



**AIBD/CBA/UNESCO Seminar on Public Service Broadcasting
28 May 2012
Bangkok, Thailand**

PROJECT OUTLINE

Aims

The purpose of this seminar is to demonstrate the merits of Public Service Broadcasting [PSB] in South Asia. PSB is one of the most important instruments for engaging citizens in the democratic process. PSB is changing in the digital world, creating new possibilities and opportunities for citizen engagement. The concept and practice of PSB is sometimes even misunderstood by broadcasters. This seminar envisages bringing together broadcasters, managers and policy makers from a number of South Asian countries to debate the relationship between Public Service Broadcasting (PSB), audiences and policy makers in the digital world; focusing particularly on creating an enabling environment for PSB.

Objectives

At the end of the workshop the participants will

- Develop and agree a set of guidelines for PSB's in South Asia conducive to freedom of expression, pluralism and diversity of PSB in a digital world
- Produce a set of recommendations to strengthen the development of free, independent and pluralistic media in South Asia
- Be able to demonstrate an understanding of the impact and value of PSB
- Understand the role of governments, policy makers, broadcasters and the public in developing a good model of PSB for the digital age.

Content

- Public Service Broadcasting (PSB) and its relationship with audiences and governments.
- Understanding the development of new media frameworks and reshaping the role of PSB.
- Redefining PSB as 'Public Service Media', to emphasize and reflect the changes brought about by digital transition and the increasing diversity of media outlets.
- Discuss what kind of PSB is more conducive to democracy, and which democratic arrangements are necessary for PSB to be effective. (Country/experience and in a comparative perspective)
- The role of PSB in fostering democratic participation and citizen engagement
- Autonomy and impartiality of professional TV/radio journalists
- Public service ethos
- Public versus private television
- Types of governance and state intervention in PSB
- PSB policies in the face of new technologies

Profile of Participants

- Senior Journalists
- Senior managers /DG's
- Policy makers