

Alternative Solution for Politics Tagging

Our aim is to help Facebook to develop a framework that holds high quality journalism separate from political or issue advocacy across the platform.

The concern we have with placing legitimate news publishers in the ad archive of political content is not a marketing or business issue. We see this as another step toward furthering a false and dangerous narrative that attempts to blur the lines between real reporting and propaganda. Marketing our products, or subscriptions to our products, is *not* separate from our journalism. Our marketing *must reflect* our journalism and tell the story of what it takes to produce credible, source-reported, quality news. We cannot and will not engage in any process that possibly or clearly conflates legitimate news-gathering with politics or advocacy.

We do understand and appreciate Facebook's desire for increased transparency in advertising practices, particularly in the context of local and national elections. While we would support a single archive for all advertisers, we can understand why this solution may not completely satisfy Facebook's public commitment to expose marketers who engage in politics and advocacy.

We have therefore developed a more nuanced solution for **a whitelist for news institutions**. We believe this would support Facebook's desire and need for transparency while providing a cut-out for credible, legitimate news-gathering organizations. **Any publisher on the whitelist would automatically exempt those on the list from being included in any political or issues archive.**

It is critically important that Facebook uses neutral measures that should be agreed-upon, co-developed, and managed by respected national and international industry associations -- including potentially new ones that emerge. Over time Facebook could consider a methodology that is developed and managed with approval and oversight from the associations. We have provided more details below.

Whitelist Qualifiers

Publishers would request to join the whitelist. A publisher eligible to join the white list is defined as a digital news organization that (i) has a dedicated professional editorial staff that creates and distributes original news and related content concerning local, national, or international matters of public interest on at least a weekly basis, and (ii) is commercially marketed through subscriptions, advertising, or sponsorship. The criteria for getting whitelisted would include looking at audience size, or membership in an accepted industry

association. A new list may be formed and maintained by the associations to allow for inclusion of publishers that are not members of any of the listed organizations.

- **By industry associations:** Respected industry associations could create an approved list that would include a broad spectrum of publishers. If there are publishers who are not part of a current association (listed below) and wish not to join one for financial or other reasons, Facebook could also encourage those publishers to establish a new association, as long as that association is independent of political interests and has a published criteria and formal vetting process. Working with these associations would provide necessary neutrality while supporting national and international qualifications.
 - [NMA](#)
 - [DCN](#)
 - [ASNE](#)
 - [WAN-IFRA](#)
 - [INMA](#)
 - [ONA](#)
 - [ASME](#)

- **Managed Database:** As a long term solution, work with association partners to develop and support a methodology based on agreed-upon qualifications that would power a database of legitimate media outlets.