



EXPLANATORY STATEMENT

1. Defining community media

This report looks for measures to support community or alternative media in Europe in order to guarantee a more pluralistic media environment, cultural diversity and to clearly define the sector as a distinct group in the media sector. Community or alternative media ('CM') can be defined as:

media that are non-profit and accountable to the community that they seek to serve. They are open to participation in the creation of content by members of the community. As such, they are a distinct group within the media sector alongside commercial and public media.

CM are addressed to specific target groups. They have a clearly-defined task, which is carried out in line with their content. Social benefit for a community is a primary concern.

CM create cohesion, give identity, promote common interests and preserve cultural and linguistic diversity.

CM are generally run by committed, creative citizens with a strong social conscience.

CM contribute to the goal of improving citizens' media literacy through their direct involvement in the creation and distribution of content.

2. Historical context and status quo

CM activity first appeared in Latin America in the 1940s as a protest movement in a tin mine and then further developed in North America in the 1950s.

In Western Europe CM emerged in the 1960s and 1970s and sought to provide alternative content compared to public service broadcasting channels, which had to adhere to strict, state-imposed content regulations. With the liberalisation of the 1980s some CM initiatives were granted legal status. Since then, the sector has slowly but steadily experienced further recognition throughout Western Europe.

In many of the countries that joined the European Union in 2004 and in 2007, however, the sector has experienced a slightly different history. Pirate broadcasting has been used as an instrument by civil rights movements to protest against authoritarian governments. Examples are the Slovenian Radio Student which was founded in 1969. Furthermore the Church has played an important role in the development of alternative media movements in some other Central European countries. In Poland for example, Catholic CM radio was closely linked to the Polish opposition that led to the changes in 1989.

The emergence of the World Wide Web has over recent years propelled the sector into what some call a Third Age of community media. CM share this challenge with all other media as well.

3. Social and cultural gain

Community media can serve a variety of social and cultural objectives.

The role of CM in cultural dialogue, social inclusion and community cohesion

CM help to strengthen the identities of specific communities of interest while at the same time enabling members of those communities to engage with other groups of society. They therefore can play a key role in fostering tolerance and pluralism in society.

Example: In London, young school dropouts and football fans run an Internet radio project concerned with various aspects of being a fan. The young people provide match commentaries, interview idols, discuss racism, homophobia and violence, and bring aggressors face to face with victims. They are assisted by professional broadcasters from a London university. The project receives government support and funding from a major London football club, which publicises it on its home page.

CM is an effective means to strengthen social inclusion and local empowerment too. CM may enable disadvantaged members of a community to become active participants in society to engage in debates concerning issues that are important for them.

Example: Angel Radio (UK) targets and is made by senior citizens who seek to play a more active role in community life. The station creates a lot of content that specifically deals with issues relating to the elderly. The radio station tries to spark public debate on issues important to the constituency. It has produced CDs for local schools that seek to raise awareness regarding issues such as the neglect of the elderly as well as physical and mental abuse of senior citizens.

CM help people facing new challenges to overcome them, because through CM they can more easily find others who are facing the same challenges.

Example: A new start in a country with an unfamiliar culture and language is an everyday occurrence for mobile Europeans. Any new beginning is easier if you can share your experiences with people from home who are doing the same thing. Internet platforms that make this possible are examples of well-functioning CM.

Community media and media literacy

CM have the potential to serve as a tool to strengthen individual skills in professions in the media environment. Training in digital skills and web skills in the context of a CM activity provides extremely useful and transferable skills. This helps people not only to get a job in the media sector but also to gain in self-esteem and self-confidence. They begin to regain their motivation to learn.

Community media as a link between local communities and local public services

CM can make citizens more aware of existing public services and encourage them to likewise help public services to better cater for the needs of the community. Local public service institutions can collaborate with CM to engage with the local community.

Promotion of local creative potential

CM act as a catalyst for local creativity and give artists and creative entrepreneurs a platform for testing new ideas and concepts in public.

Example: Amsterdam Open Channel is a community television initiative. TV shows like Hoekstreen Live offer avant-garde creative programmes. Hoekstreen Live is a twelve-hour-long show adopting a participative approach to talk shows as the camera is passed from hand to hand to anyone willing to film. People wishing to participate can enter the studio and contribute live to the show. It is also experimenting with the convergence of Internet and broadcast media. It has a virtual TV crew that films and broadcasts events taking place on 'Second Life', a web-based virtual world.

Media pluralism and community media

Media pluralism is a concept that involves citizens' access to a broad variety of information sources on a broad range of content that enable them to form their opinion without the undue influence of one dominant, opinion-forming power. As such it is considered an important element in a democratic society and is therefore also enshrined in Art. 11 of the Charter of Fundamental Rights. CM help to strengthen media pluralism as they provide additional perspectives on issues that lie at the heart of a given community.

Example: La Maison des Media Libres is a French initiative that brings together four CM television initiatives under one umbrella organisation in order to provide an alternative perspective on current affairs as well as social and cultural issues. The objective is to establish an alternative media centre that includes television and radio production, book publishing, film distribution and activities.

4. The EU and CM

Communication policy

The White Paper on a European communication policy makes a clear reference to the right of information, freedom of expression, inclusiveness, diversity and participation which should guide EU policy-making in this area. One of the core principles promoted in the White Paper is to address citizens' concerns directly by 'going local'. EU policy initiatives and their effects should be debated in the local context of people's everyday life. CM could help to foster civil participation in public discourse and assist the Commission in creating links between citizens' concerns and EU policies. **Collaborating more actively with locally-based CM could be a way for the Commission to enter into closer dialogue with citizens.**

Education and media literacy

The recent Commission Communication on media literacy states that 'it is also important that citizens better understand the economic and cultural dimension of media and that a discussion take place on the importance for Europe's economy of having strong and competitive media at a global level, delivering pluralism and cultural diversity'. **CM clearly contribute to the goal of improving citizens' understanding of the media industry**, especially through citizens' direct involvement in the creation and distribution of content.

Media pluralism

The Commission intends to publish in early 2009 a Communication on Indicators for Media Pluralism reflecting wide concern among EU institutions that media pluralism and diversity are hampered by media concentration. This is supposed to be accompanied by a public consultation. **This consultation should take into account CM as an alternative, bottom-up solution for increasing media pluralism.** Additionally, **Member States' more active support of CM could be a way to ensure media pluralism.**

5. The needs of the sector

One of the main weaknesses regarding the position of the CM in Europe is the lack of legal recognition in many national laws. One of the positive examples is the United Kingdom, where CM are legally recognised alongside private and commercial media. By contrast, the EU, so far, does not make reference to CM as a distinct form of media, but operates only within the terms of public and commercial media service providers.

None of the relevant legal texts takes up the notion of CM.

Under these conditions CM face a difficult situation.

Having an officially recognised legal status is important for the development of CM. It enables the sector to raise its profile among policy makers as well as to engage with possible advertisers or funding bodies.

Based on the regulations currently in force, Member States should make use of the possibility to define 'must carry' obligations in their national laws to include CM. 'Must Carry' obligations need to be reasonable in the light of clearly defined general interest objectives. Such objectives include inter alia freedom of expression, media pluralism, cultural and linguistic diversity and social inclusion.

Cultural diversity and media pluralism can be used by national authorities to assess the necessity for operators to include specific broadcasting services in their networks. In the digital environment it is also important to ensure that tools such as electronic programme guides include the CM available in their listings. Therefore **the EU and Member States' regulatory authorities should take up these notions to justify allocation of radio frequencies to CM and their inclusion in the digital environment, including following the digital switchover.**

In this respect it should be noted that transition costs from analogue to digital transmission put a considerable burden on CM activities.

6. Financing of community media

Financial resources of CM can vary a lot but are in general rather scarce. EU funding can be an important source of revenue. Due to the fact that the sector is heterogeneous and the benefits of CM are widespread, the sector can benefit from a range of EU funding such as the European Regional Development Fund, the European Social Fund, Lifelong Learning Programme and others.

However, only a minority of the sector has the knowledge and experience to apply for and to benefit from EU support. On the other hand, funding officers are also not aware of the breadth of CM's potential.

Thus, the scope exists to **further integrate the concept of CM into EU support actions. Information on application to existing EU funding should be spread through a European internet-based source dedicated to CM.**

7. Organisation and representation of the sector at EU level

The absence of any kind of reference to CM in EU documents is a clear sign that the sector lacks links with legislators and administration at European level.

The on-going revision of the European telecommunication rules would be an important occasion for the sector to raise its voice and to participate in the debate. The same goes for the envisaged public consultation on indicators for media pluralism. **The added value of CM for the implementation of EU objectives is a good argument for the Commission to consider supporting the sector's participation in discussions at European level.**

参考WEBサイト

<http://www.europarl.europa.eu/sides/getDoc.do?type=REPORT&reference=A6-2008-0263&language=EN&m ode=XML>