



From Crises to Solutions

... Via PSM Weekly

Background

What is PSM Weekly?

More than just a newsletter

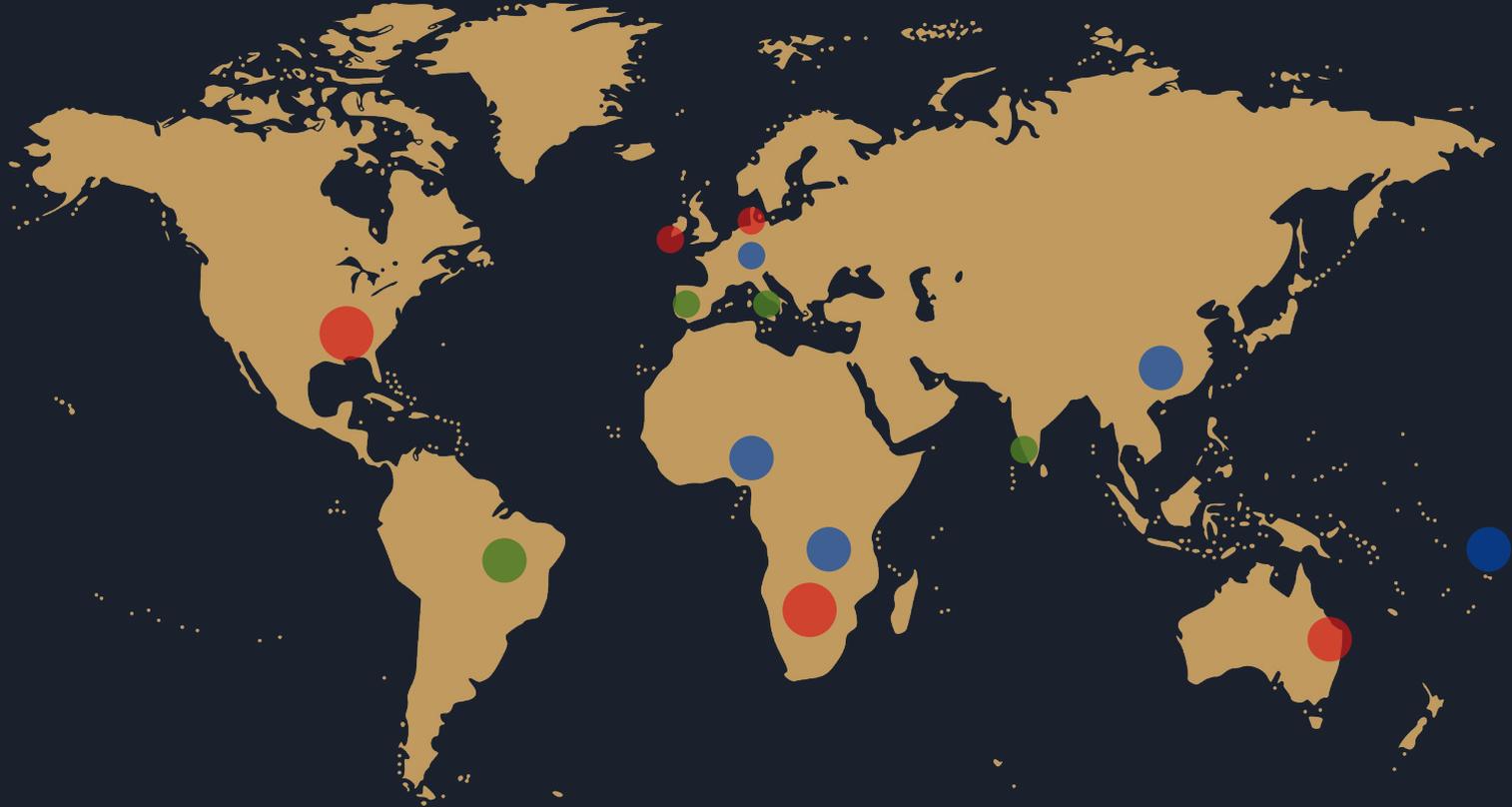


- A weekly round-up of public media related stories from around the world
- Highlights global issues and trends in public media and media overall
- Highlights shared interests and collaborations
- Offers a unique perspective on PSM worldwide



A Global Overview

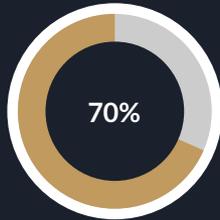
Threats to PSM



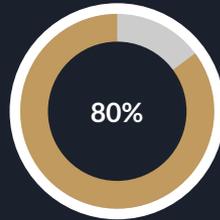
ABC, Australia

“There is no more fat to cut” - ABC News Director, Gaven Morris

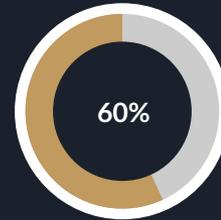
- “Political football”
- Competitive pressure
- Federal funding cut despite public support



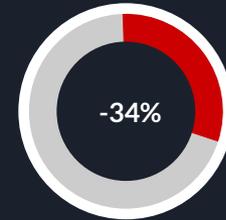
Want strong ABC



Trust ABC



Call for funding increase



Per capita funding

Similar concerns: **Denmark, USA, Ireland**



RTVE, Spain

Political interference, funding

- Recent history of political control
- 2017 → parties agree to reform RTVE management **BUT...**
- Political interference delayed process for 1.5 years
- July 2018 → finally reached agreement on reform

Similar concerns: **Austria, India, Italy**



Central Europe

Media capture, populism

- Mass sacking of journalists (Poland & Slovakia)
- Populist anti-public media rhetoric
- Media concentration (esp. Hungary)
- Censorship and mounting political pressure
- Decline in journalist Safety

Similar concerns: **Brazil, Sub Saharan Africa, Tonga**





What are the positives?

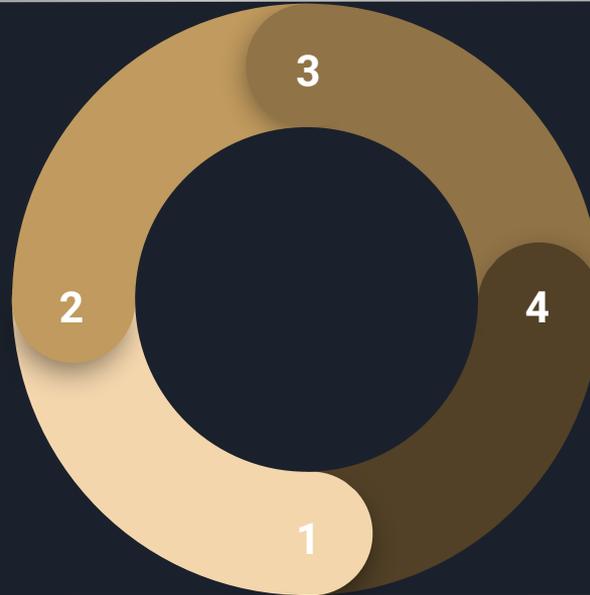
It's not all doom and gloom

Democracy

Research shows public media is essential to help maintain a democratic society.

Trust

US → public TV second most trusted source (2017)
Yle → Most trusted source of news
SABC → 50.7



Values

“People get it when you express it”

Solutions





Solutions

**Where there are
global issues,
there are global
solutions**

- Collaboration is key
- Involve the audience
- Scalable, but continuous experimentation
- Think beyond broadcasting



There is strength in numbers

the benefits of collaboration

- **NRK's 'Faktisk'**
 - Collaborative fact-checking project between print, commercial and PSB.
 - Fact checks claim made in public debates and on social media
- **Collaboration within the newsroom: 'Le Monde'**
 - Created a Snapchat team where article editors, video journalists and motion designers work together on a daily basis



Involving the audience

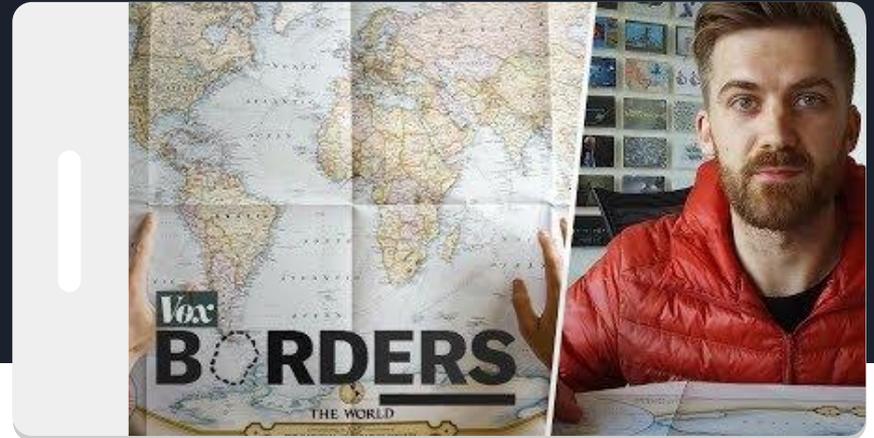
Putting the “public” in PSM

- **VOX ‘Borders’**

“Based on your suggestions, I will travel to six borders around the world this summer... I want you to travel with me and be a part of my reporting.”

- **Yle and the Content Creator Hub ‘KIOSKI’**

Platform dedicated to content creators aged 15-25 to cover “the full range of modern Finnish youth culture”



Embracing experimentation

the power of formats

Graphic journalism → artists from Latin America use comics to highlight unreported society's issues. CBC and SBS explores freedom of expression and migration through real live stories in *Dreaming of Freedom* and *The Boat*

Audio → podcasts, RNZ VoxPop smartphone application and Voice-Text Content Management System (CMS)



Media Literacy

Going beyond
broadcasting

CZECH REPUBLIC →
courses for teachers,
workshops for schools,
and training for NGO
workers



UK → BBC School
Report - 11-18 year old
learn news production
and pitch stories to
BBC editors.



Food for thought

Over to you...

- What is one change you would implement in your newsroom today?
- In what ways can public media be of better public value?
- How can your organisation better communicate with and include your audience?



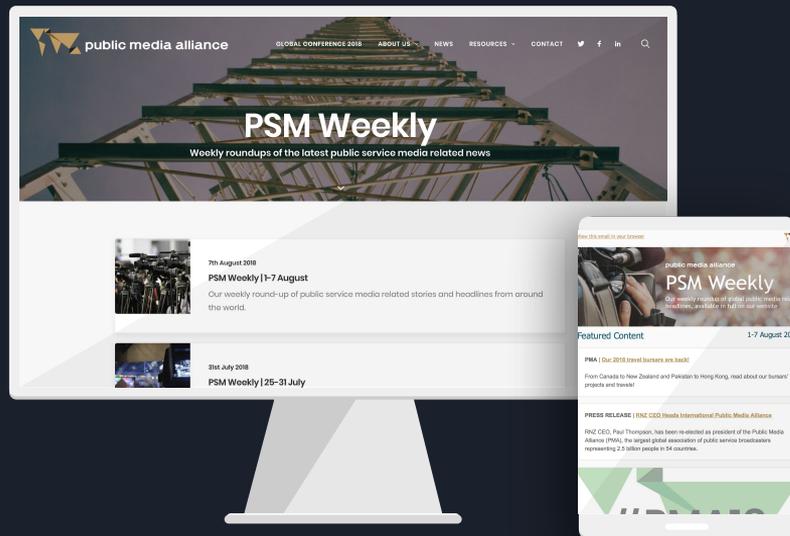
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