

public media alliance

Membership

Information and Application Form
Full Member

ADVOCATE

for the
independence,
value and
legitimacy of PSM

PROMOTE

PSM as a
cornerstone of trust
in the global media
space

LEAD

and stimulate the
global debate on
PSM

OUR MISSION

BUILD

collaborative
transnational initiatives
around trust in PSM

EXPAND

PMA's collaborative
global network of
PSM organisations

STRENGTHEN

knowledge and
understanding of
multiplatform PSM
and its core values

HIGHLIGHT

the role of public
media in underpinning
informed democracies

Supporting our members to build and promote trust in public media worldwide

What is the Public Media Alliance?

The Public Media Alliance (PMA) is the largest global association of public media organisations and focuses specifically on providing advocacy and support for public media worldwide in the digital age.

PMA has a unique global overview of how public media is being affected by the acceleration of media convergence. We curate and aggregate research and commentary from media academics and practitioners around the world as public broadcasting evolves into public media.

Founded in 1945, the organisation today has a global membership, offering members an equal opportunity to exchange ideas, views and best practice in public media. Our vision is a world where the public can continue to access free, independent, engaging and representative national and international media wherever they are.

We work to identify, research and champion common themes in public media and provide forums for debate and networking. We also act as a bridge between the academic and public debate around public media and its changing role. We do this practically through running training, symposiums, exchange programmes, publishing research and reviewing the research of others via our [website](#).

Our aim is to build consensus, stand together and advocate a united global voice for public service media

Our role

- Define the core values of PSM – Review and clarify what is not PSM
- Propose a globally accepted definition of PSM in the digital world
- Promote and advocate for the role and values of PSM in democratic society
- Lead a global 'Call Out' for public and like-minded media to commit to the core values of PSM
- Connect with PMA members to share useful, reliable information about PSM [PSM Weekly and Insight]
- Facilitate collaboration instead of competition between PSM organisations
- Commission, aggregate, curate and disseminate PSM related research
- Build connections between those with similar roles, specialisms and interests within PSMs
- Organise regional PSM meetings with key stakeholders, experts and commentators
- Coordinate global support for members where PSM values are being challenged and compromised
- Promote the sharing of best practice and innovation between PMA members
- Build stronger PSM collaborations and networks on social media
- Facilitate content collaboration across transnational themes e.g. climate change and migration
- Partner with philanthropic and like-minded media organisations supportive of PSM's core values
- Build strong partnerships with public media academics e.g. Global PSM Network and RIPE
- Support for public media as it transitions from broadcasting to multi-platform in the digital era
- Review funding & governance models for public media

What we do for our members

- Provide a unique global overview of the role and importance of public media
- Provide research and advocacy including representing member's interests to parliamentarians and governments.
- Offer global networking opportunities for public media executives and senior media managers.
- Host an active website [publicmediaalliance.org] for information and knowledge exchange
- Award annual PMA Global Grants, available only to employees of full member organisations.
- Work to support media freedom and investigative journalism
- Work with public and like-minded media to develop regional social media guidelines for journalists
- Work with public and like-minded media to develop regional guidelines on countering hate speech and reporting on terrorism
- Review spectrum allocation and the effects of digital transition
- Provide knowledge exchange on all aspects of public media, including:
 - » Crisis, disaster and emergency preparedness and response
 - » Public media content for children
 - » Environmental adaption and climate change
 - » Women and diversity in public media
 - » Public media and conflict resolution

Our core funding comes from membership subscriptions. This enables us to maintain our independent voice for public media worldwide

Subscription levels are determined by organisational turnover and applied according to set bands.

PMA also receives additional project funding.

Application Form

Full Membership

Fill in all sections where applicable.

A Word version of this form is available from the Public Media Alliance website.

Once completed, please return to info@publicmediaalliance.org

Name of organisation	
Address of organisation's HQ	
Main telephone number	
Email [General]	
Website	

Chief Executive [Name & Title]	
Job Title [GM, MD, DG. Etc.]	
Telephone	
Email	
Alternative contact email/person	

Title & name of secondary contact person in your organisation	
Job Title	
Telephone	
Email	
Alternative email address (if applicable)	

<p>Objectives or purpose of the organisation</p> <p>e.g. a national public broadcaster, a broadcaster with public service remit etc.</p>	
<p>Describe your public service remit</p>	
<p>Do you broadcast nationally and/or regionally?</p>	
<p>Do you provide a varied range of public service content for all sections of the population?</p>	
<p>Do you broadcast and/or produce content primarily to an audience in your own country?</p>	
<p>Source(s) of funding</p> <p>[Percentage of government/direct taxation/commercial etc.]</p>	
<p>Value of income/funding (£ sterling)</p> <ul style="list-style-type: none"> - Last Year Actual - Current Year Forecast 	

Names of all channels and platforms	
Social Media Platforms [Provide details of main official sites and addresses]	
What languages do you produce/provide content in?	
Do you invest in regular staff training?	
Staff Numbers (approximate)	

Signed	
Print name	
Date	

I confirm that all details submitted in this form are correct at the time of writing

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