

Speakers included



Tom Watson, MP
Tom Loosemore, 4iP
Richard Allan, Power of Information Review
Peter Bazalgette, Channel 4
Matt Locke, Channel 4
Will Gompertz, Tate Media

Over 50 participants including

BBC	Channel 4	British Museum	Culture 24	Cabinet Office
Col	Ofcom	UK Film Council	Arts Council	Skillset
RSA	IVCA	TwoFour	e-Learning Foundation	Reuters Institute
London Knowledge Lab		University of Westminster		

What is (non-broadcast) Public Service Media (PSM)?

PSM is digital media including online video on demand, digital cinema, mobile applications, computer games, social media, blogs and other self-publishing platforms which fulfil purposes similar to those for public service broadcasting. They can contain services such as platforms or tools rather than just content.

Why UNESCO?

UNESCO is the member of the UN family of organisations with Education, Science and Culture within its name and Communication and Information within its remit.

It is also the lead UN body for:

media, cultural and linguistic diversity, local content, e-learning, e-science and access to information and knowledge in the World Summit on the Information Society and Internet Government Forum

the Convention on the Protection and Promotion of the Diversity of Cultural Expressions to which the UK is a signatory

It is the only UN body with a mandate to protect Freedom of Expression.

For more, go to www.unesco.org.uk.

Why is UNESCO UK helping to create a new blueprint for PSM?

Through the event and this report, the UK National Commission for UNESCO aims:

to encourage the UK to adopt an internationalist approach to non-broadcast PSM

to enable the UK to learn from non-broadcast PSM in other countries

for innovation in non-broadcast PSM in the UK to contribute to PSM in the developing world

THE NEW BLUEPRINT FOR PUBLIC SERVICE MEDIA

The new blueprint for non-broadcast public service media



“There is a real danger that those who are focused on Public Service Broadcasting will be left rather isolated as the rest of the world moves on.”

Sally-Ann Wilson
Deputy Secretary General,
Commonwealth Broadcasting
Association

“We enrich our democracy when we allow people access to information relevant to their lives.”

Tom Watson MP
UK Parliament

THE NEW BLUEPRINT FOR PUBLIC SERVICE MEDIA



"I was surprised that the concept of PSM hasn't had more traction elsewhere. PSM2009 was a great start in changing that."

Rohan Jayasekera, Associate Editor, *Index on Censorship*



"The public service media debate always seems to be in danger of being dominated by traditional BBC type values and models - that the only way you can save democracy and the world is by having expensively upholstered TV producers making films on high-minded issues with no particular audience in mind, but a strong, old fashioned liberal sense of editorial independence."

Charles Mills
Director, IVCA



"Let me simply say that I believe in Public Service Media, as that is how you will stop fascism in the world."

Tom Watson MP

BUILDING

Building the blueprint

Over 50 leaders and professionals from media, communications and technology, government and social enterprise came together in Central London on 7 May 2009, with the purpose of creating a new blueprint for non-broadcast public service media for the UK and beyond.

Tom Watson MP, UK Minister for Digital Engagement, opened the event by announcing the Government's early adoption of some of the recommendations of the Power of Information Review Task Force. One of these was the freeing up of Crown Copyright to make it much easier for individuals and organisations to create new digital public information services.

DEBATE

Widening the debate

Media is fundamental to shaping our perspectives – on the world and of other people. Media habits – especially though not exclusively of young people – are changing rapidly. Broadcast television, for decades a major source of public service media, today makes up a smaller proportion of total media consumed.

1 Key Finding 1: UK policy debates about Public Service Broadcasting are too narrow and need to be widened to consider the full range of media that can effectively reach contemporary society and fulfil a public service remit.

WHY?

WHY – societal, economic and environmental purposes

Participants were asked to review the revised Ofcom PSB purposes and propose changes to these in the light of a wider range of media.

2 Key Finding 2: PSM should support mutual understanding of peoples who are different. The founding purpose of UNESCO is to create peace from mutual understanding through education, science and culture and this applies to all media and communications.

3 Key Finding 3: PSM should encourage tolerant behaviours online and protect the expression of minority views. This is essential to prevent the wisdom of crowds turning into the insanity of the mob in digital media and relates to UNESCO's work on Freedom of Expression.

4 Key Finding 4: PSM should stimulate participation, creativity and innovation among citizens. This augments the role of PSM in all its guises to educate and inform, although these remain vital purposes.

5 Key Finding 5: PSM should support media literacy. The ability of citizens to use, understand and critically analyse media needs to be recognised as a necessary underpinning of democracy, alongside press freedom and freedom of expression generally.

WHAT?

WHAT – users' experiences

Compelling services and content

6 Key Finding 6: A key characteristic of PSM is engagement and participation – finding ways of grabbing people's attention and involving them. There is a change in citizens' stance from being a passive audience to more active, engaged users. The passive consumption of content is rarely going to be sufficient to achieve PSM purposes.

7 Key Finding 7: A key attribute of compelling PSM services and content is their relevance to the personal context of users – what motivates and interests people. This heralds a shift to media designed with users in mind rather than just being the artistic work of an author.

8 Key Finding 8: Young people should be involved in the development of PSM and in the governance of organisations creating, delivering and regulating it. Many senior decision-makers in government and media organisations are not familiar or comfortable with digital media. Involving young people would address their lack of insight into new media and its users.

Creating and sharing knowledge and understanding

We, and the knowledge we hold in our society, risk becoming pigeonholed. We can select the digital media we prefer and choose the people with whom we interact. The result is reduced opportunity for serendipity of discovery. However, search tools – such as social bookmarking – can help us find what we were looking for and at the same time introducing us to new ideas.

9 Key Finding 9: An evolving strategy needs to be established for the relationship between the full range of providers of PSM and search and discovery services. This strategy steps beyond each institution doing its own search engine optimisation or large media groups or broadcasters creating bilateral deals with search companies.

10 Key Finding 10: Public archives of content paid for by taxpayers or license-payers should be made available for reuse, fulfilling PSM purposes by citizens and enterprises under licenses such as Creative Commons.

Reflecting diversity of language and culture

The UK is a signatory to the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, developed by UNESCO. This seeks to strengthen the five inseparable links of the same chain: creation, production, distribution/dissemination, access and enjoyment of cultural expressions, as conveyed by cultural activities, goods and services.

11 Key Finding 11: Diversity in media requires diversity of those working in it, including news management across all platforms.

12 Key Finding 12: Teaching needs to help young people grasp how physical geography relates to their increasingly virtual and digitally mediated world.

Linguistic diversity makes the world a richer place. Being able to access materials in other languages increases understanding of the history and culture of other people.

13 Key Finding 13: Online collaborative platforms and social media tools provide the means to create shared vocabularies and meanings across cultural and linguistic divides. Automated translation and search can support access for those without language skills.

HOW?

Go to www.publicservicemedia.info for free copies of the full report and the rest of the findings, or email us at psm@unesco.org.uk



"It can be argued that we should be doing less 'production' and more 'facilitation' [as] a catalyst of conversations. In the end, we should do both."

Andrew Thompson
Head, BBC Learning English



"The whole museum and gallery world has been so structured around institutions. People are not looking for the Natural History Museum - they're looking for dinosaur bones."

John Newbigin
Chair, Culture 24

