

MEDIA INVESTMENT POLICY CRITERIA

The EIAG, in building its recommended framework for investment in media, averred that they can and do have a positive influence on society by educating, entertaining and uplifting individual experience. Equally they can be prurient, invasive and promote lifestyles inconsistent with the Christian message.

The investment framework, set out below and endorsed by the Church's three central investment bodies, seeks to be in keeping with thinking by the Council for Mission and Public Affairs, underpinned by theological reflection.

- *Companies, a major part of whose business is engaged in the production, transmission, publication or distribution of pornography should be avoided*
- *A distinction between production and distribution is valid except where distribution, marketing and presentation are significant*
- *Companies involved in production should be considered case by case; there are likely to be certain cases where the degree of activity or the individual activity will be unacceptable. These might include:*
 - *Owner publishers (or strategic partner with more than a 25% stake) in "top shelf" pornographic magazines*
 - *Owner (or strategic partner with more than a 25% stake) of pornographic television channels*
 - *Owner (or strategic partner with more than a 25% stake) of pornographic media production (film, video or television)*
 - *Media conglomerates whose focus and strategy is to develop specifically pornographic media, or cross media formats, and where the business is growing*
 - *Companies wholly or mainly engaged in manufacturing goods or providing services to the sex industry (excluding health and family planning products) e.g. Ann Summers, Beate Uhse*
- *Investment avoidance based on the level of company turnover dedicated to pornography alone is inappropriate; for the majority of companies the degree of risk will be slight*
- *An ethical investment schema based on case by case examination, positive criteria and constructive engagement provides the best basis for analysis. Engagement for instance may be considered in the following areas:*
 - *Non-educational sexual content in teenage magazines*
 - *Retailing of top-shelf magazines by high street chains*
 - *Responsible family-friendly approach to Internet use by ISPs*
 - *Protection of taste and decency standards on television, and maintenance of the watershed*
 - *Responsible approach to protecting minors re: premium telephone sex lines*

The Church of England Ethical Investment Advisory Group was established in 1994 and includes representation from the Church Commissioners for England, the CBF Church of England Funds, The Church of England Pensions Board, the General Synod, the Archbishops' Council, and the Council for Mission & Public Affairs