

Doc. 15/2013

"DECLARATION OF SAN SALVADOR"

The Board of Directors of the International Association of Broadcasting - IAB - meeting in San Salvador, Republic of El Salvador,

Declare that:

- Private Broadcasting constitutes a fundamental and permanent contribution to democracy, the debate of ideas, as well as social and territorial integration of the nations, among other social roles of public interest. Its autonomy and independence is based on free and fair competition, to guarantee economic sustainability; and on Freedom of Expression, to guarantee the free flow of ideas, pluralism and access to information.
- We reject any attempt, step or action of any kind, aiming at restricting the exercise of Freedom of Expression. Any direct or indirect pressure, as well as restrictions or threats against free and independent media are also restrictions to the freedom of individuals.
- We reaffirm our constant commitment to the principles established by the Universal Declaration of Human Rights whose Article 19 states: *"Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers"*.
- We strongly condemn all kind of violence against journalists and the media that carry out their important mission to inform the public opinion.
- The principle of legality is essential to guarantee the efficient and ordered use of the radio electric spectrum as welfare of the international community, free of either interfering or illegal broadcasts which in no way can be justified as actions of the exercise of Freedom of Expression.
- The States have the responsibility, established by international treaties, to technically manage frequencies. In no case these technical administrative powers can reach content regulation or indirect pressure on the editorial line of the media that use the radioelectric spectrum.
- The licenses should be assigned through public and transparent tender and its renewal must ensure that it is not conditioned to influences or limitations on the editorial line.
- We defend pluralism and free access to information. We understand the free competition and the freedom to establish and operate media, subject to technical feasibility and to legality in the case of broadcasting.

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- The new technologies applied to the communications are a step forward for humankind and, therefore, they should be used to strengthen Freedom of Expression as well as plurality of opinion and media, respecting also the social, cultural and economic realities and priorities of each country and the rights acquired by broadcasters.

- We reiterate the importance of advertising, the only source of income in the case of free and over-the-air broadcasting, grounds of their financial autonomy, without which there would be no independent media. The growing trend to ban advertising of products or services, which are legally manufactured and distributed, constitutes an indirect threat to Freedom of Expression, since it compromises the survival and sustainability of the media.

- In this century free and over-the-air radio and television will continue to be fundamental to all countries of the world and to build a society where all individuals have access to information and knowledge without limitations.

San Salvador, May 16, 2013.