Plurality and Diversity of Media
State actively promotes a diverse mix of public, private and community media

• state does not discriminate between public, private and community media in the granting of access to information

• where broadcasting regulation covers digital broadcasting, public service stations are automatically granted licenses for digital broadcasting
Indicator: State and CSOs actively promote development of community media

• pricing structure for broadcasting licenses not prohibitive for community media
• specific quotas or targets for the reservation of parts of the radio-frequency spectrum to community broadcasters
• mechanisms such as public hearings for communities to give their mandate to a community broadcaster and to renew that mandate at regular intervals
Indicator: State and CSOs actively promote development of community media

- a proportion of revenues raised from the sale of spectrum and cable and telecommunications licenses is reinvested in community media
- positive state measures to support community print and broadcast media e.g. preferential pricing, discounted tariffs
- CSOs assist community print and broadcast media through e.g. capacity building, seed funding, emergency bridging finance, advocacy.
**State does not discriminate through advertising policy**

- state places advertising in a fair, transparent and non-discriminatory manner e.g. through a code of conduct
- allocation of government advertising is strictly monitored to ensure fair access by all media
- public service broadcasters are subject to fair competition rules in respect of advertising they carry
- Codes of conduct or other guidelines for the allocation of state-funded advertising
Key Indicator: The media – public, private and community-based – serve the needs of all groups in society

- media use language/s which reflect the linguistic diversity of the target area
- media use language/s relied upon by marginalised groups
- community media (print or broadcast) is produced for specific groups e.g. indigenous and tribal peoples, refugees
- state or public media in practice represent the views of the entire political spectrum and a wide spectrum of social interests, including the weakest sections of society
- information presented by the media is accessible to women and marginalised groups and disabled (e.g. takes account of how these groups access information, including levels of literacy)
Key Indicator: The goals of public service broadcasting are legally defined and guaranteed

• the public service remit of the PSB is clearly defined in law
• the PSB has specific guarantees on editorial independence and appropriate and secure funding arrangements to protect it from arbitrary interference
• the PSB has adequate technical resources
• the PSB is publicly accountable, through its governing body
Key Indicator: Independent and transparent system of governance for PSB

- the PSB is overseen by an independent governing body whose autonomy is legally guaranteed
- appointments to the governing body are open, transparent and free from direct government interference or control by any political or economic vested interests
- the governing body ensures that the PSB fulfils its public service remit and protects its independence the PSB has a proven commitment to consultation and engagement with the public and CSOs, including a complaints system
- public involvement in appointments to the governing body
Key Indicator: Effective broadcasting code setting out requirements for fairness and impartiality

• broadcasting code sets out requirements of both public broadcasters and private broadcasters (e.g. as a condition of retaining private broadcasting license)
• regulation to ensure respect for the principles of fairness, balance and impartiality during elections e.g. allocation of air time to candidates, reporting of opinion polls, quotas for political advertising, party election broadcasts, prevention of undue coverage to public authorities as prescribed in the national electoral code
• code does not compromise the editorial independence of the media e.g. by imposing prior system of censorship
**Key Indicator: The public displays high levels of trust and confidence in the media**

- perception that the media reports on issues of real concern to people
- satisfaction with the balance of local and national news and information
- perception that journalists and media organisations have integrity and are not corrupt
- perception that news reporting is fair and impartial
- a high level of citizen participation in media as shown by: the level of participation of audiences in talk-back programmes, space devoted to readers’ comments in newspapers, etc.