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DECLARATION OF THE BOARD OF DIRECTORS OF THE INTERNATIONAL ASSOCIATION OF BROADCASTING – IAB

The Board of Directors of the International Association of Broadcasting, IAB, in light of the serious and worrying proliferation of fake news and misleading content that are distributed through social networks and digital platforms worldwide, Declares:

The traditional communication media, formally constituted, are the organs through which Freedom of Expression manifests itself.

The traditional media fulfill an essential mission because of their responsibility, experience, professionalism and credibility when they report and distribute content to the public.

The formal media, their journalists and communicators are fundamental to give certainty of the veracity of the news and to discredit falsehoods.

The growth and development of free and democratic societies are based on a well-informed citizenry through communication media committed to the search for truth, journalistic excellence and pluralism, in a context of full respect for Freedom of Expression of Thought.

Consequently, Radio and Television of private and free ownership of the three Americas have been, are and will continue to be worthy of their audiences' trust, acting with responsibility in favor of the great collective interests.

Brasilia, May 15, 2018.