

## DISCUSSION PAPER

### Friends of the ABC (Western Australia)

#### The Case For

## Public Service Broadcasting

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### Beliefs of PSB Supporters

In Australia, statutory authorities were established by the colonies - with broad public support - from the 1850s (and since Federation, the Commonwealth as well as the States) to

achieve some desirable social purpose which, by implication, could not be provided - efficiently or perhaps at all - by the private sector.

Since about 1983, both Australia's dominant conservative parties have been committed to reducing the scope of the public sector by attacking the collectivist trends that arose in the post-Second War Australia. Keynesian economic policies were likewise replaced by individualist economic ideologies such as Thatcherism, monetarism or neoclassicism.

We generally take the view that the price mechanism and market forces are not capable of consistently or efficiently providing a stable and trustworthy broadcaster of quality services. Neither the commercial media because of its exploitative ethos, nor the community media because of its limited resources, nor foreign media because of their differences of culture and loyalty, will provide a sufficient amount of material that portrays and promotes national cultural identity.

We see the PSB as being one of the many statutory authorities / government business enterprises that make a vital contribution to national development, both economic and social.

Nor has it ever been conclusively proven that the private sector is more "efficient" than the public sector, although individual cases may go either way. Most particularly, a PSB is not a business, although it must of course have proper financial controls and management accountability.

Supporters of PSB are entitled to be involved in all matters that affect the PSB (both as it is and as we would like it to be). PSBs are entitled to have formal contacts with support organisations, as long as doing so advances their Charter.

Supporters of PSBs should not become involved in matters properly the domain of management (including controversial programme changes), as long as PSB decision makers take relevant factors into account, are within reasonable limits prepared to publicly justify their position, appear to be acting in good faith, and carry responsibility for the results. After all, ABC funding could be spent in a wide range of more or less equally acceptable ways.

## **A Public Service Broadcaster's Role**

A PSB is intended to be one of the primary cultural institutions of the nation. Its quality and diverse programming will make an irreplaceable contribution to the stability and the welfare of the community. In fulfilling that role, a PSB will develop, promote and disseminate the local culture in all its diverse forms to both domestic and international audiences.

A PSB will:

- be accepted as an institution.
- meet changing audience needs as new technologies produced new media forms — black and white television, FM radio broadcasting, colour television, podcasting, and the Internet.
- provide diverse and distinct programming over all sixteen or so genres,
- implicitly compensate for a fairly standardised offerings of commercial and community media providers.
- inform, educate, and entertain.

- encourage innovation.

Innovation refers to the extent to which a PSB seeks to be a leader in examining better ways of improving all the operational areas – presentation, content, genre mix, platform mix, and management, but with time- and cost-efficiency being secondary measures. For our ABC, for instance,

Innovation involves a willingness to take risks, to be inventive and open to fresh ideas both inside and outside the ABC. Experimenting with new ideas also means accepting that some programs may not succeed. By pushing the boundaries, the ABC stimulates and develops creative new program genres and styles.

## Independence

We reject the view that government funding of the PSB obliges the PSB to obey and/or support government policies - as charities and other recipients of government support in Australia are now expected to do. Our PSB's funds are provided by and on behalf of the community as a whole.

PSBs should be accountable not to the Minister, but to Parliament. That structure is intended to allow the Board a good deal of autonomy in achieving its goals. It also assists it to operate without fear, favour, or political influence. There is inevitably a tension between the PSB and its Minister, who is accountable for some aspects of the PSB (especially its budget), but cannot control it in any direct sense.

PSBs should avoid adopting editorial positions. However, any programme that is to have worthwhile content will necessarily be compiled using moral and practical assumptions both about the merits of the items available for an segment and about the attitudes and knowledge likely to be held by the potential audience.

## Funding

Any PSB should be a comprehensive broadcaster, with something for everyone. As that “something” should always be of a reasonable and consistent quality, it follows that there is a certain minimum funding level below which the PSB can no longer offer a satisfactory range of quality services.

“Comprehensiveness is interpreted by the ABC to:

[require] the ABC to be both a mainstream and specialist broadcaster and the Charter requires a balance between programs of wide appeal and specialised programs. As a publicly funded broadcaster the ABC can and must provide diverse programming, offering Australia's many different demographic groups and communities of interest a variety of programs in a mix of ideas, genres and styles.”

Tied funding – the provision of specific funds for specific services – should be completely opposed.

## Political Appointment

Ideally the Board of a PSB should comprise people unbiased by religious or political affiliations, preferably with a background in public broadcasting, ethics, media more

generally, non-profit organisations, management, and/or regional or rural interests. They need to be independent, with a belief in public broadcasting.

## Commercialisation

Production agreements, distribution agreements, and other commercial linkages with private sector organisations are a necessary part of a PSBs' operations. While such PSB commercial activities are acceptable, there are others to which we should be strongly opposed, such as:

- licensing use of PSB property to commercial companies to promote their product;
- PSB endorsement and promotion of commercial company products;
- disguised advertising, and of course
- product placement (whether in PSB productions, or productions made under contract to a PSB), which can be divided into:
  - commercial (clear displays of particular brands or even explicit advertising during the course of a segment), and
  - political (funding tied to the provision of particular programmes or services).
- problems for children from toy-linked television series and movies, including difficulty in distinguishing between programs and commercials, pressure to get a whole series of toys, association with violent cartoon series, toys which do not meet their real play needs, and the pressure to create series that meet toy manufacturer's needs rather than children's.

Some existing commercial arrangements have the potential to get out of hand, e.g. :

- advertising of PSB products on TV (especially those not owned by the ABC.)
- more or more aggressive self-advertising.

Management may fail to understand or refuse to accept the potential of commercial activities to compromise the broadcaster's independence.

## Management

We should expect a high standard from PSB management. An intolerant and unresponsive management may be at least as serious a problem as budget stringencies. We should focus very closely on the real capacity of management – especially senior management – to lead and support their staff.

Managerialism, which treats organisations and staff similarly, is equally damaging to any organisation with a long-term commitment to excellence. Our PSB's strength lies in its staff, and in their collective experience and collective memory.

## Impact of new technologies

The impact of new technologies is often overrated. Technology is not an island, entire of itself; the technologies actually adopted will be those that conform to social, political and economic realities<sup>1</sup>. People still only have 24 hours in a day.

Television was supposed to herald the death of radio, cinema, and the theatre, but they all later recovered<sup>2</sup>. In both Australia and overseas there was the expectation in the early

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<sup>1</sup> Sharon Beder, 'Sustainable Development and the Need for Technological Change', 21C, Summer 1993, pp. 32-39

<sup>2</sup> Unique Culture Unique Value, Donald McDonald, 2002

nineties that the arrival of pay platforms would eliminate free-to-air broadcasters from the bulk of the market. Yet, newspapers remain an important part of the media, even though in their modern form they've have been around since 1622.

We believe not only that PSBs can adapt to new situations, but also they are uniquely placed to lead them.

### **“Must Carry” Provisions**

In the United States the power of the cable TV companies became so great that they were able exclude some of the free to air networks from their services, restricting viewer choice and threatening the viability of the free to air providers. It resulted in "Must Carry" legislation which compelled cable companies to carry the output of the free to air channels on their service.

PSB supporters need to be alert to ensure that PSBs are not restricted in the utilisation of new technologies by commercial pressure or media cartels.

## Tactics

Any good case for public broadcasters does require some mention of the shortcomings of commercial media. A good defence probably requires that we emphasise those shortcomings in proportion to the strength of political attacks on the PSB.

It would therefore seem desirable that we not merely provide the occasional mild reply to the frequent politically-motivated attacks on the PSB, but that we emphasise a public broadcaster's inherent superiority, and shortcomings of the commercial media. It also will help if we amongst ourselves can develop a consistent and principled position with regard to management decisions.

It has been said that bureaucracies can only be effectively influenced by other bureaucracies. As bureaucracies have real advantages, our aim could be to adopt its strengths without its formalism and centralisation. Therefore it is in all our interests to have a reasonably precise understanding of the principles so that we don't each have to fight our own individual battle for change. We can point out that in some other country they actually have done whatever-it-is, and it is better, so - with due allowance for local circumstances - we should do whatever-it-is here.

If the political situation in Australia is any guide, we all need to be well-organised, well-informed and well-prepared, because our Federal Coalition politicians are increasingly using fear and pressure to silence groups that would once have cooperated with us to achieve shared aims. Reasonably close cooperation is important.

## Commercial Media Mediocrity

Unfortunately, the main operational aim of today's corporate media is to cut costs and maximise income.

Cost cutting limits the capacity of journalists to investigate and report, and maximises the use of syndicated material<sup>3</sup>. Maximising income means excluding poorer consumers as part of the treatment of audiences as consumers rather than citizens.

We could oppose changes to media ownership laws which could lead to increased concentration of media ownership in its regions or cities or loss of culture and localism. Such proposals are usually quite openly discussed in terms of commercial benefits for media owners: the creation of more powerful synergies / economies of scale, global competitiveness for media businesses in a convergent, digital age environment, and so on.

### Exploitation

Maximising income means maximising audience. Away from the hard news and current affairs content areas, it tends to promote the mix of editorial content with advertisements or product promotion—so-called 'advertorial'—which is particularly prevalent in print and television magazine content, and indirectly in the supplements of the metropolitan newspapers<sup>4</sup>. It also means excluding poorer consumers as part of the treatment of audiences as consumers rather than citizens.

All too often, the result is news written for a twelve-year-old, while with radio or TV good programmes may be dropped because they rate well only with the over-40s<sup>5</sup>.

Owing to the growing resistance of consumers to the advertising message, product placement is seen by advertisers as being more subtle and therefore potentially more effective.

### Incitement

Shock-jocks are of course labelled as such specifically because of their incitement of aggressive intolerance. The American talk radio industry has recently been criticised for its frequent use of inflammatory language and aggressive rhetoric, especially with regard to the Arab and Muslim world<sup>6</sup>. As in Australia, conservatives are a willing audience. Let us give Philip Adams the last word:

"In one of my first TV reviews – written 40 years ago – I predicted that television managements would show anything that pulled an audience, that they could sell to an advertiser, "be it opera or public executions". Well, we haven't seen a lot of opera on commercial television but, increasingly, it's a charnel house – chocker with the pornographies of violence, a place where social values are demeaned and destroyed. Increasingly, a streak of sadism runs through a great deal of programming. Judges on Popstars are judged wusses when they're not harsh enough, while millions text-message their demands for participants to be evicted from this house or that island. Shades of the Roman crowds joining Caesar in giving the thumbs down to a wounded gladiator. The medium

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<sup>3</sup> Freedom of the Press in Australia, Chris Nash, 2003

<sup>4</sup> ibid

<sup>5</sup> Going public in New Zealand, Media Report, ABC, 6 June 2002

<sup>6</sup> Freedom of the airwaves or hate radio?, *al-Jazeera*, 03 June 2004

is increasingly cruel and carnivorous, as if the violent images from Iraq weren't enough to slake our bloodthirstiness.<sup>7</sup>”

## Bias

Dishonest/unfair reporting of political issues is an important issue. In emotional issues such as terrorism or paedophilia, it is easy for an unhealthy degree of extremism to develop in the public mind, especially if such fears are worsened by hate (talkback) radio and the commercial media and/or exploited by a government that sees much political advantage in creating a need for a strong leader. By its nature, it misrepresents the reality and can generate hostility and suspicion that can greatly aggravate fear and anger.

In such a situation it is especially important not only that a public broadcaster is as informed and objective as possible, but also that the staff involved feel that they have the political support to tell the truth as they see it.

## Regulation

It would appear that in First World countries regulators accept much lower standards from the commercial media than they would from a PSB. Less attention is usually paid to the political biases of the commercial media than the supposed bias of the PSB. However, commercial and community broadcasters are the subject of more as well as relatively more complaints to the regulator.

Australian media regulation is severely circumscribed by the political power of the commercial media giants. There has even been formal investigation into the scope for allowing broadcasters to trade local content obligations.

If regulators in other countries also seem to be systematically influenced by media owners, it may well assist individual PSB supporters to produce a detailed document highlighting any similarities of shortcomings in similar systems of regulation in other countries.

### Prepared By:

Roger Raven  
FABC WA 12/05

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<sup>7</sup> Reality is, TV's beneath the bottom line, *The Australian*, 22 May 04

## Appendix 1: Email Discussions

----- Original Message -----

**From:** WA Friends of the ABC

**To:** [Judith Rodriguez](#)

**Cc:** [Michael Becker](#) ; [David Barrington](#) ; [Lourmarin PtyLtd](#) ; [Jill Greenwell](#) ; [Don Sinnamon](#) ; [Joan Laing](#) ; [Simon Cocker](#) ; [FPSB NSW](#) ; [Margaret O'Connor](#) ; [Anne O'Byrne](#) ; [Margaret O'Connor](#)

**Sent:** Wednesday, November 16, 2005 9:39 PM

**Subject:** Re: EURALVA Meeting in Lisbon - Agenda Items

Since no-one will be paying my fare, and at this stage there seems little to be gained by going, no.

If EURALVA does pursue the idea of a comprehensive policy document, presumably there would be a considerable period of discussion followed by another EURALVA Conference at which the document would be adopted, either wholly or in part. Although that document would be (may be?) fairly brief at the January Conference, it would undoubtedly swell considerably with discussion. But we don't have many agreed positions; our National Conferences tend more to be a record of the important issues that for one reason or another are too challenging.

It would be worth me making a special trip to any such conference, because some degree of international solidarity would be very very beneficial, and sometimes the personal touch does matter.

WA will endeavour to be restrained in any requests. At the moment WA's only involvement will be regarding that policy document. Enjoy the skiing.

----- Original Message -----

**From:** [Judith Rodriguez](#)

**To:** [Roger Raven](#)

**Cc:** [Margaret O'Connor](#) ; [Anne O'Byrne](#) ; [Margaret O'Connor](#) ; [FPSB NSW](#) ; [Simon Cocker](#) ; [Joan Laing](#) ; [Don Sinnamon](#) ; [Jill Greenwell](#) ; [Lourmarin PtyLtd](#) ; [David Barrington](#) ; [Roger Raven](#) ; [Michael Becker](#)

**Sent:** Wednesday, November 16, 2005 8:02 PM

**Subject:** Re: EURALVA Meeting in Lisbon - Agenda Items

Dear Roger,

Quite true. I am not quite sure, actually, whether you intend to be present at the Lisbon meetings. Do you?

Let me take the opportunity to say- I'm copying this to the others - that I shall be present at the EURALVA meetings, at the expense of FPSB (Vic), and while I shall be careful not to misrepresent as general policy any matter that has not general agreement (ref the few points that did emerge as such from conference), I shall be very happy to put forward points or suggestions sent to me from other FPSBs for discussion with our European colleagues (please feel welcome to send me any ideas) and to support what may have been sent from Australia to the organising body, if it will help us.

Of course, I shall report to all FABCs.

Best regards - Judith

On 15/11/2005, at 11:07 AM, Roger Raven wrote:

Mm, well, I've dabbled a little with EURALVA because there are clearly international parallels to our issues, so a little bit of mutual support and reinforcement can only be mutually helpful.

What I did suggest when the Lisbon meeting was first mentioned was that it would be most helpful for a clear agenda to be set as early as practicable, followed by email discussions to resolve as much as possible, with the meeting itself to try and resolve the most intractable issues. That is much the same approach as we try to follow with our own National Conference.

My impression is that EURALVA does not in fact have any very clear philosophy, although they're all agreed that PSBs are a good thing. Naturally if in reply they email a 200-page pdf document, the suggested agenda item will become superfluous.

----- Original Message -----

**From:** [Judith Rodriguez](#)

**To:** [Roger Raven](#)

**Sent:** Monday, November 14, 2005 9:20 PM

**Subject:** Re: EURALVA Meeting in Lisbon - Agenda Items

Dear Roger,

I appreciate your putting the suggestion to EURALVA about subtler limitations than direct funding cuts and policy changes imposed from on high. I'm sure that under that heading, very interesting experience and strategies will be discussed. I wonder whether seeking a "comprehensive summary" suggests a long investment of time and resources, or whether it is a primer most have read; but as you have experienced this assembly and I have not, I shall study the response in order to plan my support.

Best regards - Judith

On 14/11/2005, at 11:32 PM, Roger Raven wrote:

An additional agenda item that EURALVA may wish to consider (us being only an associate) is the assembly of a comprehensive summary of the case for public service broadcasting (PSB), for at least three reasons:

- to more effectively press the case for good public broadcasting,
- so that everyone involved knows and understands the reasons for PSB, and
- so that submissions and lobbying can be carried out using a solid and reliable set of ideas.

One immediate philosophical point would of course be that leaving the job to the market rarely produces an efficient broadcaster producing a wide range of high-quality material. That may well link in to the philosophy behind the UNESCO Convention on culture. Another might be pointing out the pressures faced by PSBs. It could also cover the ways in which a PSB can be more subtly limited, such as budget cuts, political appointees in powerful positions, legal limitations, or international agreements such as free trade agreements.

This suggestion is in effect focussing on one aspect of Preben's agenda item regarding "The future of EURALVA as a European and international organisation." It would inevitably be a detailed extension of the EURALVA Values document. No doubt there will already be

a good amount of material already available; the aim would be to draw it into one document, round it out, and extend it as agreed.

It may be that various members disagree on particular points. That would seem inevitable with any coalition. At least defining any disagreements will allow better understanding as to what issues can be jointly pursued, and what issues can't be jointly pursued.

I'm sure that such an exercise would assist FPSB's capacity to cooperate on international matters.

----- Original Message -----

**From:** [WA Friends of the PSB](#)

**To:** [Anne O'Byrne](#) ; [Darce Cassidy](#) ; [Don Sinnamon](#) ; [Gary Cook](#) ; [Glenys Stradijot](#) ; [Jill Greenwell](#) ; [Joan Laing](#) ; [O'Connor Margaret](#) ; [O'Connor Margaret](#)

Sent: Wednesday, November 16, 2005 9:19 PM

**Subject:** Fw: EURALVA Meeting in Lisbon - Agenda Items

If EURALVA does pursue the idea of a comprehensive policy document, my excursion over to the VLV Conference will turn out to have had real benefits. While personal contact can be important, there is seldom any guarantee of any positive outcome, despite the cost, so that is a welcome development. Such a thing would be as useful to us as to them.

I also see it as an endorsement of the more assertive way of doing things. Those with power naturally prefer to adopt a narrow and conservative approach to avoid pressure and challenges, but it is not an option for any relatively powerless organisation that is serious about challenging the status quo in any way.

----- Original Message -----

**From:** [WA Friends of the PSB](#)

**To:** [Arbejdernes Radio- og Fjernsynsforbund](#) ; [Robert Beveridge](#) ; [John Clark](#) ; [Asociación Plaza del Castillo](#) ; [Manfred Kops](#) ; [Jocelyn Hay](#) ; [Noreen Golfman](#) ; [Geir Magnus Nyborg](#) ; [Ian Morrison](#) ; [Judith Rodriguez](#) ; [Vincent Porter](#) ; [Vicente Sanchez de León](#) ; [Vicente Sanchez de León](#) ; [Esa Ylikoski](#) ; [Andrew Taussig](#) ; [Nuno de Campos](#)

Sent: Wednesday, November 16, 2005 9:38 PM

**Subject:** Re: EURALVA Meeting in Lisbon - Agenda Items

Certainly I can make it short. It is said in the Fraud Squad that the fraudulence of the proposal is directly proportional to the glossiness of the brochure. In bureaucracies, the weight of the document can be inversely proportional to the amount of attention the authors want it to receive.

If serious discussion starts to occur, then a lot of detail will be introduced, but it will be detail that will be relevant to the issues involved. No doubt while some discussion will occur before then, but with regard to this item the January meeting would presumably focus on deciding which points

should go to the various EURALVA member organisations for further discussion. If there was a general wish to adopt it, no doubt a formal conference would be convened, which I would certainly try to attend. These things take time, of course.

A set of internationally-agreed principles would be very much in the interests of the Friends here.

Roger Raven  
President  
Friends of the PSB, Western Australia

----- Original Message -----

**From:** [Arbejdernes Radio- og Fjernsynsforbund](#)

**To:** [Roger Raven](#) ; [Robert Beveridge](#) ; [John Clark](#) ; [Asociación Plaza del Castillo](#) ; [Manfred Kops](#) ; [Jocelyn Hay](#) ; [Noreen Golfman](#) ; [Geir Magnus Nyborg](#) ; [Ian Morrison](#) ; [Judith Rodriguez](#) ; [Vincent Porter](#) ; [Vicente Sanchez de León](#) ; [Vicente Sanchez de León](#) ; [Esa Ylikoski](#) ; [Andrew Taussig](#) ; [Nuno de Campos](#)

**Sent:** Wednesday, November 16, 2005 8:08 PM

**Subject:** Re: EURALVA Meeting in Lisbon - Agenda Items

**Dear Roger R.**

**Thank very much for your offer to provide a draft document about the future for EURALVA as an international organisation.**

**If you can make it before the Lisbon-meeting I am sure it will be very useful for our discussions about this important matter for us all.**

**PS: If possible- please do it as short as you can. We know all about heavy documents in EU !**

**Yours**

**Preben S.**

----- Original Message -----

**From:** [Roger Raven](#)

**To:** [Preben Sørensen](#) ; [Robert Beveridge](#) ; [John Clark](#) ; [Asociación Plaza del Castillo](#) ; [Manfred Kops](#) ; [Jocelyn Hay](#) ; [Noreen Golfman](#) ; [Geir Magnus Nyborg](#) ; [Ian Morrison](#) ; [Judith Rodriguez](#) ; [Vincent Porter](#) ; [Preben Sorensen](#) ; [Vicente Sanchez de León](#) ; [Vicente Sanchez de León](#) ; [Esa Ylikoski](#) ; [Andrew Taussig](#) ; [Nuno de Campos](#)

**Sent:** Wednesday, November 16, 2005 12:15 AM

**Subject:** Re: EURALVA Meeting in Lisbon - Agenda Items

Your generous comments are much appreciated.

I would be happy to provide a draft document, in consultation with other FPSBs, for consideration by EURALVA. It would inevitably be on the basis that EURALVA is first and foremost a European organisation. That may mean that the best result is a document comprising universal points with annexes or protocols covering matters of interest to particular regional groups within the organisation. It should certainly include a solid section on the shortcomings of the commercial media. It may also be useful to cover the tactics that could be used to advance our views, and our relationship with the local PSB and the government.

No doubt this proposal will be influenced by discussions at the January meeting. Should I have a go at producing something prior to then, or would you prefer to advise me after then should anything be requested?

----- Original Message -----

**From:** [Preben Sørensen](#)

**To:** [Roger Raven](#) ; [Robert Beveridge](#) ; [John Clark](#) ; [Asociación Plaza del Castillo](#) ; [Manfred Kops](#) ; [Jocelyn Hay](#) ; [Noreen Golfman](#) ; [Geir Magnus Nyborg](#) ; [Ian Morrison](#) ; [Judith Rodriguez](#) ; [Vincent Porter](#) ; [Preben Sorensen](#) ; [Vicente Sanchez de León](#) ; [Vicente Sanchez de León](#) ; [Esa Ylikoski](#) ; [Andrew Taussig](#) ; [Nuno de Campos](#)

**Sent:** Monday, November 14, 2005 10:21 PM

**Subject:** Re: EURALVA Meeting in Lisbon - Agenda Items

Dear Roger,

Thank you very much for your very interesting remarks and your positive proposals about the agenda for the next EURALVA meeting.

I think it is a very good idea to make together a comprehensive summary of the case for public service broadcasting,

which we all need to support PSB national and international.

I shall try to make such a proposal and at the same time underline the importance of to the new UNESCO Convention on culture.

I am also sure that we must make a detailed extension of the EURALVA Values document, if we want to create a real international organisation. Perhaps you can help with a proposal for that - as we have seen you are also writing very well...

And dear Roger: Please don't use the words "As us being only an associate". We are all equal friends and together with our common mission!

I am looking forward to hear from your again.

Yours

Preben S.

----- Original Message -----

**From:** [Roger Raven](#)

**To:** [Robert Beveridge](#) ; [John Clark](#) ; [Asociación Plaza del Castillo](#) ; [Manfred Kops](#) ; [Jocelyn Hay](#) ; [Noreen Golfman](#) ; [Geir Magnus Nyborg](#) ; [Ian Morrison](#) ; [Judith Rodriguez](#) ; [Vincent Porter](#) ; [Preben Sorensen](#) ; [Vicente Sanchez de León](#) ; [Vicente Sanchez de León](#) ; [Esa Ylikoski](#) ; [Andrew Taussig](#) ; [Nuno de Campos](#) ; [Preben Sørensen](#)

**Sent:** Monday, November 14, 2005 1:32 PM

**Subject:** Re: EURALVA Meeting in Lisbon - Agenda Items

An additional agenda item that EURALVA may wish to consider (us being only an associate) is the assembly of a comprehensive summary of the case for public service broadcasting (PSB), for at least three reasons:

- to more effectively press the case for good public broadcasting,
- so that everyone involved knows and understands the reasons for PSB, and
- so that submissions and lobbying can be carried out using a solid and reliable set of ideas.

One immediate philosophical point would of course be that leaving the job to the market rarely produces an efficient broadcaster producing a wide range of high-quality material. That may well link in to the philosophy behind the UNESCO Convention on culture. Another might be pointing out the pressures faced by PSBs. It could also cover the ways in which a PSB can be more subtly limited, such as budget cuts, political appointees in powerful positions, legal limitations, or international agreements such as free trade agreements.

This suggestion is in effect focussing on one aspect of Preben's agenda item regarding "The future of EURALVA as a European and international organisation." It would inevitably be a detailed extension of the EURALVA Values document. No doubt there will already be a good amount of material already available; the aim would be to draw it into one document, round it out, and extend it as agreed.

It may be that various members disagree on particular points. That would seem inevitable with any coalition. At least defining any disagreements will allow better understanding as to what issues can be jointly pursued, and what issues can't be jointly pursued.

I'm sure that such an exercise would assist FPSB's capacity to cooperate on international matters.

----- Original Message -----

**From:** [Preben Sørensen](#)

**To:** [Nuno de Campos](#) ; [Andrew Taussig](#) ; [Esa Ylikoski](#) ; [Vicente Sanchez de León](#) ; [Vicente Sanchez de León](#) ; [Preben Sorensen](#) ; [Vincent Porter](#) ; [Roger Raven](#) ; [Judith Rodriguez](#) ; [Ian](#)

[Morrison](#) ; [Geir Magnus Nyborg](#) ; [Noreen Golfman](#) ; [Jocelyn Hay](#) ; [Manfred Kops](#) ; [Asociación Plaza del Castillo](#) ; [John Clark](#) ; [Robert Beveridge](#)

**Sent:** Friday, November 11, 2005 5:46 PM

**Subject:** Re: EURALVA Meeting in Lisbon

Dear friends,

Thank you very much, Nuno, for your suggestions about the agenda for the next EURALVA meeting in Lisbon.

I can agree about the issues as mentioned, and may add following points to the agenda:

- \* The role of EURALVA in the new EU-campaign "Citizens in Europe"
- \* The future of EURALVA as a European and international organisation.

Yours Preben S.

----- Original Message ----- From: "Nuno de Campos" <[nunovonamann](mailto:nunovonamann)

[yahoo.com](mailto:nunovonamann@yahoo.com) To: "Andrew Taussig" <[taussig](mailto:taussig)

[btinternet.com](mailto:taussig@btinternet.com); "Esa Ylikoski" <[esa.ylikoski](mailto:esa.ylikoski)

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Dear friends and colleagues

Further to our last messages please have a look to the issues suggested from several participants to be included in the agenda of the next EURALVA meeting and let us know until 28 November if there are other subjects that you pretend to discuss there.

As a summary we refer:

Notes on the EU Conference in Liverpool on Revision of the TVWF Directive - including the scope of future regulation; the advertising, programme sponsorship and product placement; future definitions and involvements in each of the member states. Also the complementary notes on the TVWF Stakeholder meeting.

Notes on the UNESCO Convention on cultural diversity which as to be put into political practices and in relation with the next round of GATS negotiations.

Special projects concerning family and media.

Best regards Nuno