



International
Press
Institute

Defending Press Freedom For Over 60 Years

12 April 2012

Dear Colleagues,

We all live on good journalism. We cannot take this for granted, but rather must work and strive for it, both at home and abroad. Freedom of expression and the media is a valuable entity that is called into question, and even threatened, time and time again. This harms reporting, but also the media companies whose success – in an increasingly competitive marketplace and in the face of new information technologies – depends ever more on the reliability of their journalism.

The International Press Institute (IPI), headquartered in Vienna, has spent over 60 years fighting for media freedom and the rights of journalists around the world. Often this work takes place behind the scenes and away from the glaring spotlight, but it is nonetheless consistent and enduring.

It was a farsighted group of publishers and chief editors from leading European and American media companies who, after the Second World War, called IPI into being as a politically neutral, globally active organization for the defence and furtherance of press freedom.

This awareness has dwindled in recent years, in part because IPI now competes with many other organisations directly or indirectly dedicated to freedom of expression and press freedom. But the basic idea of IPI, an institute founded and still largely financed by media companies, is unique – not least because the organisation has a clear focus without having taken a politicised stance.

IPI will only remain sustainable if we can together successfully strengthen the organisation's financial power, and increase the visibility of its core activities. This requires not only the renewal of IPI's structures and representatives, a process that has been underway for the past two years, but also our engagement as publishing and journalism leaders.

We all profit from the work of IPI, whether directly or indirectly.



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One contribution that we can make without much time and effort is to provide advertising space that IPI can use for the IPI 'Press' Freedom ad presented at the IPI Executive Board meeting in Taiwan in September 2011, and, insofar as possible, to help establish contacts with companies that could sponsor the ad. We will offer third-party companies the opportunity to sponsor the support campaign at the cost of the advertising space, whereby both the sponsor and the media house have the opportunity for their logos to appear in the ad, or not, as they wish. The sum, minus production and handling fees, will be donated to the IPI Press Freedom Fund.

We would be delighted if as many of your institutions as possible would be prepared to undertake the collaborative effort.

With collegial greetings,

Markus Spillmann
IPI Board Member
Editor-in-Chief
Neue Zürcher Zeitung
Switzerland

IPI Chairman
Carl-Eugen Eberle
Former Director of
Legal Affairs
ZDF German Television
Germany

Alison Bethel McKenzie
IPI Executive Director
The International Press
Institute (IPI)
Austria

Press



So far this year: Dozens of journalists killed. Hundreds more attacked and imprisoned. Free media under threat worldwide. When you defend press freedom, you defend everyone's right to know. Press freedom. Support the International Press Institute (IPI). Visit our website at www.freemedia.at or support the IPI Press Freedom Fund directly at IBAN: AT81 3200 0000 0702 5984; BIC: RLNWATWW.

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