

Challenges for the legitimacy for PSM as an institution/organisation and a suggestion

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Prof. Dr. Matthias Künzler

matthias.kuenzler@htwchur.ch

IMP – Institut für Multimedia Production der HTW Chur

Pro public funding / PSB



Against public funding / PSB



Demands for new regulatory approaches

In fact, under today's conditions, private providers can not offer comparable services. [...]

An appreciative perspective for the future guarantee of a Public Service taking into account the least possible distortion of competition, could be a shift in direction of a new model. [...] Subsidies would no longer be distributed to broadcasters [...] but for programmes – regardless of the organisation. [...]

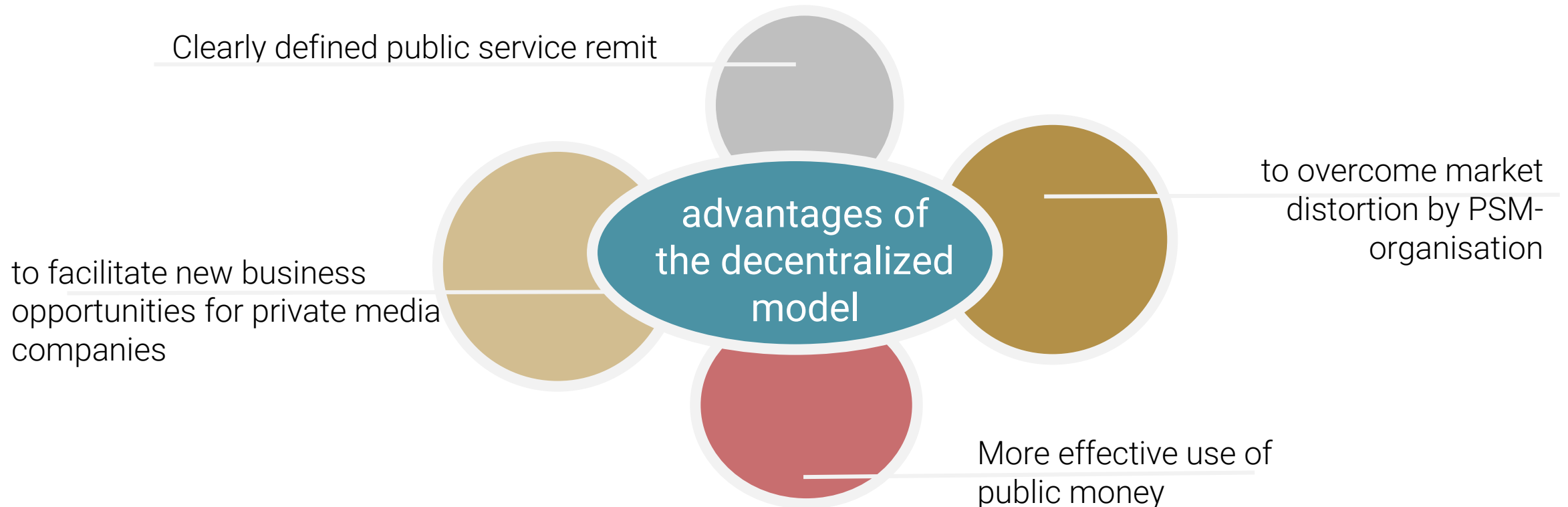
to limit the activity of PSB to a niche strategy
("minimalist approach", Moe/Syvertsen 2009)

Service privé
Eine Analyse der Angebote
des privaten Rundfunks

Hoffmann/Grubenmann
(2015: 61, 65 f., translation
MK)

«De-centralised» model of Public Service Broadcasting/Media: Expectations

⇒ Renewed demand for a «de-centralised PSM», going back to the ideas of the Peacock Commission in the UK (Donders/Raats 2015: 147)



Alternative models to fund PSB-remit: Experiences in the US & NZ



The joke that is NZ on Air funding: IV

10:29, Mar 14 2013



Last year a manicured boy-band appeared on the red carpet at [the Vodafone NZ Music Awards](#). I hadn't heard of them. Their name was (and still is) [Titanium](#). Yes, they're still together. Not only are they still together, they are doing very well. They are, I'm told, the first Kiwi band to have three singles simultaneously in the New Zealand Singles Chart.

Last year their debut single, [Come On Home](#), went straight in at No 1. They have a full album available, [All for You](#). Wikipedia will tell you that it "received generally favourable reviews from contemporary music critics".



This is one successful band!



Some empirical evidence that «de-centralised model» does not fulfil high expectations (Künzler/Herzig/Arnet 2015)

Arguments pro PSB as an organisation

- PSB should
 - provide a counterweight to commercial media & set quality standards for the whole media landscape (Bardoel/d'Haenens 2008: 343);
 - «positive externalities to individuals and the entire society», e.g. contribute to education, robust democracy (Sorsa/Sihvonen 2018: 14)



- PSM-organisation allows:
 - to align editorial processes on non-profit objectives
 - to establish different relationship with audience than private media
 - to be a trusted brand etc.

Lessons form the Shared Value Approach for PSM

- **Critique of the public value approach.:** too much oriented towards economic measures, does not capture the positive social and cultural externalities of PSM
- **Shared Value approach** going back to Michael Porter/Mark Kramer 2011, **adopted by Sorsa/Sihvonen (2018)**
 - PSM-organisations need to be more accountable to the audiences instead to political administration
 - PSM should create value for whole society/stakeholder: NGO's civil society, academia
- **Implementation:**
 - Being accountable towards stakeholder needs
 - Monitoring needs of stakeholders and turn it into a clear strategy

⇒ strengthen the linkages between PSM and civil society

⇒ raise the legitimacy of PSM-organisations.

Sources

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