From Crises to Solutions

... Via PSM Weekly
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

70% Want strong ABC
80% Trust ABC
60% Call for funding increase
-34% 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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