

**RESOLUTION OF IAB BOARD OF DIRECTORS
PERÚ**

WHEREAS:

Bill 1107/2016-CR presented to the Congress of the Republic of Peru, which proposes to modify the Law on State Contracts - Law 30225; to eliminate from direct contracting, the contracting of advertising by the State Institutions;

CONSIDERING:

That the bill states that the contracting of advertising by the State "has taken place at absurd and unacceptable levels", without providing studies or background to support this assertion and forgetting that the communication of the State is in itself a form of democratic sustainability, fulfilling the right of the population to be informed about the State's work and, in turn, the power of public bodies to communicate relevant facts for the citizens;

That by its nature, advertising is based on opportunity criteria, which is the reason why the contracting of these services by the State has always been carried out under criteria of Direct Contracting. The submission of such procurement to the regular bureaucratic procedure could delay the deadlines and make the communication ineffective or inopportune;

That apart from some investigation and audit procedures, there has not been in the past any formal accusation or sanctions against officials for not complying with the law in the contracting of State advertising; and it is therefore unacceptable that the basis for the proposed legislative change is supposed to be to prevent acts of corruption.

That media defend the principle of legality and in that sense we are ready to assume all the criteria that guarantee transparency in the contracting of state advertising; provided that they do not constitute an impediment to contracting it.

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**THE BOARD OF DIRECTORS OF THE INTERNATIONAL ASSOCIATION OF BROADCASTING,
MEETING IN MEXICO, RESOLVES:**

To urge the Congress of the Republic of Peru, notwithstanding the improvement of the levels of transparency in all purchases of the State, including the contracting of advertising, to dismiss the aforementioned bill, maintaining the modality of direct contracting for the contracting of state advertising, considering the importance of state advertising as a guarantee of democratic sustainability and the right of the population to be informed by their authorities.

Mexico City, may 25, 2017