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## Ethical Advertising to Support Reputable Media

# The Coalition



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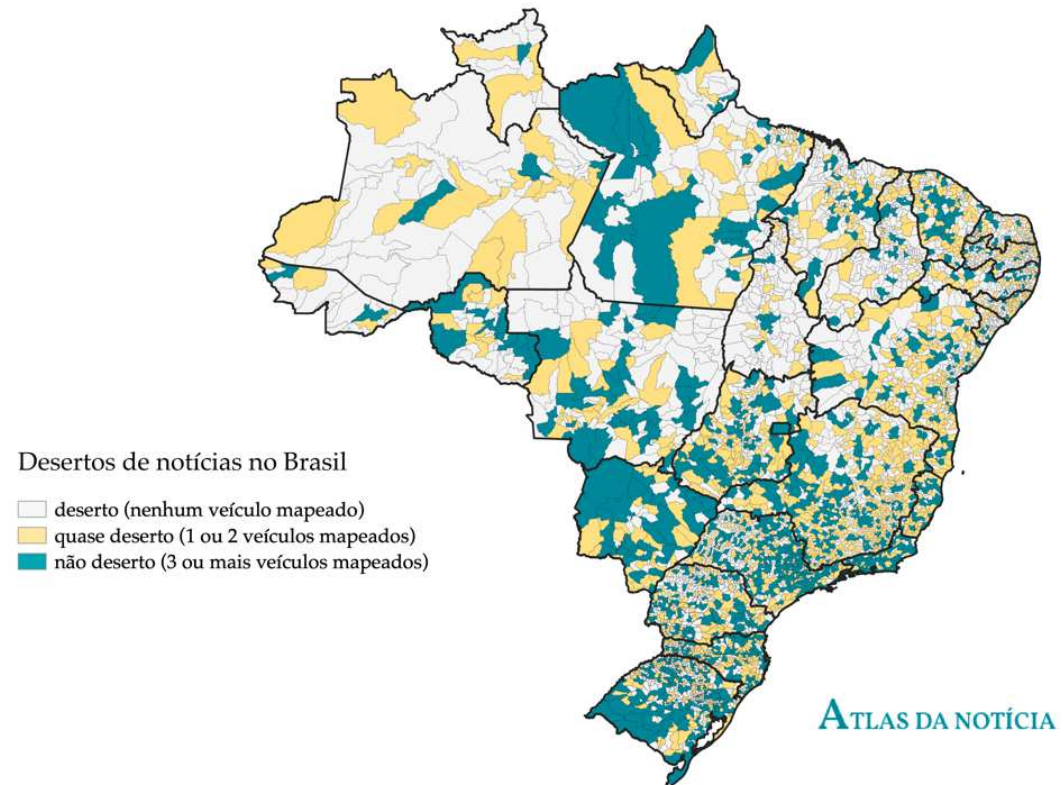
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# Journalism in crisis

## 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

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# 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.



# 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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