



AUTORITÀ PER LE  
GARANZIE NELLE  
COMUNICAZIONI

# **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:**



# Recent cases

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

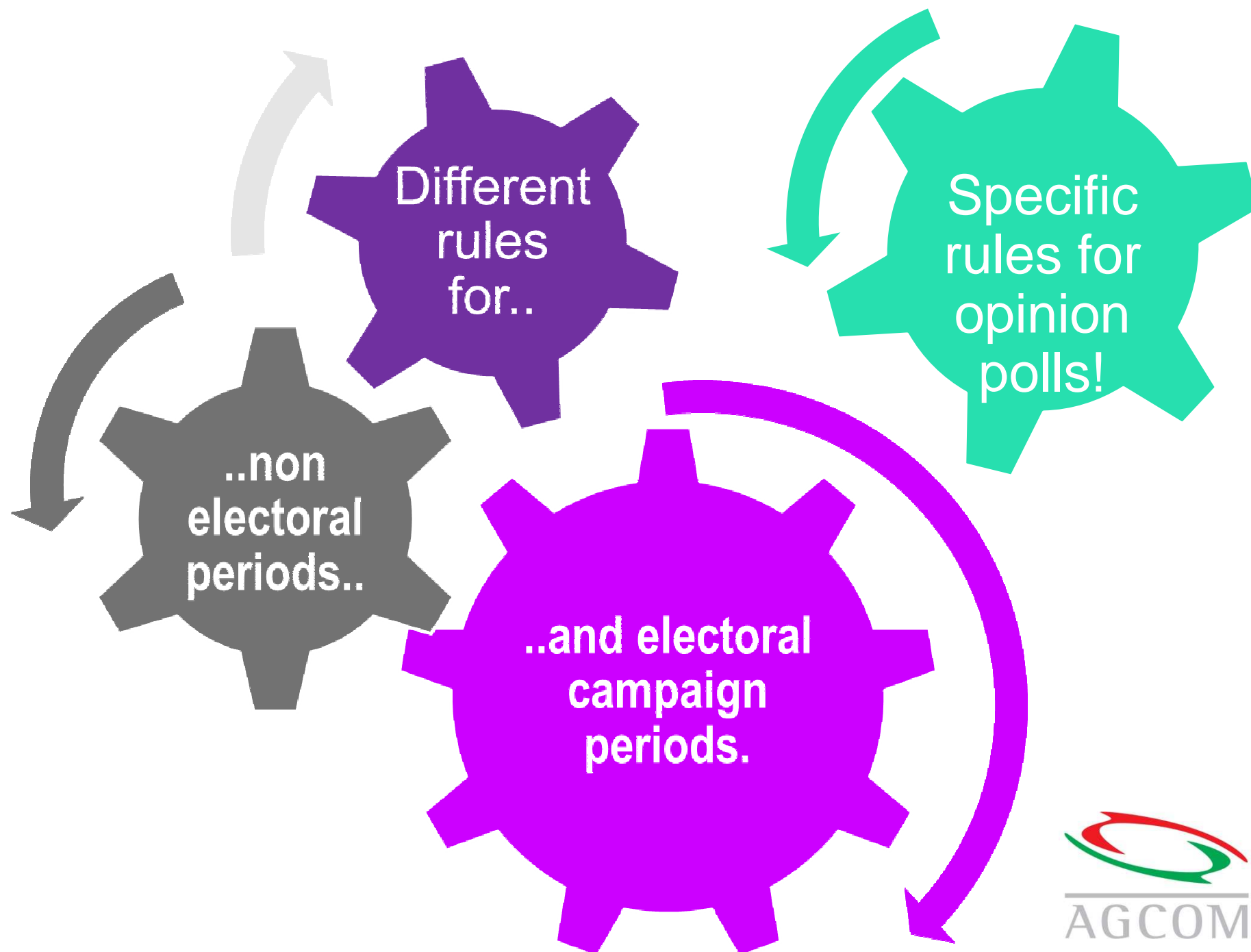
<https://www.youtube.com/watch?v=seqNfMYibeg>

# **Political advertising messages**

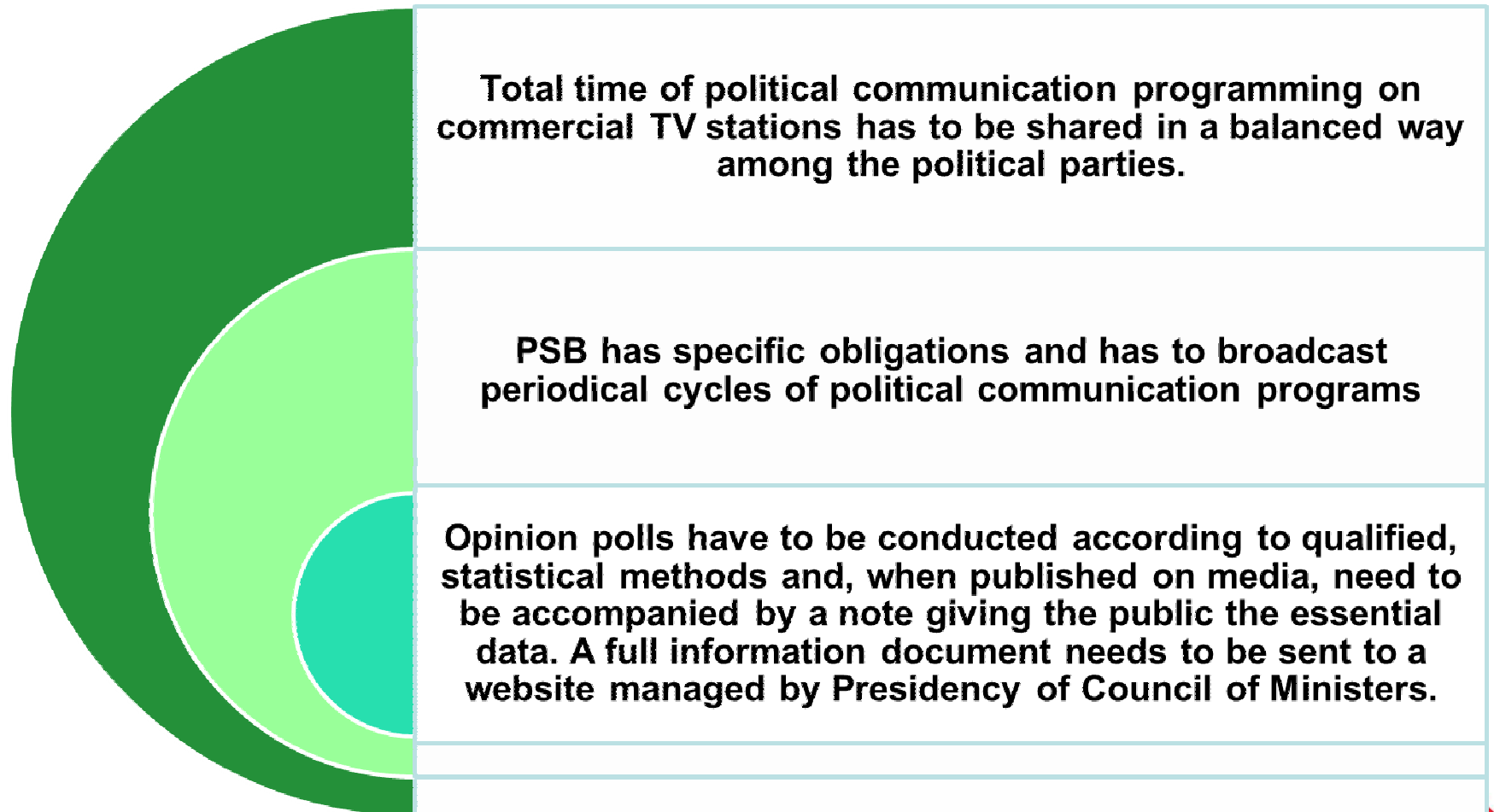
**Videoclips produced by political parties, to make electors aware about their political programme.**

**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.**

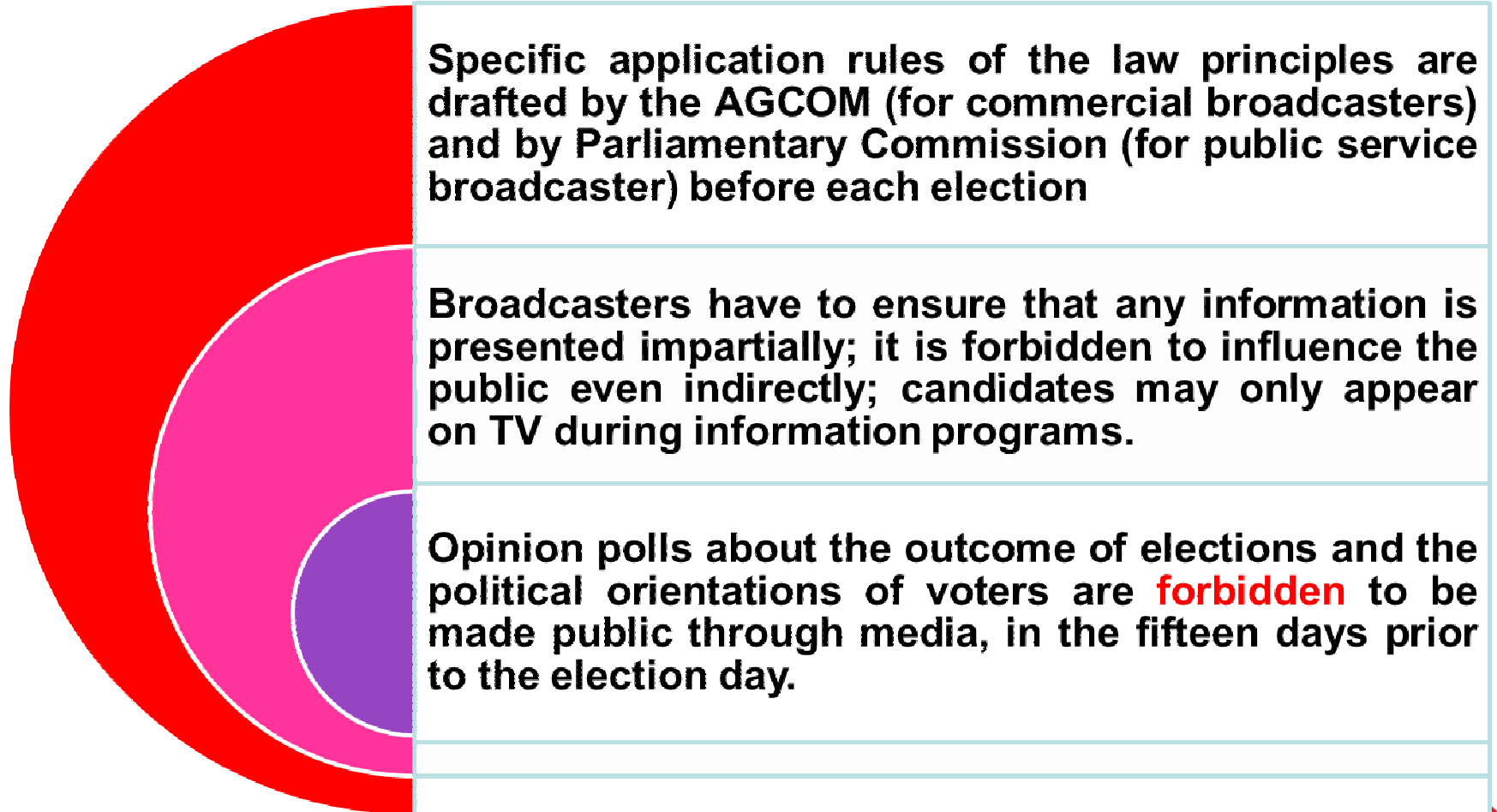
**These clips cannot interrupt other programs and have to be broadcasted in appropriate spaces (“containers”). Times and spaces are equally shared between political parties.**



# Rules during non electoral periods

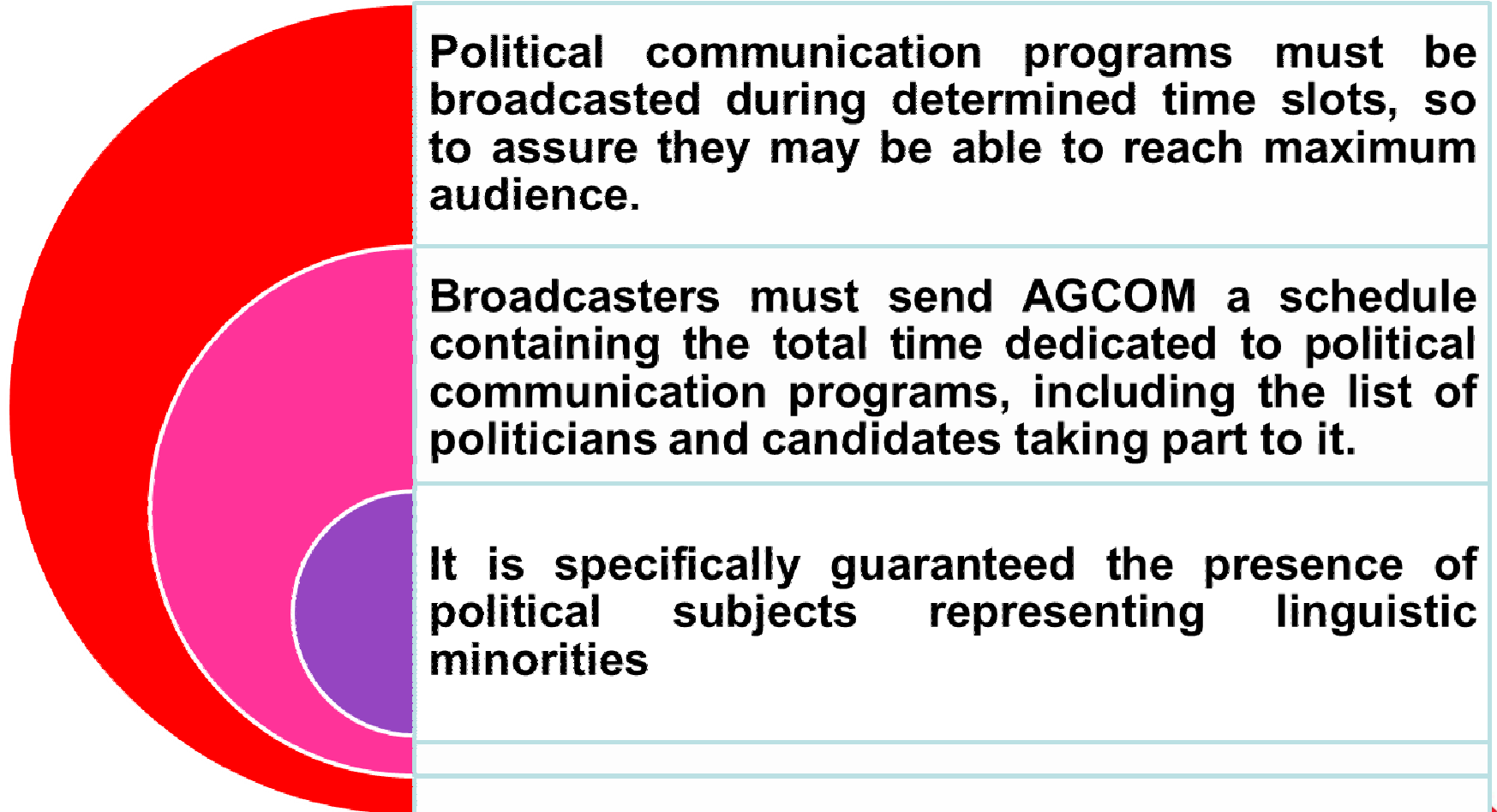


# Rules during electoral periods 1/2





## Rules during electoral periods 2/2



# 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 €.