Internews in collaboration with the World Economic Forum

Ethical Advertising to Support Reputable Media
The Coalition

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Journalism in crisis

Media feast, news famine

- Rise of “news deserts”
- Loss of local and investigative news and information increases corruption, reduces civic engagement, increases disaffection, impairs public health
- Media concentration leads to polarization and vulnerability to capture
- Trust is built from the ground up
The Ethical Media Ecosystem

**The Index**
Local teams audit websites in each market to build a dynamic, global list of reputable, ethical news media.

**The Marketplace**
An independent nonprofit network to help advertisers easily access reputable publishers and facilitate media development.

**The Brand Alliance**
Global, regional and national brands commit to shift spending from mere brand-safe to sustaining ethical, responsible news media.

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**SETUP – Index, Plan and Technology**

**PILOT – 4 countries**

**ROLLOUT – 8 countries**

**EXPANSION – 15+ countries**
United for News Criteria

**Process**

- Index overseen by a transparent, multi-stakeholder committee of publishers, advertisers and NGOs.
- Criteria a blend of advertiser and journalism best practices.

**Focus**

- **Exclude** publishers that disseminate misinformation, disinformation and hate speech.
- Exclude aggregators.
- Include publishers that produce original local and national news and information.
- Prioritize publishers that are transparent about ownership and follow best practices for quality journalism as determined by the multi-stakeholder committee.
Why Us?

The United for News advantage:

The coalition

Trusted working relationships

Our nonprofit, mission-driven approach

The multi-stakeholder criteria development process

Core system embedded with market-level intelligence
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