

International Media Association for Peace (IMAP)

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Launching of the IMAP conference at the 2020 World Peace Media Conference

The first official event of the extraordinary World Summit 2020 in early February last year was a one-day conference for the newly launched International Media Association for Peace (IMAP) attracting more than 521 media professionals and high-ranking government and business officials from seventy-two countries representing Africa, Europe, Middle East, Asia, Latin America, North America, Japan and Korea. The program was held at the Seoul Hotel. Sponsored by the Universal Peace Federation (UPF), World Summit 2020 held from Feb 2–7, it attracted more than six thousand international leaders from the spheres of government, religion, business, media, academics, culture, women and youth. Coinciding with the centenary commemoration of Rev. Sun Myung Moon's birth in 1920, each event of the weeklong series was designed and produced with primetime quality.

The IMAP Conference included 403 practicing journalists, editors, publishers and social media influencers, who convened around the theme of "Establishing a Global Environment of "Interdependence, Mutual Prosperity and Universal Values -- the Role of the Media." Sponsors of the media conference included Universal Peace Federation in partnership with media companies the Washington Times, Segye Ilbo in Seoul, and Sekai Nippo in Tokyo.

Media professionals from around the world addressed essential industry issues including the current state of the media, impact of disruptive innovation, how to reclaim and upgrade the mission of journalism, freedom and responsibility of the press, the role of media in solving critical social and geo-political challenges and the case for a new global association.

The essential question for this gathering was defining the role of media in building a world of lasting peace. Following the IMAP Conference, all practicing journalists in attendance had access to all aspects of World Summit 2020 to optimize news and opinion coverage of the events and to interview high-level personalities. Based on a series of four expert panels and working sessions, the conference concluded with a unanimous launch of the International Media Association for Peace (IMAP).

Opening ceremony and keynote Presentations

This session set the stage for the IMAP Conference introducing the core themes of media innovation, a call to revive the mission of journalism, and the opportunity to launch a new association for media professionals who can work together for the greater good of humanity towards lasting peace. The first event was moderated by Mr. Hyun Wook Kim, former news anchor at KBS; while the welcoming remarks were delivered by Dr. Thomas G. Walsh, Chairman, UPF International; Mr. Hee-taeg Jung, president and CEO of Segye Ilbo; Mr. Masahiro Kuroki, president and CEO of Sekai Nippo; and, Mr. Thomas P. McDevitt, chairman of The Washington Times. Congratulatory remarks were offered by, Won-soon Park, Mayor of Seoul; Yang-woo Park Minister of Culture and Sports, Korea; and, Mr. Lee Byung Kyu, Chairman, Korea Association of Newspapers.

Keynote Speeches were presented by Cliff Stearns, member of U.S. Congress (1989–2013), Executive

Director APCO Worldwide, and past president of the Association of Former Members of U.S. Congress; and, Dr. Jai-won Shin vice-president, Hyundai Motor, president of their newly established Urban Air Mobility (UAM) Division.



Inaugural Resolution of the International Media Association for Peace (IMAP)

As participants in World Summit 2020, sponsored by the Universal Peace Federation (UPF) and convened in Seoul, Korea, on Feb. 2-7, 2020, on the theme, "Peace, Security and Human Development: Interdependence, Mutual Prosperity and Universal Values," we affirm the need for responsible leadership and good governance in bringing about a world of lasting peace in which people of all nationalities, ethnicities, races, cultures and worldviews live together in mutual respect, harmony and cooperation.

We applaud the leadership of Dr. Hak Ja Han Moon and her late husband, Rev. Sun Myung Moon, for their vision and work over many decades to create "one family under God." This includes their founding of UPF, an NGO in general consultative status with the Economic and Social Council of the United Nations, as well as major media outlets such as *Segye Ilbo* in Korea, *Sekai Nippo* in Japan, and *the Washington Times* in the United States.

Journalists play a vital role in guarding against totalitarianism and supporting the expansion of freedom.

We believe that when media properly exercise their great power and influence, they can help secure freedom and peace for all humankind.

We propose to inaugurate the International Media Association for Peace, a project of the Universal Peace Federation, to work in conjunction with International Summit Council for Peace, International Association of Parliamentarians for Peace, Inter-religious Association for Peace and Development, and the International Association for Peace and Economic Development.

Therefore, as participants in World Summit 2020 and the inaugural International Media Association for Peace conference, with the theme, "*Establishing a Global Environment of Interdependence, Mutual Prosperity and Universal Values -- The Role of the Media.*"

Recognizing that humanity seeks to live in a peaceful world where universally shared values lead to mutual cooperation, and Acknowledging the power of the media to defend freedom, oppose tyranny, and preserve God-given human rights and dignity, We hereby affirm and resolve to uphold the following principles and objectives:

Promote self-governing, socially responsible and moral media.

Restore credibility of journalism by scrupulously pursuing accuracy, clear attribution from credible sources, ensuring fairness with inclusion of opposing viewpoints; removing personal bias from news articles; avoiding content that is degrading; and practicing respect for the dignity our audience.

Develop guidelines for media that promote the highest standards of reporting and editing.

Combat the erosion of personal privacy led by overbearing government and error-prone digital

platforms.

Develop professional development programs for journalists, including those focusing on media ethics.

Establish recognition programs for excellence in journalism.

Build professional networks for journalists to foster a world of peace, cooperation, shared universal values, interdependence and mutual prosperity.

We, the undersigned, affirm and declare on this day our resolve to create a body of world media that conveys accurate content, addresses challenges of our time, is based on the highest principles of ethical journalism, and understands that universal values are key elements of a world of peace.

Signed this day, February 2, 2020, in Seoul, Korea.



IMAP participants from all over the world taking a picture in front of 2020 World Summit IMAP Resolution

Since its inception until today various IMAP events have taken place in various countries. Here are highlights from a few of them. In March at a webinar held by UPF in London, journalists and experts on Korean matters shared their insights on Korean reunification. In our Europe and the Middle East region one session of their August International Leadership Conference focused on the potential of the media to support reunification on the Korean Peninsula. In the US in October journalists gathered to hear awarding winning investigative journalists speak to their colleagues about ways of covering political and human issues of the two Koreas. In South Korea in November, Michael Breen, an author and commentator on Korean issues based in South Korea, gave a presentation and responded to questions from the audience.