



Working Group 2
> Local and Community Media

Introduction to the WG session of May 9th, 2013

By Bernard Dubuisson (CSA-BE), WG coordinator.

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With the unfortunate cancellation of the Jerusalem meeting, the work for 2012 could not be completed. As a result, on a suggestion by the EPRA board, EPRA members agreed on the prolongation of the WG2 on Local and Community Media during 2013.

The Krakow meeting will be the opportunity to catch up on the agenda with the already introduced topic of **local advertising and, more generally, the sustainability of local TV and local radio** with our planned guest speaker, Pr. **Guy Starkey**, from the Centre for Research in Media and Cultural Studies of the University of Sunderland, UK. Pr. Starkey is a reference academic for radio studies in Europe and the author of "*Local Radio, Going Global*" (Palgrave Macmillan, 2011).

We proposed him to talk about:

- ⤴ the importance of local radio and TV in their contribution to general interest purposes (diversity, pluralism, local identities, etc.) ;
- ⤴ the sensitive points a public/regulatory authority should be aware of when it comes to local media (ownership questions, access to local advertising by national actors, audience measurement, EPG prominence on digital TV, ...) ;
- ⤴ the future of local radio and TV.

His speech will be followed by a discussion. Participants are thus invited to prepare questions, comments or interventions on those topics in order to foster the discussion.

As a side topic, we will address the question of **public consultations in the context of Community Media development**. Some EPRA members have recently organised public consultations in order to check whether the development or reform of a regulatory framework for Community media would be appropriate. We propose to discuss opportunities and limits of such public consultations. If you have questions or comments regarding this topic, or if you have yourself an experience on public consultations on Community Media policy and regulation, we would be happy to hear a short return on experience from you.

I propose to dedicate our session to the memory of **Karol Jakubowicz**, who was not only a supporter of independent media regulatory authorities, but also a fervent advocate of Community Media. Please refer to the speech he gave to the AMARC Europe 2008 conference in Bucharest:

Karol Jakubowicz, « Community media: "Flavour of the decade" worldwide. A keynote address at the AMARC Europe Conference », in *Telematics and Informatics*, Volume 27, Issue 2, May 2010, Pages 119-121.

Finally, I am still working on the comparative paper derived from the answers to the questionnaire filled by many of you on the regulation of Local and Community Media.

Thank you to all EPRA members who have taken the time to answer. If you haven't done so, it's not too late yet. The questionnaire is available at

<http://www.epra.org/attachments/questionnaire-on-local-and-community-media-regulation>.

If you manage to send it back **before the end of May 2013**, I can still manage to integrate it in the report. The draft report will be sent to you for comments, amendments and revisions before the summer of 2013.

If you have any trouble filling the questionnaire, need explanations, or face a particular situation that you think wouldn't fit the questionnaire, please don't hesitate to contact me.

Please send your answers by the end of May 2013 to:

bernard.dubuisson@csa.be with a cc. to the EPRA Secretariat: machet@epra.org.