

Press regulation ✳

✳Much as the Advertising Standards Authority (ASA) works to eliminate provable lies and unsubstantiated or misleading assertions in commercial advertising, so the ASA (or a similar body) should be empowered to prevent lying and unsubstantiated or misleading assertions in politics.

✳Currently some but not all leading national newspapers have agreed to be regulated by the "Independent Press Standards Organisation (IPSO)". This body is: funded by the industry itself; cannot be described as genuinely independent; and is completely ineffective in eliminating provable lies from press journalism. Indeed, many would argue that certain newspapers (no names, no pack drill) actively create and promote lies and misinformation in politics today.

✳It is no exaggeration to say that the future of our country depends on re-establishing truth, fairness and objectivity (not 'balance') in newspaper reporting.

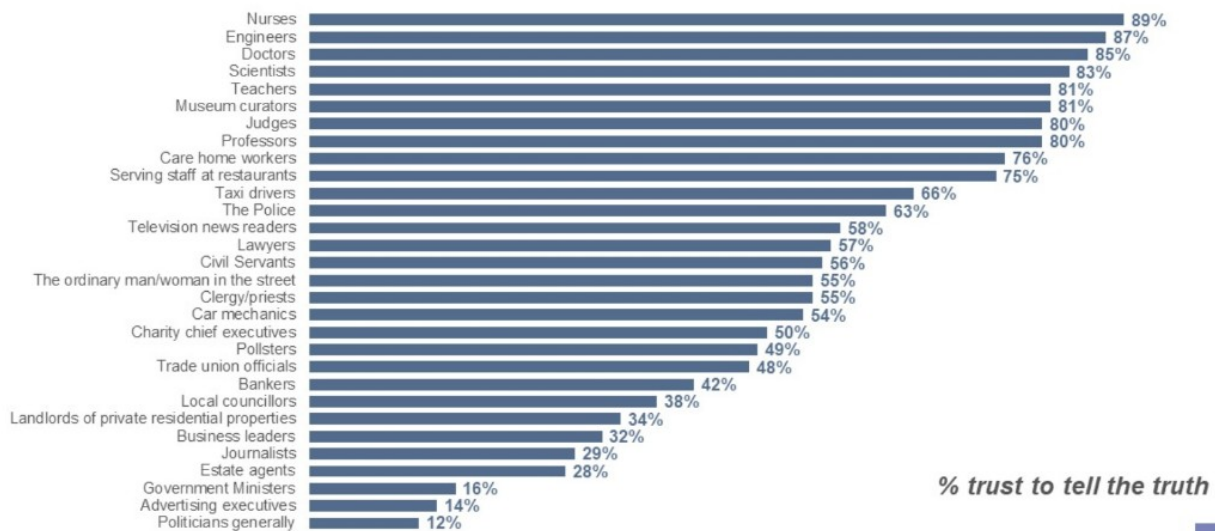
✳The Ipsos Mori Veracity Index report into 'trust in professions' published in 2017 says: "Just 27 per cent of Britons surveyed trust journalists to tell them the truth, putting them alongside estate agents and professional footballers. **Only politicians rank lower in the survey**".

On the other hand, an arguably more serious problem is that 27% of Britons trust journalists to tell them the truth.

✳The latest Ipsos-Mori Veracity Index report is at <https://www.ipsos.com/en-uk/ipsos-veracity-index-2022>. This includes the following chart, showing "Politicians Generally" still standing very clearly at the bottom of the table:

Veracity Index 2022 – all professions

"Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?"



Base: 1,005 and 1,004 British adults aged 16+, interviewed by telephone 19 – 26 October and 26 October – 1 November
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✳Several options exist to resolve this important issue. Perhaps, the quickest, most efficient and effective option would be to extend the remit of the Office of Communications (Ofcom) beyond broadcast media to cover press media too.

✳Whatever the optimal solution proves to be, politicians must not be allowed by voters to continue dragging their feet on this issue, as they have done, so far, in the wake of the Leveson Enquiry Part 1 (see Wikipedia at https://en.wikipedia.org/wiki/Leveson_Inquiry).

