

Media For All? Alternative Media

Community Media Association

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What do we want?

- Global?
- National?
- ITV Regions?
- County/city?
- Ultra-local?

Is Local/ultra-local important?

- 25 miles
- Local public service journalism
- Community engagement
- Citizen reporting
- Democratic accountability
- Voice for the voiceless

Community media – a different model?

- Community radio and TV stations are in and part of the community:
 - Media is the hook
 - Local knowledge and contacts
 - Community languages
 - Community hubs
 - Digital inclusion

Partnerships – who and how?

- Community media
- Local papers
- Other local media producers
- Regional/national?

Funding alternative media,

- Direct funding/gifted spectrum/industry levies
- Unspent Digital Switchover Help Scheme

OR?

- Local consortia with a range of funding – ads, sponsorship, charitable, SLAs
- The Channel 6 proposal for local TV
- Guaranteed place for small providers

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