

Pluralism and political communication in Italy

37° EPRA meeting

WG 1 Political communication

Krakow 09 may 2013

Legal principles on political pluralism

Law n. 28/2000, art. 2:

•Every political subject has to be ensured an equal treatment (par condicio) by broadcasters and has to be given a balanced access to information programs and political communication programs.

Legislative Decree n.177/2005 (AVMS Code), art. 3:

 The objectivity, completeness, fairness and impartiality of information, as well as the openness to different political, social, religious and cultural opinions, are among the fundamental principles of AVMS and broadcasting system.



Basic principles on political communication

TV and radio broadcasters must ensure all political subjects an equal access to:

Information programs

Advertising messages

Political communication programs (e.g. debates, round-tables etc.)



Recent cases

http://www.youtube.com/watch?v=ARSy-AhOHGc

https://www.youtube.com/watch?v=seqNfMYibeg

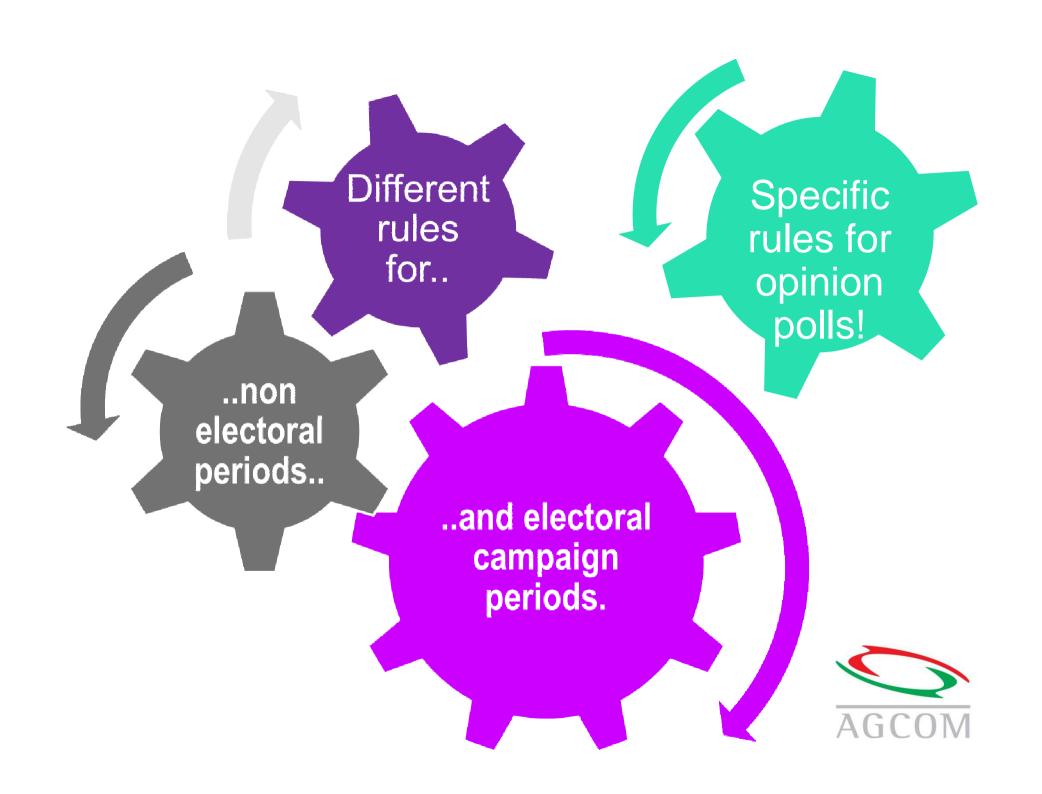


Political advertising messages

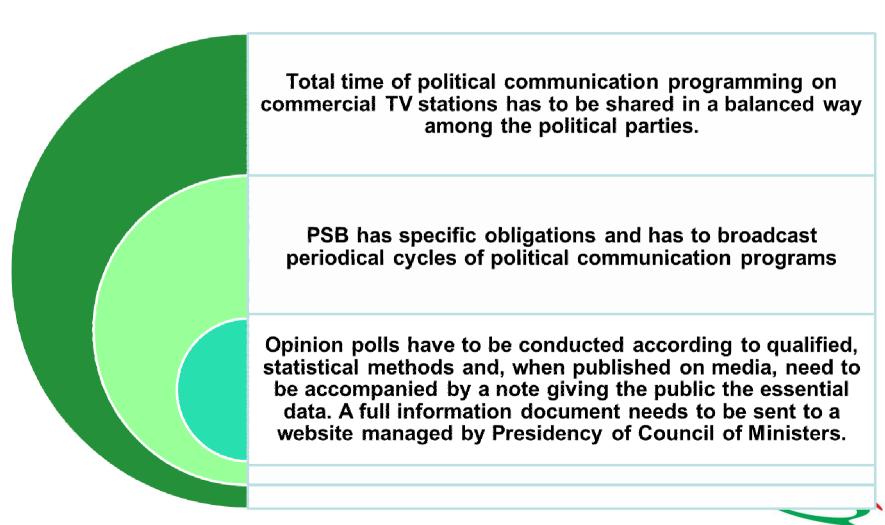
Videoclips produced by political parties, to make electors aware about their political programme.

PSB is compelled to broadcast political messages for free in electoral period, and to offer the technical equipment (studios etc) to the political parties for the production of their messages.

These clips cannot interrupt other programs and have to be broadcasted in appropriate spaces ("containers"). Times and spaces are equally shared between political parties.



Rules during non electoral periods





Rules during electoral periods 1/2

Specific application rules of the law principles are drafted by the AGCOM (for commercial broadcasters) and by Parliamentary Commission (for public service broadcaster) before each election

Broadcasters have to ensure that any information is presented impartially; it is forbidden to influence the public even indirectly; candidates may only appear on TV during information programs.

Opinion polls about the outcome of elections and the political orientations of voters are forbidden to be made public through media, in the fifteen days prior to the election day.



Rules during electoral periods 2/2

Political communication programs must be broadcasted during determined time slots, so to assure they may be able to reach maximum audience.

Broadcasters must send AGCOM a schedule containing the total time dedicated to political communication programs, including the list of politicians and candidates taking part to it.

It is specifically guaranteed the presence of political subjects representing linguistic minorities



Monitoring and sanctioning

- AGCOM verifies that no political subjects takes part in programs different from news and information programmes, political communication programmes and advertisement messages.
- AGCOM monitors the balanced presence of all candidates in the news and information programs and the appropriately equal and impartial behaviour of journalists.
- In case of violation, AGCOM orders the broadcasters to restore equity and balance by transmitting programs with the prevalent participation of the damaged political subjects. In case of non-compliance, AGCOM may impose penalty fees up to 250.000 €.

