

OUR CHARTER //

The Global Council for Media Transformation will initiate the transformation of media by introducing a charter composed of a set of principles and practices designed to encourage a media structure that highlights our human interconnectedness and works in humanity's interest. Over five years, the GCMT will collect endorsements from ten million individuals and will be adopted by media operating in 100 countries.

The Global Council for Media Transformation is committed to initiating a fundamental shift in media designed to facilitate the global community's capacity to recognize, understand and manage our human interdependence. This shift will be empowered by a public who see themselves as global citizens; it will be enabled by a media with a renewed commitment to serving our common needs and interests.

Only when this shift occurs will media serve humanity responsibly. And only when this shift occurs can we, together, act to solve our shared challenges.

Accordingly, we endorse the following principles:

We are all created equally and deserve to be treated with justice and dignity.

Rich or poor, from the developed world or developing, regardless of race, religion, nationality or ethnicity, the global public will lead the effort for media transformation. For a global citizenry, equality, dignity and basic fairness are not legal designations alone, but rather principles that our society must embrace to survive. A transformed media will reflect, represent and report on that reality.

We are one, global community.

Access to potable water, the spread of pandemics, rising sea levels – today's threats do not belong to one country or one population. They don't stop at borders or discriminate based on our differences. They are transnational. They are the human concerns and the shared challenges of a global community. Humanity must face and recognize that profound truth. A transformed media will begin to cover events from that perspective.

We believe media has responsibility to inform and educate.

Media has a unique responsibility in society – our now single, global society. It drives belief and action by shaping human perception of the world around us as it changes. It engages the public in issues and events as they occur. A transformed media will fulfill this role responsibly to reflect our times, our needs and the realities of our interdependence.

We view media not only as a public service but a public trust.

Today media is a global public service and a global public trust. A transformed media will face new and different challenges and it demands greater accountability and an understanding of the potential for shared impact.

We desire a change in perspective and style.

A transformed media will no longer report only from a national interest; it will report from the perspective of what is best for humanity.