



IMPROVING PERFORMANCE AT THE NEXUS OF THE COMMERCIAL AND SOCIAL SECTORS

ABSTRACT

**TRANSPARENCY INTERNATIONAL'S USE OF EDITORIALS TO ADVANCE THE CAUSE OF
TRANSPARENCY (FEBRUARY 2015)**

Transparency International (TI) has improved its communication strategies to increase public awareness and to influence the opinion of people in fighting corruption and promoting transparency. It has adopted a people-centered strategy, which is based on “telling the story” approach, using the whole spectrum of media formats and technologies for voicing people's points of view to the international audience. Many of the TI staff and leaders of national chapters write editorials on transparency and anti-corruption topics, which are published in different international and local newspapers, magazines and online news sources. In 2010, the University of Pennsylvania's Think Tanks and Civil Societies Program had cited TI as “the second most influential think-tank in the world outside the US.”

