

Media Responsibility

How the Internet is managed has serious implications for our freedom of speech, rights to privacy, creative expression and the vitality of civil society. It also has significant financial implications for individual companies and the economy as a whole. Whether the issue takes the form of censoring speech; “net neutrality,” (a neutral broadband network is one that is free of restrictions with respect to communications, content and equipment); bandwidth throttling; website blocking; or snooping through Internet traffic, Trillium Asset Management Corporation (“Trillium”) is leading efforts to push for responsible and democratic policies and practices.

How We Screen on Media Responsibility

Trillium seeks profitable investments in technology and media companies that promote the free and non-discriminatory flow of information. We seek to avoid investments in media companies with longstanding patterns of irresponsible practices, and seek to engage with media companies we hold to promote responsible practices.

Regarding content, we will not invest in media companies that produce pornography.

Shareholder Dialogue and Advocacy

Our specific Internet advocacy includes:

Fighting Corporate Censorship. In recent years, we’ve protested acts of political censorship by media companies. We pressed Clear Channel to disavow some of its stations’ refusal to play the Dixie Chicks in the wake of their criticism of President Bush, and when Sinclair Broadcasting refused to air a Nightline broadcast that profiled soldiers who died in the Iraq war, and to run a highly partisan critique of John Kerry, we wrote to Sinclair’s advertisers. We pressed AT&T to establish new policies prohibiting political censorship in any of its Blue Room concert webcasts after the company faced controversies over censorship of political remarks by Pearl Jam and other bands.

Promoting Transparency and Standards. We worked collaboratively with TimeWarner as it became one of the first major U.S. media companies to produce a report on its policies and practices around a range of responsibility issues. We’re working to encourage other companies in the Internet sector to disclose their policies on freedom of expression and other issues.

Protecting Quality Journalism. We worked to engage the New York Times in staving off commercial threats that could threaten its reputation for independent, quality journalism.

Incubating the Open Media and Information Companies Initiative (Open MIC)

To advance our goals in promoting more open, democratic, and responsible media and internet companies, in 2006 Trillium launched a special research and advocacy vehicle called the Open Media and Information Companies Initiative (Open MIC). Working closely with a range of media experts, we incubated Open MIC internally for two years and spun out the effort as a freestanding project of the nonprofit Tides Center Foundation. We modeled Open MIC on Trillium’s earlier efforts to explore issues of corporate environmental responsibility through Ceres.

Open MIC is unique among non-governmental organizations (NGOs) in that it seeks to use private sector and capital market mechanisms to influence corporate media and internet companies. By empowering shareholder activists, and providing company management with positive and negative feedback on both short- and long-term business practices, Open MIC seeks to help shape the emerging “ecosystem” of global media and the Internet.

Trillium portfolio manager Farnum Brown chairs Open MIC’s board of directors and Trillium staff play key roles collaborating to advance both organizations’ interest in more democratic media. For more information, check out www.openmic.org.

For more information, visit our web site at www.trilliuminvest.com