

UNESCO media indicators

Andrew Puddephatt
Global Partners

UNESCO mandate

- to promote the free flow of ideas by word and image
- IPDC wishes to define media indicators:
 - - promotion of freedom of expression and media pluralism
 - - development of community media
 - - human resource development (capacity building of media professionals and institutional capacity building)

Methodology

- Mapping of the main existing initiatives
- Consider respective methodologies
- Identify value and relevance to the priorities of the IPDC
- Focus on *measurable indicators*, whether qualitative or quantitative.
- Recommend five principal media development outcomes

Proposal

- Toolkit approach
- use quantitative measurements when possible
- indicators should be based upon reliable data
- Identify gender and pro-poor indicators where possible
- Consider practical implications of cost and time for collecting measurement data

Context

- Freedom of expression underpins all other democratic freedoms
- Media plays diverse and overlapping roles
- Goal is to develop a media framework that promotes good governance and human development
- Need to be aware of other factors including convergence, new communications

The media's role

- A channel for information and ideas
- Facilitator of informed debates
- Vehicle of cultural expression and shared values
- A watchdog and advocate
- A corrective to natural “asymmetries of information”
- An enabler of the “public sphere”

What are we measuring?

- Systems of regulation and control
- pluralism and diversity
- Media as a platform for democratic discourse
- Professional capacity and supporting institutions
- Infrastructural capacity

Challenges for IPDC

- diversity of existing initiatives sometimes contradictory –
- Different value systems (“commercial” or “independent”)
- Perception of western bias and values
- Imprecise and inconsistent indicators
- Lack of data and subjectivity
- Absence of new communications
- No accurate correlation between development and media

Proposed categories of indicators

- Build on consensus of existing indicators
- Toolkit approach
- Structure of 5 media outcomes, each with explanatory context and main issues
- Sub-divided into sections
- Each section has key indicators, means of verification and a guide to potential data sources

the system of regulation and control

- Legal and policy framework
- Regulatory system for broadcasting
- Defamation laws and other legal restrictions on journalists
- Censorship

plurality and transparency of ownership

- Media concentration
- A diverse mix of public, private and community media
- Licensing and spectrum allocation
- Taxation and business regulation
- Advertising

media as a platform for democratic discourse

- Media reflects diversity of society
- Public service broadcasting model
- Media self-regulation
- Requirements for fairness, balance and impartiality
- Levels of public trust and confidence in the media
- Safety of journalists

professional capacity building and supporting institutions

- Availability of professional media training
- Availability of academic courses in media practice
- Presence of trade unions and professional organizations
- Presence of civil society organizations

infrastructural capacity

- Availability and use of technical resources by the media
- Press, broadcasting and ICT penetration

Conclusions

- Data is often not reliable and subjectivity unavoidable
- Indicators need to be applied flexibility in accordance with local circumstances
- Think about communications in the broader sense, not just traditional media
- Can be developed to assess donor programmes and implementation activity