



## Farewell Message to Members of European Alliance of Listeners & Viewers Associations EURALVA

Lisbon, 8 March 2010

Dear friends and colleagues

I am deeply touched with your kind words and several others sympathetic attitudes received after the news about my step down from **ACMedia** leadership.

It was my intention to remind you later the decision took and announced three years ago when began my third mandate as President of **ACMedia** that finish at the next General Assembly in Oporto at 27<sup>th</sup> March. Then an adequate farewell should be prepared to be sending to you as I did in Spain where we realised the Iberian Assembly last 27<sup>th</sup> February.

Now that *bells ring* and the process is moving towards a new era I feel that you really deserve complete information concerning the determinant reasons that concurred to influenced the attitude and also several data about the project I still intend to carry on.

As a retrospective let me referred that during twelve years I developed a sort of initiatives to fulfil the long-range strategic plan I decided to implement at **ACMedia** which was drawing based on three main pillars: ***internationalization; education for media; involvement of the civil society.***

Fortunately and as a result of a good teamwork we reached the goals previous established. However, being the head of the project my private and professional life

became turmoil due to an excessive time consuming with so many committees, advisory boards, technical commissions and conferences.

The perception of the need of change began when I visualized the “picture” at the end of the previous mandate *just in time* to recognize the signs from the “old guard” (mes compagnons de route) that no longer wish to sustain such pressure.

After 27 of March **ACMedia** will have a new board of directors under the Presidency of José Maria Dias Miranda with a mix of seniors and young professionals to refresh the ecosystem. The Vice-President will be Luiza Vaz Pinto and Fernanda Leão Trigo also sustain her position and you already made acquaintance with both at the Lisbon Summit. The other four members complete the board that has a superb quality to reach excellence.

I also desire to inform you that from last February the Iberian Federation became a strong and unified Spanish Federation under the command of Iñigo Millán-Astray and I conveyed on him to pursue a consistent leadership to preserve values and quality at media broadcasters.

I may say that Spanish associations, seventeen on total, have a fantastic human potential and the Federation are on the hands of a good friend and reliable person with enough dynamism and common sense to balance with authority in sync with the board, the differences between autonomies. Despite the formal separation we recently made inside the structure of both organizations (ACMedia and iCmedia) you could be sure that we continue together as always happened.

The importance of the European Alliance Euralva is unquestionable and always deserved my best involvement and enthusiasm as per evidence of concrete actions taken along the years but you should also remember my strong wish about the need to expand to other continents than Europe.

Being in mind the “Vision, Mission and Values” as our framework I continue to devote a special attention to the importance of all media not only as the 4<sup>th</sup> power but the power itself as a lever to implement in a proactive way the changes needed.

In brief and consequently let me give the guidelines about the initiative mentioned above that were established a couple of years ago which is the International Platform present at the United Nations and others *areopagus* where decisions are

taken and through which I intend to intervene more intensively to defend the Human Rights after step down from **ACMedia** Presidency.

The International Platform should be considered a complementary institution that works in conjunction with organizations placed in different parts of the world and specifically prepared to influence larger and deeper in areas that need a special approach.

Back to the main reason of this message let me renewed my sincere thanks for the friendship, support and stimulant cooperation I always received from all of you fortified by a personal good relation strongly developed along so many years.

Furthermore to all my friends and colleagues at Euralva I extend the farewell greetings with the remembrance of an excellent expression "old teachers never died they just fade away."

Best personal regards and many thanks

Nuno von Amann de Campos

President of **ACMedia**