Institute, the International Federation of Journalists, Transparency International, the Global Alliance for Public Relations and Communications Management, the Institute for Public Relations Research and Education, and the International Public Relations Association.

The principles, embodied in the Charter on Media Transparency developed by the International Public Relations Association, are that:

- News material should appear as a result of the news judgment of journalists and editors, and not as a result of any payment in cash or in kind, or any other inducements - Material involving payment should be clearly identified as advertising, sponsorship or promotion - No journalist or media representative should suggest that news coverage will appear for any reason other than its merit - When samples or loans of products or services are necessary for a journalist to render an objective opinion, the length of time should be agreed in advance and loaned items should be returned afterward - The media should institute policies regarding the receipt of gifts or discounted products and services, and journalists should be required to sign the

“In too many countries, bribery of the news media robs the public of truthful information that they need to make individual and community decisions,” said Dr. Donald K. Wright, 2004 President of the International Public Relations Association. “We started this campaign with the goal of creating greater transparency by eliminating unethical practices in dealings between news

and the media.”

“The International Press Institute’s General Assembly has endorsed these principles because all attempts to corrupt media compromise the freedom of expression that protects other rights,” said Johann P. Fritz, Director of the International Press Institute.

Peter Eigen, Chairman of the Board of Transparency International, said, “We have long believed in the power of media coalitions to combat corruption in all its forms. The media has an important watchdog role to hold to account those in positions of power. To be credible in this role, it is essential that journalists refuse bribes and the corporate sector desists from offering bribes. It is also crucial that editors, publishers and media owners give journalists all the support they need to implement transparency principles announced today.”

“Courageous reporters risk life and limb every day to defend press freedom and human rights,” said Aidan White, General Secretary of the International Federation of Journalists. “We cannot stand by while bribery mocks those sacrifices, anywhere in the world.”

“We represent professional public relations associations in 100 countries, and we want to bring that grassroots strength to a coalition for media transparency,” said Jean Valin, Chairman of the Global Alliance for Public Relations and Communication Management. “This is closely linked to ethics in organizations, which is a cornerstone of effective and credible communication with the public.”

“Last year the Institute for Public Relations Research and Education joined with the International Public Relations Association to release a comprehensive index that ranks nations for the likelihood that print journalists will seek cash for news coverage,” said Frank Ovaitt, President and Board Elect of the Institute. “We continue to believe this is a critical issue that serious journalists and public relations people must address together.”

The International Public Relations Association is the preeminent association for senior international public relations professionals with over 1000 members worldwide.

The International Press Institute is a global organization with members in 115 countries dedicated to the promotion of

protection of press freedom and the improvement of the of journalism. IPI's membership is made up of editors, n executives and leading journalists working for some of t most respected media outlets.

The International Federation of Journalists is the world's organization of journalists. The Federation represents a 500,000 members in more than 100 countries and prom international action to defend press freedom and social through strong, free and independent trade unions of jo

Transparency International, founded in Berlin, Germany nonprofit worldwide coalition which is committed exclus fighting corruption. It raises public awareness of the dar impact of corruption on social and economic developme mobilizes the government, private sector and civil socie together.

The Global Alliance is composed of over 50 member organizations, representing more than 150,000 individu mission to unify the profession and provide a framework collaboration among the public relations profession and practitioners throughout the world.

The Institute for Public Relations Research and Educati located at the University of Florida, is dedicated to impr professional practice of public relations through researc education, measurement and evaluation. The Institute's bribery for news coverage can be accessed at:

[www.instituteforpr.com/international.phtml?article\\_id=bribery\\_index](http://www.instituteforpr.com/international.phtml?article_id=bribery_index)

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