



**Public
Media
Alliance**

Membership pack
2022/23



We are the
largest global
association of
public media
organisations.

We are the
Public Media
Alliance.



Why do we exist?

Members of the Public Media Alliance are part of a unique international 'family' of media organisations that share many of the same values and priorities.

The trusted and credible news and information provided by public media is vital to our lives and wellbeing but often undervalued by politicians and the public.

PMA exists to increase awareness of public media and the very special and central part that it plays in informing us and shaping our worldview.

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Looking ahead

A word from our new CEO

There can be no doubt that we all face many challenges and uncertainties. A global pandemic, the war in Ukraine, climate change, and economic crises are just some of the threats that we face. But while these will affect us all individually, it is public service media that play a critical role in keeping us accurately informed, maintaining social cohesion, and underpinning democracy.

But public media organisations will only be able to achieve this if they survive. There is rarely a greater need for accurate, independent, and quality news, information, and entertainment than during times of crisis. Yet the pressures facing public media organisations are mounting, as are those facing media freedom and media independence worldwide.

The concept of public broadcasting might be 100 years-old, but I firmly believe that its role in society and democracy is as relevant as ever. Part of the challenge is ensuring that the wider public and politicians alike are aware of its significance in the multiplatform era, and what they stand to lose if it is diminished or dismantled entirely.

It is why this alliance is so important, and one that I feel honoured and privileged to lead. Under my leadership, PMA will continue to be a trusted advocate and supporter of public media, but we will do so with a renewed focus on engaging our members and their staff as well as the public they serve. We will also seek to

evolve into an effective network for public media organisations, linking our members with trusted civil society and academic partners.

Among our many plans in 2022 are numerous virtual roundtable forums and webinars to bring our members together around shared interests and concerns. We have released a podcast called Media Uncovered, which focusses on topical media debates and issues. This is available for members to broadcast as part of their membership. We will do all this while continuing to provide vital support, training, and advocacy on behalf of our members and public media under pressure worldwide.

The Public Media Alliance will remain a trusted, reactive, and responsive organisation, with a small but passionate team leading its Secretariat. Only by standing together can we support one another, exchange knowledge, and advocate for a bright and sustainable future for independent public service media worldwide.

I look forward to working with you.



Kristian Porter
CEO, Public Media Alliance

Diversity is our strength

A message from our President

On behalf of the Public Media Alliance Board, it is my privilege to wish you a successful 2022.

The PMA is an alliance of small and large public media from every corner of the world. We have much in common, including a foundational commitment to freedom of expression and the unique role played by independent public media in connecting and informing the communities we serve.

But we are not carbon copies of each other. Our members have an array of funding arrangements, strategies and mandates, as well as unique opportunities and challenges.

This diversity is our strength. When we come together as an alliance we are energised, encouraged and informed by our respective strengths and perspectives. We are stronger together as we seek to promote the interests of public media and advocate globally for its critical importance.

Your support allows PMA to continue to do its vital work at a highly challenging time.

The pandemic has underlined the lifesaving importance of the core offering of public media: trusted, independent and impartial news and current affairs.

As the need for our work has increased, in many countries public media are being squeezed by funding cuts, curbs on media freedom and political interference.

PMA is an invaluable source of support, expertise and connection as we navigate these challenges.

This year will be a significant one for PMA. Our outstanding and long serving chief executive Sally-Ann Wilson retired at the end of March. Sally-Ann successfully led the transformation of the organisation from the Commonwealth Broadcasting Association to the Public Media Alliance, broadening its mandate and sharpening its strategies. Thank you, Sally-Ann, for all you have done for PMA and for our members. Your diligence, expertise, professionalism, and drive are greatly appreciated.

The good news is that Kristian Porter has been promoted from within to be our next chief executive. Congratulations to Kristian who will no doubt build on PMA's success under Sally-Ann while stamping his own mark on the role.

Finally, thank you again to all our members for your support for the PMA. Please let us know how we can help.



Paul Thompson
CEO & Editor-in-Chief, RNZ
President, Public Media Alliance



A united global voice

The core values of public media journalism underpin informed democracy. These are the values that build and sustain public trust in media.

Media freedom is being eroded worldwide and trust in media is at an unprecedented low. The global media space is dominated by well-funded social media and entertainment brands. Populism is being fuelled by disinformation and misinformation, while media capture [by governments or third-party states] is threatening the independence of national media organisations. With such challenges, there is no better time to advocate for public media, which remains one of the most trusted sources of news and information.

Numerous organisations campaign for media freedom and journalistic rights on an individual

basis, but PMA advocates for and promotes PSM because public media is unique in providing a clear national framework for core journalistic values. Yet, at this critical time, public media lacks an effective and coherent global voice.

From political interference and funding constraints to a decline in journalist safety and the rise of digital media giants, the issues facing public media are more globalised and shared than ever before. That's why our strategy reflects these challenges and as we look to the future, we will continue to adapt it to the contemporary needs of our members.

It is time to build international consensus around public media to create a stronger united voice.



Our mission?
To support our
members to build
and promote
trust in public
media worldwide.

We do this by:

Advocating

for the independence, values,
and legitimacy of PSM

Leading

and stimulating the global
debate on PSM

Strengthening

knowledge and understanding
of multiplatform PSM and its
core values

Building

collaborative international initiatives

Highlighting

the role of public media in
underpinning informed democracies

Promoting

PSM as a cornerstone of trust
in the global media space

Creating

a global network for PSM

Everything we do is inspired by the values that underpin effective public media and their ability to inform democracy. These include editorial and organisational independence, accountability, universalism, accessibility and trusted, quality news and content.



Credit: Sally Round / RNZ

Our role

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

- Define, review, and promote the core values of PSM in democratic society
- Monitor and map the state of public media globally
- Connect with PMA members to share information via our PSM Weekly newsletter, podcast and roundtables
- Support and advocate for independent public media, media freedom and investigative journalism
- Facilitate collaboration instead of competition between PSM organisations, assist in the building of professional connections, and encourage content collaboration on transnational themes, such as climate change and migration
- Commission, aggregate, curate and disseminate PSM-related research
- Organise regional PSM meetings with key stakeholders, experts, and commentators
- Coordinate and partner with civil society and independent media groups to provide global support for PSMs where their values are being challenged and compromised
- Develop strong partnerships with public media academics
- Support PSMs to innovate, embrace new technologies and formats, and become more digitally orientated
- Review and comment on funding & governance models for public media
- Partner to facilitate training and knowledge sharing projects
- Inform and advise the Global Task Force for public media (GTF) and the Media Freedom Coalition (MFC)



Membership

PMA is the only global membership organisation to focus specifically on public service broadcasting and public service media, with all members – regardless of their nation's size or location – having full and equal membership. **Benefits include:**

- Global networking opportunities for public media employees
- Virtual roundtable meetings for members to discuss key issues and exchange knowledge
- An active website for advocacy, public media news, and resources
- Broadcast or streaming rights to our new podcast: Media Uncovered
- Eligibility for PMA Global Grants to staff of member organisations
- Commissioning stories and reports that highlight the best of what our members do
- Our work with local journalists and media workers to develop regionally relevant codes of conduct and guides on journalist safety, social media use, hate speech, and other topics
- Working with members to develop their own editorial guidelines and policies
- Lobbying in support of independent public media and regulators
- Access to discounts for premium industry events
- Knowledge exchange on all aspects of public media, including:
 - Crisis, disaster and emergency preparedness and response
 - Children's content
 - Environmental adaptation and climate change
 - Gender and diversity
 - Conflict resolution



Our recent work

Since the first lockdowns of 2020, much of our work has focussed on the impact of the pandemic on PSM. But despite the limitations, PMA has continued to deliver on its mandate and deliver projects. Here are just some examples:

Reporting

Our News portal is the destination for reports on public media innovations, issues, and insights. It features timely news about media freedom, journalist safety and media independence, interviews and opinions from PSM leaders, and features providing analysis on the latest trends across the industry.

We also publish PSM Weekly, an in-depth newsletter covering the world of public media, which all members and their employees can subscribe to.

Training and Mentoring

In the Seychelles, we ran specific training for public broadcaster SBC.

We run curated seminars on PSM challenges and solutions, such as funding models for Thai PBS management.

Our UNESCO backed project on countering hate speech in South Asia included workshops for journalists and media workers from Bangladesh, India, Nepal, Pakistan and Sri Lanka.

In 2022 we relaunched our Global Grants to encourage travel, exchanges, and mentoring between PMA members.

Advocacy

Our advocacy campaigns focus on holding power to account and raising awareness about the importance and vulnerability of independent public media. From lobbying and conferences to multistakeholder missions and campaigns, PMA works with members and civil society partners alike to achieve the greatest possible reach.

In 2020, we established the Global Task Force for public media, an industry led initiative of eight PSM leaders from around the world working together to defend the values and the interests of Public Media.

In 2021, we partook in a Media Freedom Rapid Response mission assessing the state of Slovenia's media landscape.

In 2022, we co-organised a London-based event with CBC/Radio-Canada for their #NotOK campaign calling for greater journalist safety.

Leading the debate

Our mission to advocate and support is nothing without the exchange of knowledge.

Throughout the pandemic, we shared our members' best practices, protocols, and experiences.

We have developed partnerships with academics and academic institutions specialising in PSM, and developed a joint media development Massive Open Online Course (MOOC) reaching nearly two-thousand people.

In 2021, we launched PSM Unpacked: virtual roundtables for our members and partners to encourage knowledge-exchange and networking.

In 2022, we launched our new podcast series, Media Uncovered.

We have launched a Glossary of PSM terms, and our ongoing Scoping project is building an index of PSM worldwide.



Projects

Our latest projects include the development of regional guidelines on hate speech and conflict in South Asia; extensive research into the impact of COVID-19 on journalism safety media viability and media freedom in Southeast Asia; a workshop on crisis management in Haiti; and a project to counter dis- and misinformation in the Caribbean.

We are constantly scoping and seeking out new sources of project funding to continue this work.

Project reports can be found in our Knowledge Hub.

Participation

PMA continues to represent its values and members at events around the world.

We hosted a session on Why Public Media Matters for the World Press Freedom Day Conference 2020.

We continue to contribute to the Radiodays, Caribbean Broadcasting Union (CBU) and Public Broadcasters International (PBI) conferences, among others.

We frequently work with likeminded partners and civil society organisations. PMA continues to play an important role in the Media Freedom Coalition Consultative Network, to advocate for PSM-related issues to over 50 governments worldwide.

We aim to hold our next AGA in 2023.



Canada House
La Maison du Canada



Mapping the future

We include our members in each step that we take to promote and support public media worldwide.

In addition to our current activities, our next steps will include:

- Developing an effective network of public media organisations, civil society partners and academic institutions to work together in support of PSM
- Continuing our scoping exercise to map key public media organisations worldwide
- Collaborating with members and partners to review and define the core values of public media in the multiplatform era
- Using webinars, workshops, our new Roundtable forums, and other projects to support, connect and engage with all levels of PSM workforces
- Commissioning, aggregating, curating and disseminating more PSM-related research in partnership with academic groups
- Working with stakeholders to better inform media literacy among the public and politicians alike
- Bringing our MOOC and Brief Guide to Public Media to members, and offer seminars on the basics of PSM to new recruits of PMA members
- Expanding our advocacy programme for the role of public media worldwide
- Advocating for media freedom and the safety of journalists as part of the Media Freedom Coalition Consultative Network (MFC-CN)
- Continuing to support and inform the Global Task Force for public media
- Expanding our workshops and projects with likeminded partners such as UNESCO
- Reaching out to universities worldwide, offering teaching, seminars, and presentations to students.

Join us.

The Public Media Alliance works to support its members. We promote and share the best of what you do as a public media organisation.

From events and workshops to project proposals, podcasts and reports, we encourage our members to get involved in what we do. This is the only way to build a strong, united awareness of the critical importance of public media.

Some membership benefits include exclusive access to PMA resources, knowledge, project and networking opportunities. But while membership subscribes your organisation to a global network, it is ultimately a critical show of support for PMA as we work to support and advocate for public media worldwide.

Our members include:



To subscribe or for more information about membership, costs and terms, please email us at info@publicmediaalliance.org

Our members
communicate daily
through TV, radio
and online to
2.5 billion citizens.

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Membership terms and conditions

Full Membership of PMA is restricted to public service broadcasters or public service media organisations or multiplatform media organisations with a commitment to public media.

Affiliate status is available to organisations linked to public media, or those that support our values. Affiliate Members do not have voting rights and cannot access full membership benefits.

Applications for Membership and Affiliate status require approval by the PMA Board.

The PMA Board is elected by the membership for a two-year term.

Membership fees are based on company turnover. The fee is payable in full within 30 days of receipt of invoice.

Members may withdraw from PMA by giving one year's notice in writing to the CEO if they intend to do so.