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Dear Sir or Madam

We would like to invite you to join the #zaobSTAnek crowdfunding campaign and become a friend of the Slovenian Press Agency (STA).

The Slovene Association of Journalists and other friends of the STA have launched the crowdfunding campaign because the public press agency has been pushed to the brink of insolvency. It has been left without half of its revenue after the Slovenian government decided not to fulfil its legal obligation of financing the STA's public service.

The early results of the campaign are encouraging, but they do not guarantee the STA's stability. We are turning all those who care about credible information, free media, democracy and high-quality public service with a plea for help. This includes socially responsible companies that wish to contribute to the development of society.

The STA is an information service that provides up-to-date information about events in Slovenia and around the world. It was incorporated at the height of Slovenia's independence efforts in 1991 and currently employs around 100 people. Every day of the year it produces news in Slovenian and English, photos, audio and video content, live broadcasts, summaries and calendars of events, and other public-service and commercial. The STA provides these products to Slovenian media outlets and to numerous public administration bodies, NGOs and companies. The opening paragraphs of all STA articles, and condensed versions of major stories, are freely available as part of its public service obligation. Its English service gives the STA an international presence.

In line with the law and the STA's business plan for 2021, a legal prerequisite for public service financing, the state is obliged to pay a monthly public service fee of EUR 169,000. Without these funds the otherwise agile and thriving company, which also has a successful R&D department, is in danger of becoming insolvent.

For more information about the crowdfunding campaign, please visit zaobstanek.si. Below, you can find all the information needed to make a donation. All details about donors are classified but if you wish, you can join the public list of friends of the STA.

If you prefer to help the STA by subscribing to their services, please do not hesitate to contact the STA's marketing department at +386 1 24 10 127 or at marketing@sta.si.

Thank you in advance for making a responsible contribution to the efforts aimed at preserving quality and unbiased journalism, which is a prerequisite for a working democracy.

Sincerely,

the #zaobSTAnek team

Donation details:

Društvo novinarjev Slovenije, Vošnjakova ulica 8, Ljubljana IBAN: SI56 6100 0002 5727 075
BIC/SWIFT: HDELSI22 Purpose code: CHAR Payment details: Donation for za obSTAnek
Reference: SI99

*To sign a donation agreement, please contact pisarna@novinar.com