

World Radio and Television Council

A civil society initiative
for public broadcasting

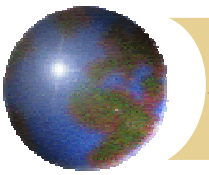
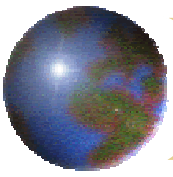


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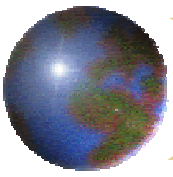


Broadcasting issues are global

A new public culture

✚ global in scope

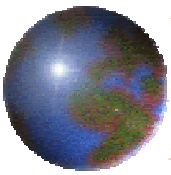
✚ experienced locally



Broadcasting issues are global

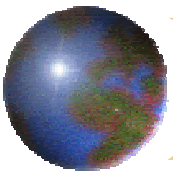
An overall broadcasting system

✚ both local and global



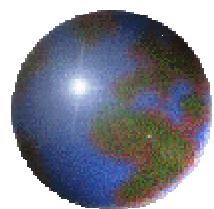
CNN, Al Jazeera, BBC World

- ❖ A world public sphere :
room for alternative voices ?
- ❖ Non-US opinion leaders : include us in
the global debate (Herald Trib poll,
Dec.2001)
- ❖ German opinion leaders : more dialogue
between North and South (Prognos)



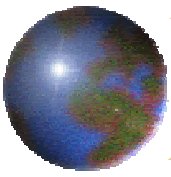
New global initiatives

- ✚ Global News Television Service
- ✚ dev-tv
- ✚ International Broadcasting Consortium



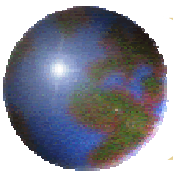
Porto Alegre

New world only possible through
new information



Broadcasting in the Information Society

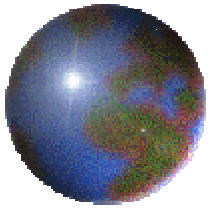
- ✚ Preparation of World Summit on the Information Society, Geneva, Dec. 2003
- ✚ African WSIS conference, Bamako, May 28-30, 2002
 - « African states must invest in media contents as much as in new technologies »



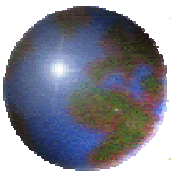
Broadcasting in the Information Society

Radio, television and ICTs : convergence

- ✚ Promoting ICTs
- ✚ Complementing ICTs
- ✚ Benefiting from ICTs
- ✚ Watchdogs : good governance
inseparable from Information Society



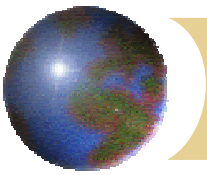
Broadcasting is the most universal and effective way of involving everyone in shared frameworks.
(Karol Jakubowicz)



Broadcasting

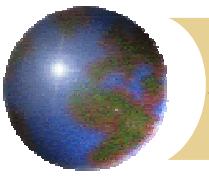
« Apart from the three traditional roles of information, education and entertainment, the media acquired several others : socialisation, mobilisation, watchdog, linking institutions, surveillance, mirror of society, cultural promotion, engine of change, interpretation of issues »

Prof. Nassanga and Alowo, Kampala



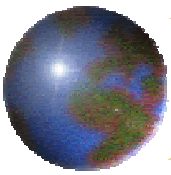
The European approach

- ✿ Amsterdam 1997 : EU PSB protocol
- ✿ 1st transnational agreement to support broadcasting noncommercial practices in favour of democracy
- ✿ Legal security for public funding of PSB
- ✿ PSB defined and organized differently from one state to another



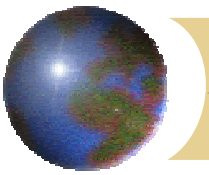
PSB worldwide issues

- ⊕ Public domain
- ⊕ National/regional identity
- ⊕ Diversity



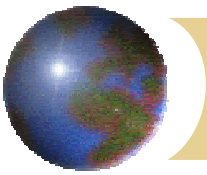
PSB worldwide issue

- ❖ **Public domain (public sphere)**
- ❖ PSB catering for all citizens irrespective of origin, revenue, age, gender, religion, political creed
- ❖ Something shared in a strongly hierarchical, individualized society (Dominique Wolton)



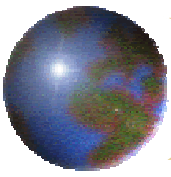
PSB worldwide issue

- ❖ **National/regional identity**
- ❖ In small countries, particularly with minority languages, PSB only source of relevant programming
- ❖ Most commercial broadcasters may end up belonging to a few multinational groups who have no stake in national/regional cultures and feelings



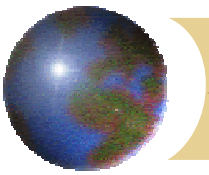
PSB worldwide issue

- ⊕ Diversity
- ⊕ Principle of regulated pluralism
- ⊕ Representation of minorities
- ⊕ Multiple views on facts
- ⊕ The art of living at several levels



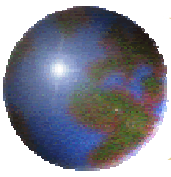
PSB a civil society issue

- ❖ Between state and commercial broadcasting, PSB is a citizens' ideal, a constitutive element of democracy
- ❖ Only if citizens are deeply engaged can PSB achieve and hold a necessary constituency



PSB a civil society issue

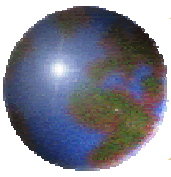
- ❖ **Building citizens' awareness**
- ❖ Where PSB is in good shape, citizens take it for granted
- ❖ Without PSB, citizens often see broadcasting as either state propaganda or entertainment and information produced far away (e.g. Hollywood) on which they have no influence



A world rating and certification agency

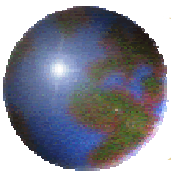
A neutral, independent institution

- ❖ Observing each country's electronic media from the point of view of social development
- ❖ Certifying bona fide public broadcasting through international standards



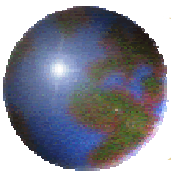
An ecology of electronic media

- ✚ **African Broadcasting Charter, Windhoek, Namibia, May 2001; criteria for a healthy media landscape:**
- ✚ 3-tier broadcasting: PSB, commercial, and community
- ✚ Regulation authorities independent from government or political parties
- ✚ Open and participatory process in frequency spectrum allocation
- ✚ Quota of local content and independent production



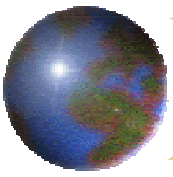
African Broadcasting Charter

- ❖ **Community broadcasting defined as:**
- ❖ Broadcasting for, by and about the community
- ❖ Ownership and management representative of the community
- ❖ Non-profit, pursuing a social development agenda



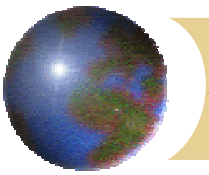
African Broadcasting Charter

- ⊕ **All state and government controlled broadcasters transformed into PSB:**
- ⊕ Explicit mandate
- ⊕ Editorial and programming freedom
- ⊕ Participation of the public
- ⊕ Prohibition of one-sided reporting in regard to religion, political belief, culture, race and gender



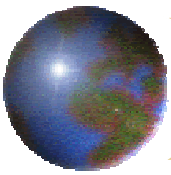
From state to public service broadcasting

- ❖ **A difficult transition**
- ❖ Lessons not easily transferable
- ❖ « the ennemy within »
- ❖ State tolerance



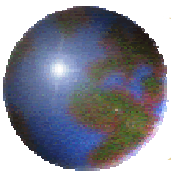
Lessons not easily transferable

- ❖ A framework shaped in one organic context cannot easily adapt to another
- ❖ New central issues : preventing conflict, nation building, economic development
- ❖ Distinctiveness central for PSBs challenging commercial competition, but many PSBs must take lessons from commercial sector



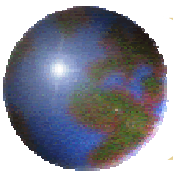
« *The enemy from within* »

- ❖ **Unexpected barriers to PSB**
(Karol Jakubowicz, Poland)
- ❖ The view of journalism as politics conducted through other means dies hard (true of former « official » journalists as well as of former dissidents).
- ❖ Pluralistic system of party-oriented media; media wars conducted by political parties and government departments.



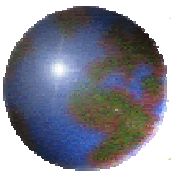
State tolerance

- Jakubowicz's tables on appointment of governing bodies and management of state broadcasters in Eastern Europe



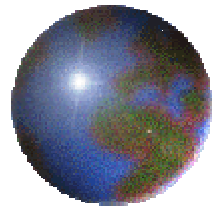
Broadcasting and social development

- ⊕ Public domain
- ⊕ National/regional identity
- ⊕ Diversity
- ⊕ Watchdog
- ⊕ Engine of change
- ⊕ Nation building and conflict prevention
- ⊕ The art of living at several levels



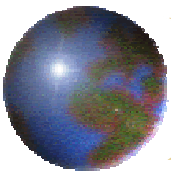
Broadcasting and social development

- ⊕ Citizens' right to free, independent, impartial, relevant, responsible information
- ⊕ Citizens empowered
- ⊕ aware of world as well as national/regional/local realities
- ⊕ in touch with their own culture and background



Broadcasting is a most effective and universal tool for democracy and social development

Civil society must use radio, television and ICTs as a public good for the benefit of all



Three-tier systems

- ⊕ Commercial, public service and community broadcasting
- ⊕ Radio, television and ICTs
- ⊕ Contents, contents, contents