

Public Service Media in Divided Societies: Rationales and Approaches

James Deane

(james.deane@bbc.co.uk)

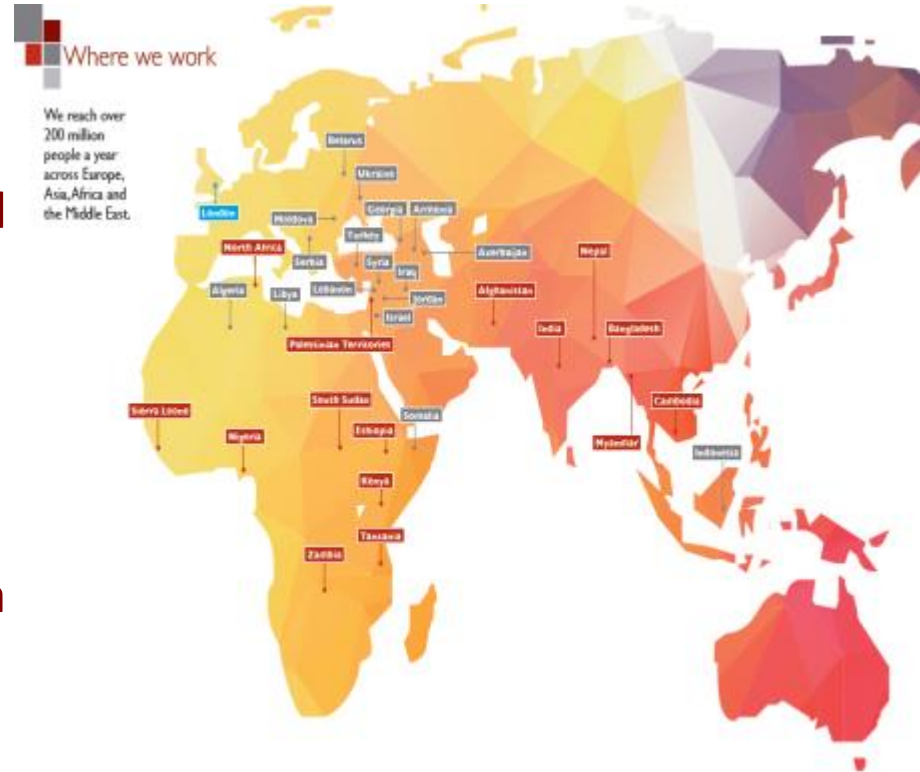
University of Westminster

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BBC Media Action: Overview

- ▶ BBC's international development charity supporting free media, and using communication to improve and save lives
- ▶ Works with >100 of media partners to build capacity in 26 mainly fragile settings
- ▶ Reaches more than 100 million people, largely with local/national level partners
- ▶ Evidence based approach with strong focus on research and analysis including of media landscapes in fragile states
- ▶ Funded by >20 bilateral, multilateral agencies and foundations



Our Research and Analysis: Media and Fragile States



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Kiran Shrestha, Dipak Shrestha and James Clancy

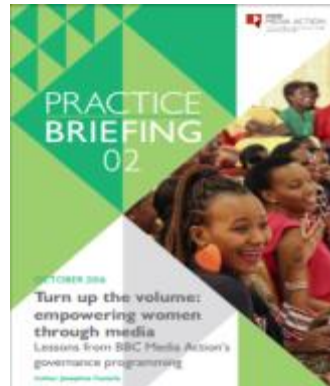
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The media of Pakistan
Fostering inclusion in a fragile democracy?

Hanna Kozlowski and Ernest Schreiner

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Media and fragile states

Wednesday 9 – Friday 11 October 2013 | WP1278

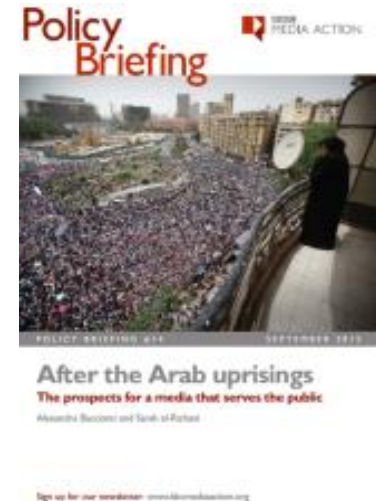
What is the point of discussing public service media?

- **Explosion in access** to information
- **Appropriation of media** by people form new networks and forge new (or reformulate old) identities
- **Fragmentation** of media/communication environments
- **Fracturing** of media/communication environments
- **Growing co-option** of information and communication spaces by those with power and money
- **Market failure** in media capable of enabling debate across fracture points in society.
- **Increasingly young**, educated – and often politically and economically frustrated citizenries;



What is the point of discussing public service media?

- **Successful reassertion** of authoritarian control including over state/public service broadcast systems
- Growing **identity politics**, populism and blaming of “the other” in society
- Intensifying **misinformation and disinformation**
- **Elections** increasingly undermined by those able to manipulate data
- The collapse in **business models** available to all forms of public interest media
- The fading of transformational **state broadcaster reform** as a policy option



Different Models of Reform

- ▶ Potential for Transformation (Windows of Opportunity)
 - ▶ Tanzania Broadcasting Corporation (2009)
 - ▶ Télévision Tunisienne (2013)
 - ▶ Radio Television Serbia (2009)
 - ▶ UA-PBC (2018)
- ▶ Supporting from the ground up
 - ▶ Al Mirbad, Iraq (2005 til now)
 - ▶ Hromadske, Ukraine



Different Models of Reform

- ▶ Incremental Approach
 - ▶ Myanmar
 - ▶ Zimbabwe
- ▶ Digital First
 - ▶ El Kul, Libya
- ▶ Working Towards Universality
 - ▶ Estonia and Latvia



Different Models of Reform

- ▶ Co-Production Approach (State)
 - ▶ Afghanistan (Open Jirga)
 - ▶ Bangladesh (Sanglap)
- ▶ Co-Production Approach (Private)
 - ▶ Nepal (Sajha Sawal and Kantipur)
 - ▶ Afghanistan (Aryana)
 - ▶ Ija Inbox (Tunisia)
- ▶ Networked Approach
 - ▶ Nigeria, Nepal
 - ▶ Tanzania, Zambia et al

Informing and inspiring Tanzania's young generation



Niambie ('Tell me' in Kiswahili) is an interactive radio show providing young Tanzanians with the information they need to take part in the decision-making processes that affect their lives.

The youth radio programme – reaching 2.5m young people in Tanzania – provides a stimulating line-up of role models and experts. Listeners can get



The show aims to spark discussion by

Some Overarching Conclusions

- Public service media values (public interest first, universality, diversity, trust, impartiality) are increasingly relevant.
- Public interest media decreasingly has a business model available to support it – the need for public subsidy increasingly acknowledged.
- Regulatory and legislative reform, business model, professional development, skills building, organisational change management, leadership support strategies etc are all secondary;
- The bedrock of any reform process is political.