



Exploratory Workshop Scheme

Scientific Review Group for the Social Sciences

ESF Exploratory Workshop on

# Public Service Media Management – In Search for New Models of Public Service Media in the Era of Social Change and New Technologies

Warsaw (Poland), 12-14 May 2013

Convened by:

**Michał Głowacki <sup>①</sup> and Lizzie Jackson <sup>②</sup>**

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The European Science Foundation (ESF) was established in 1974 to provide a common platform for its Member Organisations to advance European research collaboration and explore new directions for research. Currently it is an independent organisation, owned by 67 Member Organisations, which are research funding organisations, research performing organisations and academies from 29 countries.

ESF is in a period of transition; the ESF Member Organisations (MO's) have indicated that they would like to wind down certain ESF activities, such as EUROCORES, RNP's, ECRP's and Forward Looks by the end of 2015, but ESF will continue to honour its existing commitments until the projects are finalised.

In 2013 the only research instrument that will have a call for proposals is the Exploratory Workshops. The focus of the Exploratory Workshops scheme is on workshops aiming to explore an emerging and/or innovative field of research or research infrastructure, also of interdisciplinary character. Workshops are expected to open up new directions in research or new domains. It is expected that a workshop shall conclude with plans for follow-up research activities and/or collaborative actions or other specific outputs at international level.

ESF is also currently exploring new areas where we could serve the science community. Services we have identified that would leverage our expertise and experience and provide added-value to the science community are: peer review, evaluation, research conferences and career tracking.

Please check our website ([www.esf.org](http://www.esf.org)) for regular updates regarding ESF and its future developments.

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## **Convenors:**

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## **Main Objectives of the Workshop:**

The goal of this workshop is to analyse the changes and challenges facing public service media management in the aftermath of new technological developments and the transformation of publics enabled by network practices. The aim is to examine models, strategies, managerial theories, and to look at how these connect with emerging new genres of content and services and to consider how this supports the public service model given the disruption of existing power structures through social media and other media-like services. The workshops will foreground new regulatory mechanisms and managerial orientations that might underpin the ethos of public service media in evolving media ecosystems.

The proposed workshop will deconstruct the range of managerial tasks related to the maintenance of creativity, the fostering of users' participation, and the emergence of ongoing feedback loops on media performance. Furthermore the relationship between 'professional' and 'non-professional' content creators will be deconstructed. Overall an exploration of the guiding principles necessary to ensure a modern, result-oriented and competitive public service media organisations within a fast-changing information society will be a key outcome. Workshop participants will be asked to produce schema, which may be suitable for the management of a multi-layered or complex organisation capable of maintaining an evolving and porous media organism, which supports innovative and participation-oriented structures and practices.

The workshop will also aim to encourage research that mixes studies on new notions of media, and creative and innovative public media management with research on creative and interactive audiences. There is currently a lack of knowledge and understanding from the internal management perspective. To rectify this, the workshops will aim to encourage interdisciplinary research involving policy makers, media practitioners, media management and media scholars. The idea is to encourage the emergence of new managerial concepts contributing to the development and redefinition of public-centered approach in contemporary media studies; since being open and responsive to the public are among the essential tenets of good management.



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Results and findings derived from the workshop should first locate models and future scenario, which may be useful from specific areas of interest to public service media at national levels. The idea is to define ways to support public service media reform by embedding researchers in specific public service media firms for one month and to aggregate report from investigations in selected countries. In line with this, researchers will report back to the workshop leaders on findings in a report and will agree to disseminate the findings via both academic and industry channels. Moreover, workshop participants will consider establishing international consortium for future activities measuring the level of public service media change a year later. The consortium should monitor public service media developments and should further support extension of activities in other European countries. This kind of activities should be based on cooperation of consortium with media managers, policy-makers, regulatory authorities and other parties interested in preserving of the public service media ethos.

## **Workshop Agenda**

Workshop will be organised in line with the most important subjects underlined in the Council of Europe`s recommendation on public service media governance. Special sessions further will underline the complexity of each approach, where the ideas, proposals and findings will be presented by experts on a given issue. Each session will end up with 30 minutes of discussions, where all participants will have a chance to raise questions, comments and other ideas towards the development of conclusions. Concluding session will discuss actions forward to support the Council of Europe`s initiative encouraging the evolution of public service media in different media systems. During the concluding remarks participants will discuss mechanisms for ensuring the forward movement of different projects (criteria for level of public service media change, dissemination activities, structure of consortium, future meetings) jointly identified by both public service media managers and media researchers.



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## PRELIMINARY PROGRAMME

### Sunday, 12 May 2013

Afternoon

*Arrival*

19:00-21:00

*Dinner (restaurant to be announced)*

### Monday, 13 May 2013

9:00-9:30

**Welcome by Dean of Faculty of Journalism and Political Science at the University of Warsaw**

**Janusz Adamowski** (University of Warsaw, Poland)

**Welcome by Convenors: Workshop Objectives and Agenda**

**Michał Głowacki** (University of Warsaw, Poland)

**Lizzie Jackson** (Ravensbourne, United Kingdom)

9:30-9:45

**Presentation of the European Science Foundation (ESF)**

**Nina Kancewicz-Hoffman** (Scientific Review Group for the Social Sciences)

9:45-10:15

**Presentation of the ESF Forward Look Report "Media and Communication in Europe: Critical Questions for Research and Policy"**

**Claudia Alvares** (Lusofona University, Portugal)

**10:15-11:00**

**Keynote Speech: The Council of Europe's Approach to Public Service Media – Recommendation CM/Rec (2012)1 of the Committee of Ministers to Member States on Public Service Media Governance**

**Jan Malinowski** (Head of The Information Society Department, Media, Information Society, Internet Governance, Data Protection and Cybercrime, Directorate General of Human Rights and Rule of Law – DGI, Council of Europe)

**Discussion**

Chair: **Lizzie Jackson** (Ravensbourne, United Kingdom)

11:00-11:30

*Coffee break*

**11:30-13:00**

**Session 1: Public Service Media Management - Identifying Old and New Management Practices**

Chair: **Janusz Adamowski** (University of Warsaw, Poland)

11:30-11:50

**How Political Power Interacts with Public Service Media Management: The Portuguese Case**

**Nuno Conde** (Portuguese Catholic University, Portugal)

11:50-12:10

**Managing Public Service Media: In Search of a Third Generational Model**

**Christian S. Nissen** (Copenhagen Business School, Denmark)



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- 12:10-12:30 **Public Service Media Management – Cultivating Tomorrow's "Cultural Choreographers"**  
**Charles Brown** (University of Westminster, United Kingdom)
- 12:30-13:00 **Discussion**
- 13:00-14:00 *Lunch*
- 14:00-15:30 Session 2: Public Service Media Meets New Media - Evolving Policies to Support Innovative Management Structures**  
Chair: **Michael Wagner** (Head of Media and Communication Law, European Broadcasting Union)
- 14:00-14:20 **Regulatory Restraints on Online Activities of PSM - The Case of Switzerland**  
**Natascha Just** (University of Zurich, Switzerland)
- 14:20-14:40 **Deploying Public Service in Multiple Screens: a Key Step to Reach the Citizens**  
**Roberto Suárez Candel** (Head of Media Intelligence Service, European Broadcasting Union)
- 14:40-15:00 **Public Service Media in Poland and New Technologies**  
**Wiesław Łodzikowski** (Director, TVP Technologie, Poland)
- 15:00-15:30 **Discussion**
- 15:30-16:00 *Coffee break*
- 16:00-17:50 Session 3: Managing Participatory and 'Open' Public Service Provision**  
Chair: **Bogusława Dobek-Ostrowska** (University of Wrocław, Poland)
- 16:00-16:20 **Opening up Public Service Media: A Strategy for Institutional Challenge - And Renewal**  
**Tim Suter** (Perspective Associates, United Kingdom)
- 16:20-16:40 **Maintaining the Public Service Ethos in a Searchable Mediascape** **Lizzie Jackson** (Ravensbourne, United Kingdom)
- 16:40-17:00 **Participatory and Open Public Service Provision: Dilemmas for Public Service Media**  
**Andra Leurdijk** (Independent media consultant, The Netherlands)
- 17:00-17:20 **What we can Learn from Warcraft, Wikipedia and Word-play**  
**Ren Reynolds** (Virtual Policy Network, United Kingdom)
- 17:20-17:50 **Discussion**
- 17:50-18:00 **Preparation of the summary of the day**
- 18:00-19:30 *Dinner*



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**Tuesday, 14 May 2013**

- 9:00-9:30      **Summary of discussions from the previous day and identification of subjects for future research and cooperation**  
Chair: **Bissera Zankova** (Consultant at Ministry of Transport, IT and Communications, Bulgaria)
- 9:30-11:00      Session 4: Round Table on Journalism – Management Structures which Support Blends of ‘Professional’ and ‘Non-professional’ News Gathering**  
Chair: **Christian S. Nissen** (Copenhagen Business School, Denmark)
- 9:30-9:50      **Public Media Accountability – A Comparative Study on Managerial Attitudes Towards the Public**  
**Michał Głowacki** (University of Warsaw, Poland)
- 9:50-10:10      **User Engagement in Public Service Media – An Austrian Perspective**  
**Daniela Kraus** (Managing Director at Fjum, Austria)
- 10:10-10:30      **The Role of Ombudsman in Public Service Media**  
**Miša Molk** (Ombudsman for Viewers’ and Listeners’ Rights at RTV Slovenija)
- 10:30-11:00      **Discussion**
- 11:00-11:30      *Coffee break*
- 11.30-12:00      Session 5: Management Structures which Enable Evolution of New Forms of Media for the Public Good**
- 11:30-11:50      **Public Service Media Reforms - Performance Indicators and Good Governance**  
**Bissera Zankova** (Consultant at Ministry of Transport, IT and Communications, Bulgaria)
- 11:50-12:00      **Discussion**
- 12:00-13:00      Summary of Discussions: The Identification of Specific Projects for Media Practitioners and Researchers, Future Steps and Collaboration**  
Chair: **Tim Suter** (Perspective Associates, United Kingdom)
- 13:00-14:00      *Lunch*
- 14:00              *End of Workshop and departure*



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**Objectives of the ESF Scientific Review Group  
for the Social Sciences**

The mission of the **ESF Scientific Review Group for Social Sciences** is as follows:

- to promote high quality social science research at the European level;
- to help support innovative research ideas and approaches emanating from the scientific community, and
- to play a role in strengthening European social science research infrastructure.

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