

# CITIZENS' PSM FORUM

## MEMBERS

### November 2024



#### **Better Media**

As a member-democratic and trade union-funded campaign, Better Media are big believers in the value of public service media for working people. We joined the PSM forum to advocate for a media that leverages plurality, transparency and effective criticism in the public interest.

#### **British Broadcasting Challenge**

The British Broadcasting Challenge was formed in 2021 to promote and strengthen the BBC and its public service values. The PSM Forum is an essential coalition in the fight to defend these values.

#### **Campaign for the Arts**

The Campaign for the Arts champions, defends and expands access to the arts for everyone. Strong public service media is vital in that mission, and for a flourishing culture. It broadens access to a diverse range of high-quality artistic content and helps ensure that everybody can participate in a shared cultural conversation. The PSBs have the potential to significantly increase the coverage and production of art (the production of original programmes), engage, and grow audiences for art and develop the next generation of artistic talent. They play a pivotal role in our creative industries and in supporting artists to contribute meaningfully to our democracy and society.

#### **The Children's Media Foundation**

While children and young people are recognised in the Media Act as a designated component of public service broadcasting, other important genres are not. The Children's Media Foundation considers it vital that a broad range of content - including arts, religion science and regional content - is maintained as an obligation for public service media providers. There is little purpose in ensuring young audiences are served a range of culturally relevant and pro-social content if that variety and depth are no longer available to them later in life.

#### **Decentered Media**

Decentered Media supports the PSM Forum because we believe in a pluralist, open and transparent media in the UK. We are committed to the principles of universal access to broadcast media and to working with our partners in the forum to secure democratically accountable media that serves the needs of citizens across the country. We are concerned that the Media Act will have a negative impact on independent and community radio broadcasters, hindering new entrants able to compete in the radio market. These provisions, intended to deregulate the sector, may inadvertently favour established players over new entrants, thus limiting diversity and innovation within the broadcasting landscape.

## **IBT**

The International Broadcasting Trust works to protect and expand spaces for international stories within the media. IBT benefits from its participation in the PSM Forum, which brings together organisations with diverse interests and objectives to collaborate around protecting and strengthening public service media. We value the opportunity the forum provides to pool expertise and resources, debate ideas, and act together to improve PSM for current and future generations.

## **Media Reform Coalition**

We believe the Media Act narrows the principles of public service broadcasting and weakens Ofcom's ability to protect audience interests. The Media Reform Coalition supports the PSM Forum's recommendations for enshrining the value of key public service genres, creating new objectives for media literacy and workforce diversity, enhancing Channel 4's support for SME independent producers and ensuring that any new regulations benefit audiences just as much as they benefit the broadcasters.

## **The Public Interest News Foundation**

The Public Interest News Foundation is the UK's first charity to support public interest news – ethical and impartial journalism that informs and empowers the public about the things that matter to all of us. We believe that everyone in the UK should benefit from public interest news that speaks to them, for them and with them. Our interest here is where PSM intersects with the smaller, independent - and often local - news providers who are typically our focus.

## **Sandford St Martin Trust**

The Sandford St Martin Trust has long argued that broadcasting, because of its reach, is a valuable tool for promoting greater civic and cultural competency. This is true for religious literacy - our main area of interest - but also applies to the foci of our partners within the PSM Forum. Collaborating with them has allowed us to share strategies and expertise, find common ground and cooperate in a shared endeavour that has public service and, ultimately, public benefit at its heart.

## **UK Coalition for Cultural Diversity**

Since 2007 the UK Coalition for Cultural Diversity has brought together cultural organisations in support of the aims of UNESCO's unique Convention on Diversity of Cultural Expressions 2005. As founder members of the International Federation of Coalitions, IFCCD, we work both regionally and internationally to advocate inclusivity and local autonomy in cultural policy, including on AI, public service broadcasting, mobility of artists and the sustainability of performative arts.

## **Voice of the Listener & Viewer**

The VLV works to represent the interests of citizens in all broadcasting issues. We are an independent, not for profit membership-based charity, free from political and sectarian affiliations. We support high quality broadcasting which maintains the democratic and cultural traditions of the UK. We support the independence and integrity of the BBC and encourage work which demonstrates commitment to the principles of Public Service Broadcasting (PSB).

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