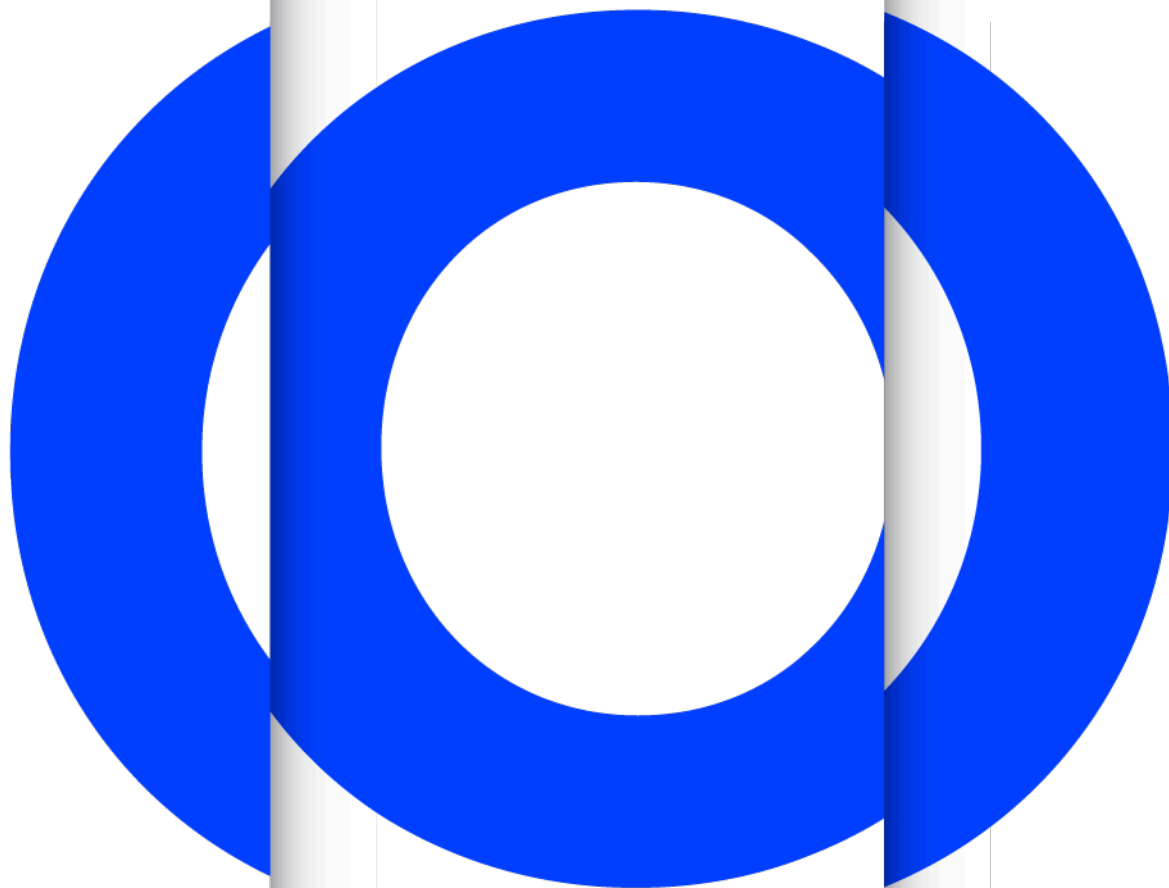


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WORKSHOP ON PLURALITY OF OPINIONS IN THE MEDIA

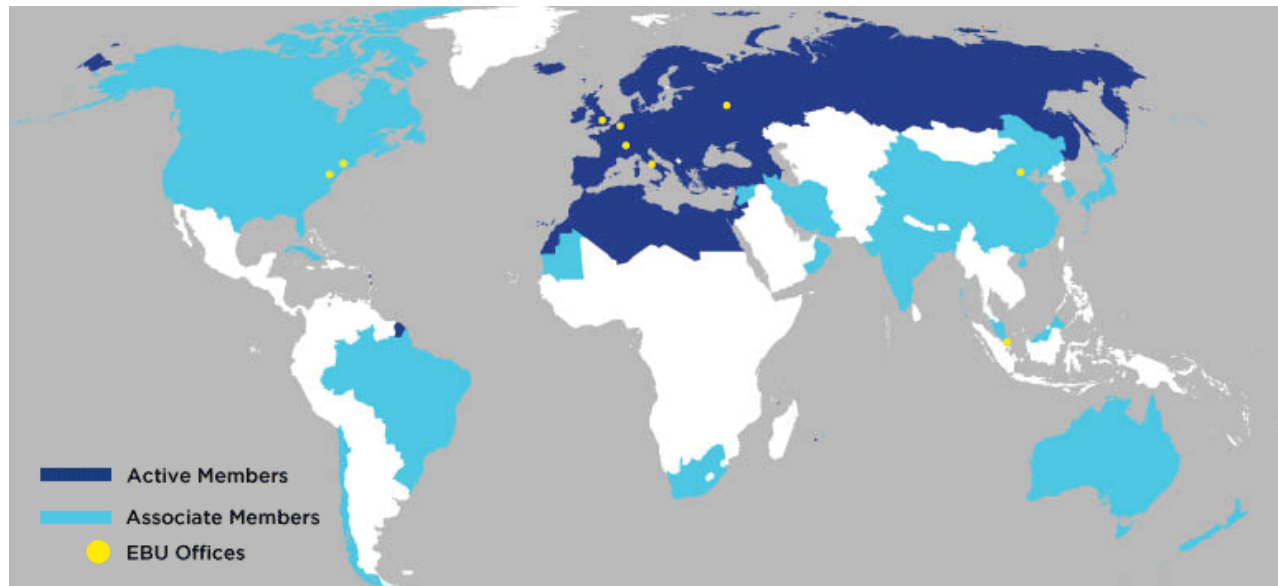
PUBLIC SERVICE MEDIA (PSM) - CORE VALUES AND BEST PRACTICES IN EUROPE

Dr Michael Wagner
Berlin, 30 June 2014

CONTENT

- 1 CORE PSM VALUES
- 2 PSM AND PLURALISM
- 3 BEST PRACTICE EXAMPLES
 - PSM ROLE AND REMIT
 - PSM GOVERNANCE

THE EBU - THE WORLD'S FOREMOST ALLIANCE OF PUBLIC SERVICE MEDIA



- 72 Active Members in 56 countries in Europe & beyond
- 36 Associate Members in 21 countries

Universality
Independence
Excellence
Diversity
Accountability
Innovation

Declaration adopted by the EBU
General Assembly, June 2012

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**EMPOWERING
SOCIETY**

A DECLARATION
ON THE CORE
VALUES OF
PUBLIC SERVICE
MEDIA

FROM CORE PSM VALUES TO EDITORIAL PRINCIPLES



A model for EBU Members

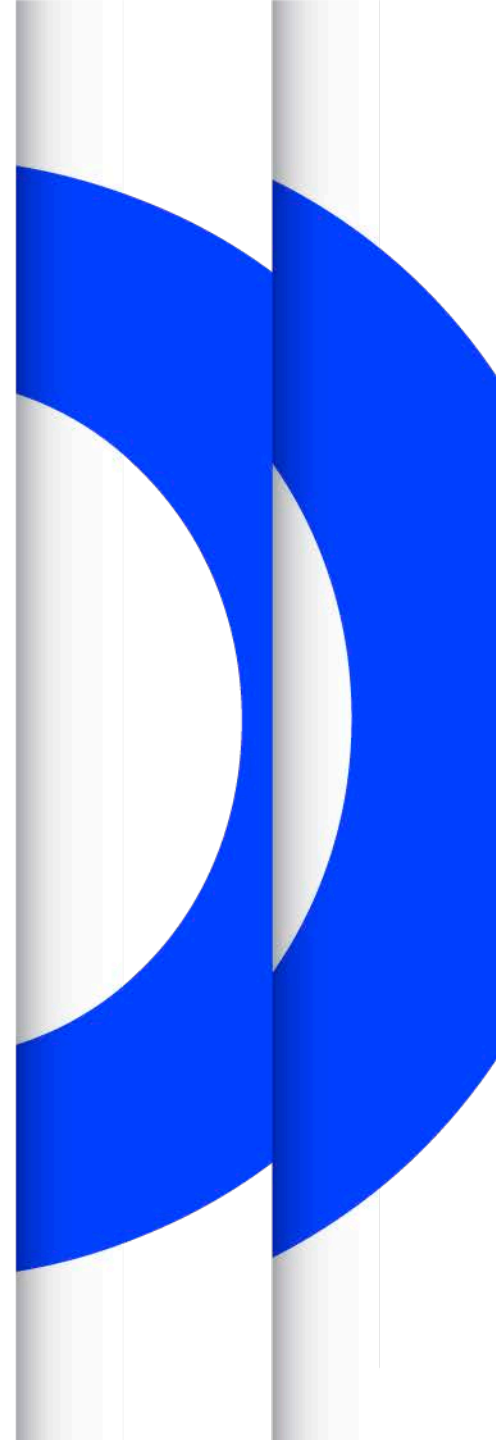
PSM should be:

- Impartial and independent
- Fair and respectful
- Accurate and relevant
- Connected and accountable

PSM AND MEDIA PLURALISM

PUBLIC SERVICE MEDIA:

- CONTRIBUTE TO EXTERNAL PLURALISM
- ENSURE PLURALISM INTERNALLY
- REFLECT AND INTEGRATE DIVERSITY
- ARE AN INSTITUTIONALISED GUARANTEE FOR MEDIA PLURALISM



PSM AND MEDIA PLURALISM

According to **UNESCO standards**:

- **Each Party may adopt ... measures aimed at enhancing diversity of the media, including through public service broadcasting.**

(2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions Art. 6)

PSM AND MEDIA PLURALISM

According to **EUROPEAN UNION** standards:

- The system of public broadcasting in the Member States is directly related to ... the need to **preserve media pluralism**.

(1997 Amsterdam Protocol, annexed to the 2007 Lisbon Treaties)

PSM AND MEDIA PLURALISM

According to **COUNCIL OF EUROPE** standards:

- **PSM should serve the public in all its diversity,**
- **promote the values of democracy and diversity within and through their content and services,**
- **serve as a forum for pluralistic public discussion and a means of promoting broader democratic participation of individuals**

(Committee of Ministers Recommendations/Declarations on Public Service Media governance (2012), the remit of public service media (2007) and the guarantee of independence (2006))

PSM AND MEDIA PLURALISM

According to the EUROPEAN CONVENTION ON HUMAN RIGHTS:

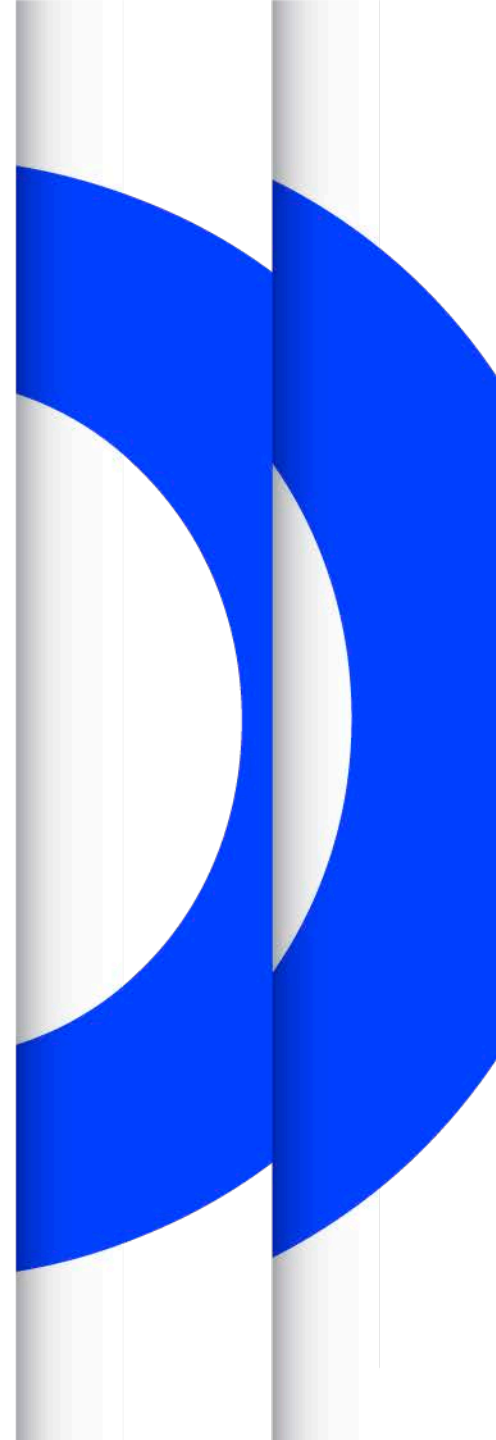
- **Domestic law and practice must guarantee that the public broadcasting system provides a pluralistic service**

(European Court of Human Rights, judgment of 17 September 2009 in case of Manole and others v. Moldova)

BEST PRACTICE EXAMPLES – PSM ROLE AND REMIT

KEY GOALS:

- MIRROR OF SOCIETY
- BE CONNECTED
- SERVE A CONNECTED SOCIETY
- UNDERPIN THE AUDIOVISUAL ECOSYSTEM



MIRROR OF SOCIETY - CBC

“Metro Morning”

Top-rated
weekday morning
radio show in the
city of Toronto.
New format which
made remarkable
progress in
reflecting local
diversity.



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Training & Networking

Five Good Ideas
German Exchange
About
Index of Practices
Report from the Road
Maytree Conferences

PARTNERS



Robert Bosch Stiftung



HEINRICH BÖLL STIFTUNG

BertelsmannStiftung

In cooperation with



CBC Toronto's Metro Morning – Building a Case for Diversity and Delivering Results

Metro Morning is Toronto – its face, places, voices, stories and music: connecting people, neighbourhoods, communities, diverse pockets and populations. The program expresses the realities of life and experience in Canada's largest city through a weave of news, current affairs and the information you need to start your day, including consistent and predictable weather and traffic.

Today, Metro Morning is *the* top-rated weekday morning radio show in the city. Many in Toronto consider it essential listening: "If you want be in the know, you have to listen to the show." To achieve this level of success, Metro Morning had to undergo a major transformation.

In 2001, *CBC Toronto* took a hard and critical look at its shows, even with strong audience numbers. Its typical morning listener was older and not diverse. New listeners were not tuning in, and feedback was that the CBC was "for old, white males." CBC knew that the face of the city had dramatically changed – and if it was going to remain relevant to Toronto residents, it would need to look and sound more like the city. Metro Morning set itself this goal: "do we look and sound like Toronto today?" It had to undergo significant changes – and set about this path by taking a number of steps.

First, Metro Morning built the case for why it needed to change – the demographics and the audience research provided the evidence. The research identified and statistics showed that nearly half the city was made up of diverse communities including large communities of South Asian, Filipino, Chinese, Caribbean/African, and Hispanic residents. The next step was to do a gap analysis – which led to editorial choices that needed to be made to reflect these communities. To achieve this, a key element was to build a team that could better reflect Toronto. With

strategic hiring and increased diversity, the content and the programming were strengthened. Metro Morning was determined to change the ideas at the story meeting table, by expanding the range of perspectives in the room. Stories were told through an abundance of perspectives including many communities, but always tied back to universal human experiences. Inclusion became a key value for Metro Morning and CBC Toronto.



Canadian Broadcasting Corporation

CBC/Radio-Canada is Canada's national public broadcaster and one of this country's largest cultural institutions. Through the delivery of a comprehensive range of radio, television, Internet, and satellite-based services, CBC-Radio/Canada is available how, where, and when Canadians want it.

www.cbc.ca

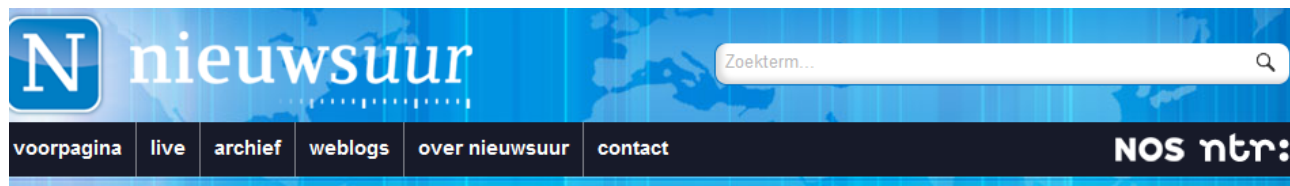
Contact Information

Susan Marjetti, Managing Director, CBC Toronto
+1-416-205-5791,
susan.marjetti@cbc.ca
Jack Maloney, Executive

MIRROR OF SOCIETY - NPO

“Nieuwsuur Academy”

Daily late night TV news programme, enhancing diversity on and off screen. Students of the Academy work with Nieuwsuur journalists. Introducing stories for both mainstream viewers and viewers from minorities.



Over de Nieuwsacademie



Nieuwsacademie: de hele groep
Nieuwsuur

in een slideshow.

Vrijdag 2 december maakten de geselecteerde deelnemers en de redacties van Nieuwsuur en het Journaal voor het eerst kennis met elkaar.

Over de Nieuwsacademie

De Nieuwsacademie, een initiatief van Nieuwsuur en de NOS, geeft 12 werkende jongeren of studenten tussen de 20 en 30 jaar een unieke kans om kennis te maken met de televisiejournalistiek.

Les

De redacties van Nieuwsuur en het NOS-Journaal laten jonge mensen kennis maken met alle aspecten van het tv-vak. Na een intensieve selectie krijgt de groep van 12 studenten een jaar lang een dag per maand les van ervaren Nieuwsuur- en Journaalcollega's. Studenten aan de Nieuwsacademie leren interviewen, presentatieteksten schrijven en monteren. Als je les krijgt bij de Nieuwsacademie loop je ook een (mini-)stage bij het NOS-journaal, Nieuwsuur of een ander programma van de NTR.

De Nieuwsacademie biedt zo getalenteerde jongeren een unieke kans om kennis te maken met televisiejournalistiek.

De belangrijkste voorwaarde was: de kandidaten hebben geen opleiding genoten in de journalistiek en zijn ook niet werkzaam of werkzaam geweest in de journalistiek.

Vragen en/of opmerkingen? Mail naar Nieuwsacademie@Nieuwsuur.nl.

Trefwoorden [televisie](#), [journalistiek](#), [oproep](#), [Nieuwsacademie](#)

Toegevoegd: dinsdag 4 okt 2011, 16:20
Update: vrijdag 9 dec 2011, 16:45

Uit ruim 300 aanmeldingen zijn twaalf jongeren gekozen die het komende jaar zullen deelnemen aan De Nieuwsacademie.

De deelnemers gaan medio januari 2012 echt aan de slag.

Rechts op deze pagina ziet u de kandidaten, én hun eerste indrukken,

Dit onderwerp is onderdeel van...

Uitzending: vrijdag 9 december 2011

Fotoserie De kandidaten



U bent bij
de eerste
foto

1/13

Eerder dan dat je Jan Reiff ziet, hoor je zijn opmerkelijke stem. Al spreekt hij over Bert en Ernie, je bloedvaten vernauwen. Er staat iets groots te gebeuren.

Nieuwsuur



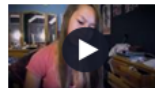
LINKS

[De Nieuwsacademie: even een tussenstand \(2\) \(Jeroen Overbeek\)](#)

[Nieuwsacademie op Twitter](#)

[Nieuwsacademie op Facebook](#)

MEEST BEKEKEN VIDEO'S



'Keylogger' gebruikt in zaak internetstalker

Morgen staat een man voor de rechter die onder anderen Amanda Todd zou hebben

MIRROR OF SOCIETY - SVT

“Diversity tool”

Internal tool to raise awareness among staff about diversity: comparing opinions, convictions and prejudices among editorial staff with those of the general Swedish audience.



SVT:s jämställdhets- och mångfaldspolicy

Sveriges Television betraktar jämställdhet mellan kvinnor och män som en tillgång i arbetet och en förutsättning för public serviceuppgift. Vi värnar dessutom principen om alla människors lika värde.

✉ DELA VIA E-MAIL
🗨 SKRIV UT

[Mångfaldspolicy](#)

[Jämställdhetspolicy](#)

BE CONNECTED – ORF/MUSEUMS

“Lange Nacht der Museen”

Yearly event with hundreds of Austrian museums and galleries participating.

Attracting over 400000 visitors (2013).



BE CONNECTED - TVP/THEATRES/SCHOOLS

[TVP.pl](#) [Informacje](#) [Sport](#) [Kultura](#) [Rozrywka](#) [VOD](#) [Serwisy tvp.pl](#) [Program telewizyjny](#)



Internetowy Teatr TVP dla szkół

[start](#) [o projekcie](#) [video](#) [foto](#) [kulisy](#)



NARODOWY
INSTYTUT
AUDIOWIZUALNY

Koproducent Internetowego Teatru TVP dla szkół



„Tymoteusz wśród ptaków” z Teatru im. H.Ch. Andersena w Lul

29. listopada kolejna premiera w Internetowym Teatrze TVP dla szkół. Lokalni koordynatorzy w Oddziałach Terenowych TVP przyjmują zgłoszenia szkół, które chciałyby zobaczyć ten spektakl.



Internetowy Przegląd Szkolnych Zespołów Teatralnych - aktualności i rozmowa z OTV Kielce 13.11.2013



Antygona - aktualności z OTV Kraków 08.11.2013



Antygona - aktualności z OTV Katowice 08.11.2013



Antygona - aktualności z OTV Bydgoszcz 08.11.2013

kulisy

"Zamknięci" z Tumiłna podbijają Polskę

Wielki sukces.

"Antygona" kolejną propozycją Internetowego Teatru TVP dla szkół

"Antygona" Sofoklesa to kolejna propozycja


SERVE A CONNECTED SOCIETY - NRK

UT.no

Friluftsliv for alle
Hele Norges turplanlegger

Mine favoritterMin sideSelect Language ▼

nrk



Gå til turkart >>

Områder


- › Jotunheimen
- › Sunnmørsalpene
- › Oslofjorden
- › Alle områder

Hytter

- › Utsira
- › Lønstua
- › Dyranut
- › Alle hytter

Turforslag


- › Skålatårnet
- › Aurlandsdalen
- › Knivskjellodden
- › Alle turforslag



Endret livsstil og dro på ekspedisjon

De var sykkelig overvektige, men nå har de vært på et tøft eventyr med Cecilie Skog og Aleksander Gamme.


[Les saken](#)



Sjekk hva Vilhelm fikk på kroken

– Fisken er trolig minst 500 år gammel.


[Les saken](#)



Vi sender LIVE fra hummerens hjem

Følg hummerens daglige gjøremål på 15 meters dyp i Oslofjorden.


[Les saken](#)



Tristan (2) på langtur i «ville vesten»

Han har vært på topturer i mange land. Nå skal Tristan og lillebroren ut på en ny ekspedisjon.

#utno på Instagram



★ Mine favoritter

Trykk "legg til favoritter" på alle hytter, turer og andre objekter på UT.no.

› Alle mine favoritter

Prøv vår app!

UNDERPIN THE AUDIOVISUAL ECOSYSTEM - YLE

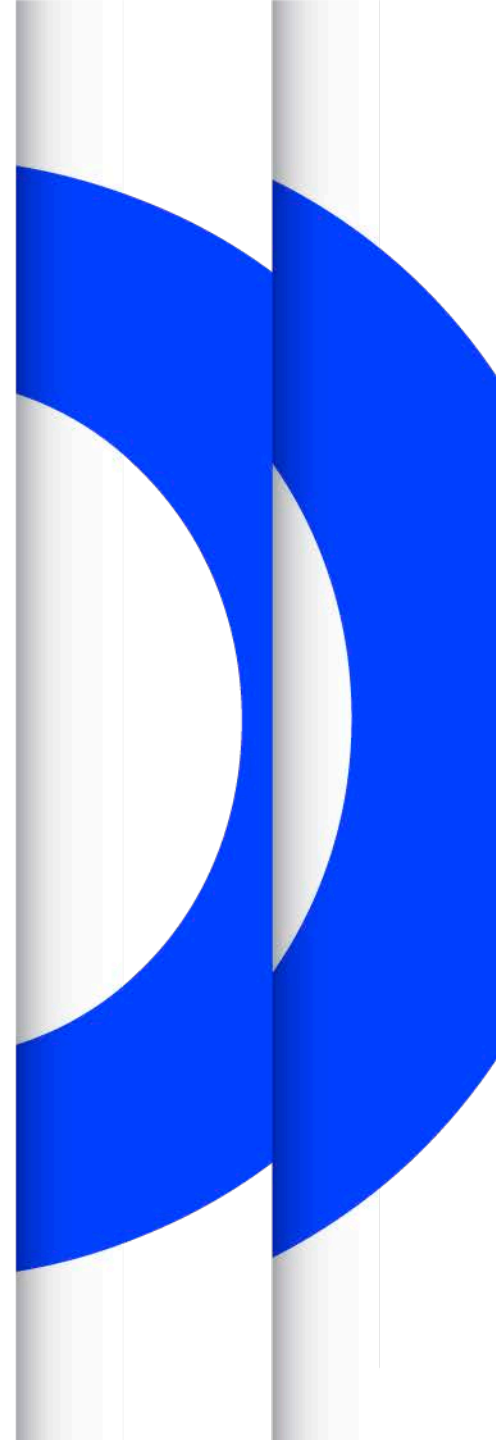
The screenshot displays the YLE Teevee website interface, which is organized into several sections:

- Header:** The "teevee" logo is in the top left corner.
- Navigation Menu:** A vertical sidebar on the left contains icons and labels for "Etusivu" (Home), "Hae" (Search), "Kategoriat" (Categories), "Ohjelmaopas" (Program Guide), and "Oma Teevee" (My Teevee).
- Main Content Area:**
 - Top Left:** A large image of a modern building with a curved facade.
 - Top Right:** A featured video titled "MOT Kasinopeliä säätiön rahoilla" (MOT Casino games funded by the foundation) from yle AREENA. The description mentions a investigation into the funding of the Finnish Foundation for the Prevention of Gambling. A "NÄYTÄ KAIKKI JAKSOT" (Show all episodes) link is below.
 - Bottom Left:** A large image of three people (two men and one woman) sitting at a table outdoors, clinking beer bottles.
 - Bottom Right:** A featured video titled "Havaiji 5-0" (Hawaii 5-0) from ruutu. The description mentions a crime investigation in Hawaii. A play button icon and the "ruutu" logo are visible.
- Right Sidebar:** A vertical list of video recommendations under the heading "Suosituimmat" (Most Popular). The items include:
 - "Arto Nyberg special - Helvetin enkelit" (Arto Nyberg special - Hell's angels) from yle AREENA.
 - "Latvuston" (Latvian) from ruutu.
 - "Salatut elämät" (Secret lives) from KATSO MO, with a sub-header "Osa 2500: Liisa ei pidä takaapäin tulijoista. (2...)".
 - "Vuosisireni" (Year's sirens) from yle AREENA.
 - "Nelosen sää" (The weather of the fourth) from ruutu.
 - "Muodin hu" (Fashion's hu) from KATSO MO.
 - "Uusi päivä" (New day) from yle AREENA.
 - "Sisustuska" (Interior design) from ruutu.
 - "KATSO MO" (KATSO MO) from KATSO MO.
 - "MA" (MA) from yle AREENA.

BEST PRACTICE EXAMPLES – PSM GOVERNANCE

KEY GOALS:

- ENSURE INDEPENDENCE
- ENHANCE OPENNESS



PSM GOVERNANCE PRINCIPLES

INDEPENDENCE

Editorial Autonomy
Appointments
Funding

EFFECTIVE MANAGEMENT

Organisation and Staffing
Resource Allocation
Innovation and Efficiency

OPENNESS

Share Information
Meet Audiences
Develop Partnerships

RESPONSIVENESS

Seek Feedback
Respond and Engage
Editorial Codes

ACCOUNTABILITY

Clear Framework on Criteria,
Bodies and Procedures

PSM INDEPENDENCE

EDITORIAL FREEDOM

No outside interference in editorial matters
No ex ante control of programmes
by supervisory bodies

IMPARTIALITY

Impartial news and current affairs
Balanced programming
Published editorial guidelines

INSTITUTIONAL AUTONOMY

Management entirely in charge of
day-to-day operations

INDEPENDENT SUPERVISION

Independent supervisory bodies:
in between PSM and Government/Parliament
appointed in open and pluralistic manner
not controlled by politicians

INDEPENDENT FUNDING

Stable and secure funding framework which
protects against undue political influence

ENSURE INDEPENDENCE - SWEDEN

The Administrative Foundation

All parliamentary parties are represented – chairman + 12 board members

Board

Board

Board

SR

SVT

UR

Parliament

Decides on the overall mission

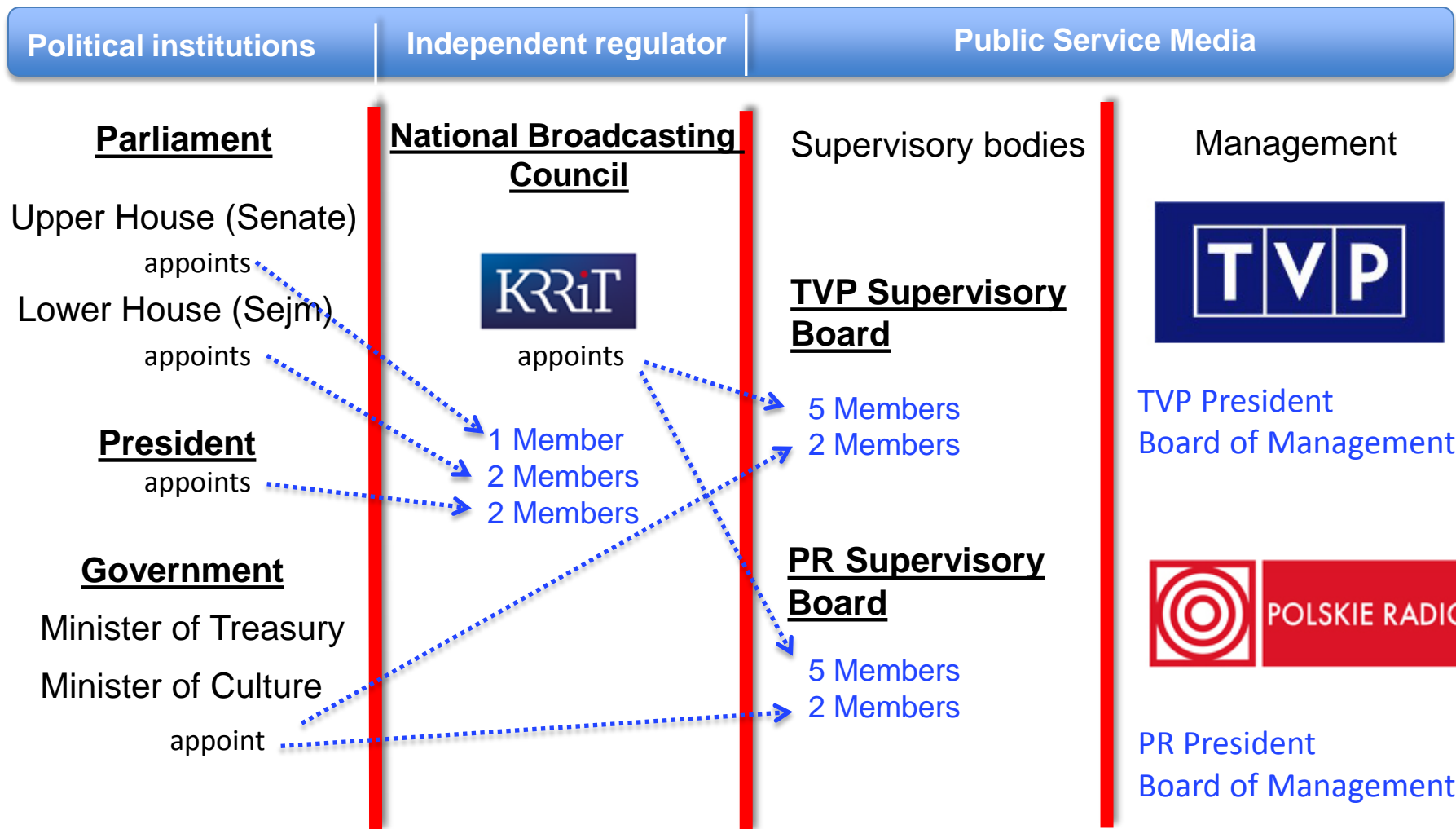
Government

The Government grants permission for broadcasting

The Swedish Broadcasting Commission

Makes general statements about the programming and suggests changes and improvements. "Professionalised" commission.

ENSURE INDEPENDENCE - POLAND



ENHANCE OPENNESS

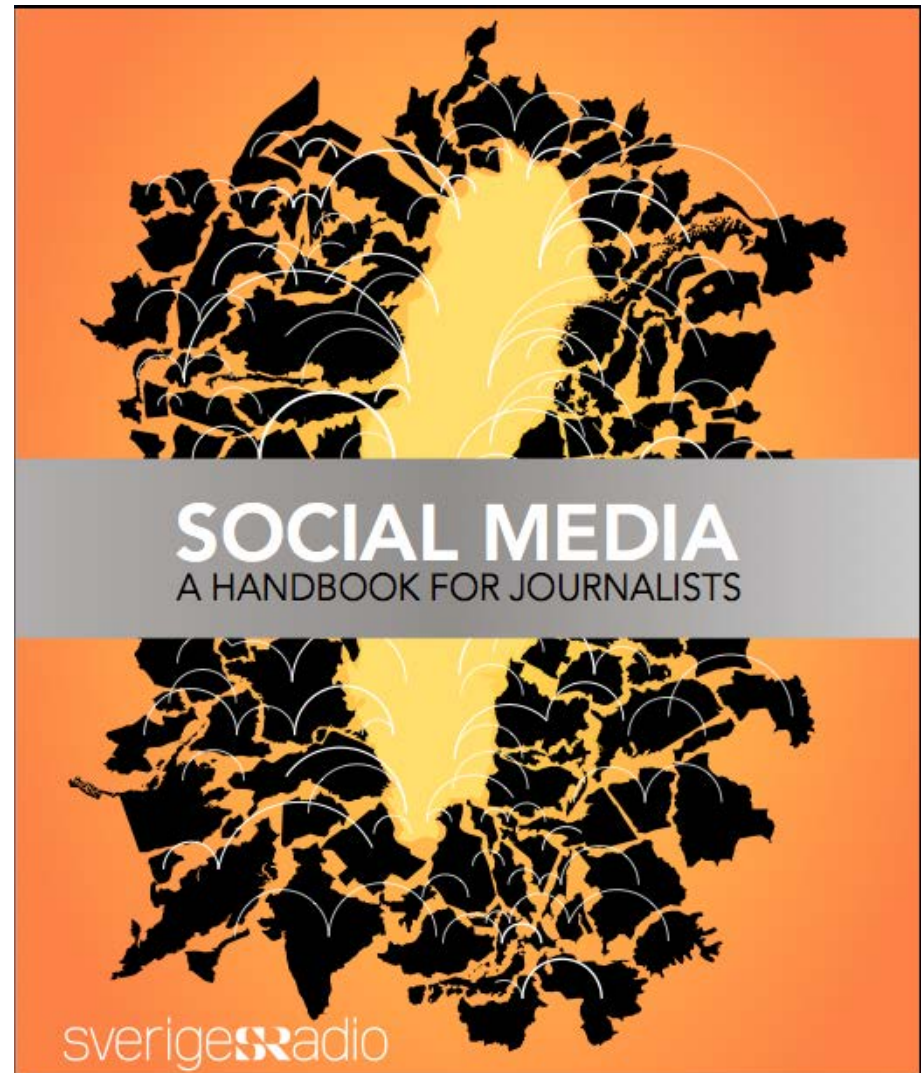


ENHANCE OPENNESS - SR

“Social Media Handbook”

Developing social media as a tool for communicating with the audience

“It’s about starting to build a network that will eventually contribute to more people seeing your work, giving you further perspectives, a greater inflow of ideas and making your journalism more relevant for your listeners and readers.”



ENHANCE OPENNESS //ZUKUNFT.ORF.AT

ORF PUBLIC VALUE

Home

E-Mail

Backstage

Suche/search

Public Value Report

TEXTE

Dialogforum

Statements

Unternehmen

Why Public Service Media?

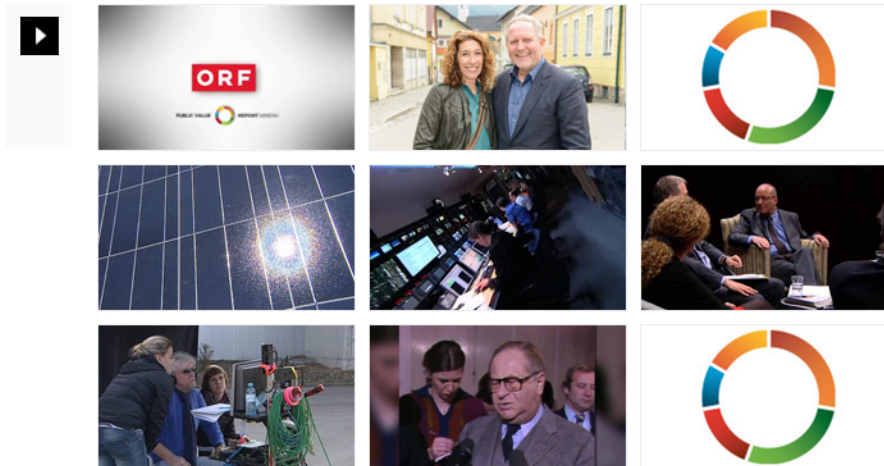
35 scientists from all over Europe debate.

Public Value bedeutet für den ORF: Wie erfüllt er seinen öffentlich-rechtlichen Auftrag? Worin besteht seine originäre und unterscheidbare Medienqualität? Was leistet er für den/die Einzelne/n? Welchen Nutzen erbringt der ORF für die Gesellschaft, für Österreich? Welchen Beitrag erbringt er zum Verständnis der immer komplexer werdenden Lebenswelten, im Alltag, als Brücke zur Welt, im Zusammenhang mit der Integration Europas? Wie kann der ORF als „Medium der Gesellschaft“ wirtschaftliche Effizienz, Berechenbarkeit, Transparenz und Innovation garantieren?

Fünf Qualitätsdimensionen und insgesamt 18 Leistungskategorien definieren ORF Public Value: abgeleitet aus dem ORF-Gesetz, den ORF-Programmrichtlinien, den ORF-Leitlinien sowie

Der Public-Value-Bericht dokumentiert, wie der ORF seinen öffentlich-rechtlichen Auftrag erfüllt. Im Mittelpunkt stehen dabei relevante öffentliche Werte, die wesentlich für den demokratischen, sozialen und kulturellen Zusammenhalt der Gesellschaft sind. Diese Gemeinwohlorientierung gehört zu den entscheidenden Bestimmungsmerkmalen öffentlich-rechtlicher Medien.

Insgesamt umfasst der Public-Value-Bericht des ORF eine Darstellung des Leistungsumfanges der ORF-Medienproduktion, zahlreiche Stellungnahmen von ORF-Mitarbeiterinnen und Mitarbeitern über ihr persönliches (Medien-)Qualitätsverständnis, Zahlen, Daten und Fakten zur jährlichen Medienproduktion sowie Beiträge namhafter internationaler und österreichischer Wissenschaftler/innen.



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Thank you!
wagner@ebu.ch

