



Principles of Public Service Broadcasting PSM Forum

Public service media is at the foundation of a fair and just society.

#SaveOurBroadcasting is a social media campaign aimed celebrating the critical role public service broadcasting plays in (civil) society and what we all stand to lose if it disappears.

Below are key principles which form the foundation of our approach as an alliance.

Everyone in the UK should have universal access to quality public service media. This means high quality TV and radio content and impartial journalism are accessible regardless of citizens' social or economic status or geographic location.

The UK's Public Service Broadcasters are important sources of unbiased information and diverse political opinions. They foster pluralism and awareness of diverse opinions, notably by providing different groups in society with an opportunity to receive and impart information, to express themselves and to exchange ideas. In so doing, they contribute greatly to the promotion of social cohesion, cultural diversity and pluralist communication accessible to everyone.

As part of their social contract, PSBs should provide a range of content, including entertainment, drama, news, information, international stories, education and sports including less commercial content that is not adequately provided by the wider market.

This should include content for ALL age groups, including children and young adults.

At all levels of production and output, PSB should reflect the diversity of our population, society, beliefs, culture and experience and provide a window on the wider world.

Broadcasting services which are publicly owned should be accountable to the public. All members of society should be given the opportunity to participate in or should be consulted on significant policy changes which will impact on the services they receive.

We believe Channel 4 should remain in public ownership.

We believe the BBC should continue to be publicly funded.

We support the principle of prominence for the PSBs across all platforms.

Digital poverty impacts many people in our society. To ensure universality and secure access to content across the UK, regulators should ensure PSB content remains equally available across digital and traditional platforms.

