<table>
<thead>
<tr>
<th>Title</th>
<th>Seminar on Media Proliferation: How Can Broadcasters Best Serve the Public Interest? 19-21 April 1999, New Delhi: [list of recommendations]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td></td>
</tr>
<tr>
<td>Citation</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>1999</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/2032">http://hdl.handle.net/10220/2032</a></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
</tr>
</tbody>
</table>
Media Proliferation: How Can Broadcasters Best Serve the Public Interest?
19-21 April 1999, New Delhi, India

Appendix I
List of Recommendations

We, forty senior managers from public service and commercial broadcasting stations and communication specialists from Asia Pacific & Europe participated in an international seminar on “Media Proliferation: How Can Broadcasters Best Serve the Public Interest,” held in New Delhi, India on April 19-21, 1999. The Three day event was organized jointly by the Asia Media Information and Communication Centre (AMIC) and the Commonwealth Broadcasting Association (CBA) with the assistance of EMPI Business School and the Swedish International Development Agency (SIDA).

After three days knowledge sharing and discussion, we generated the following list of recommendations to address the challenges and opportunities in the changing media environment where media products and services are proliferating:

1. We recognize the indispensability of public service broadcasting.

2. We look forward to the publication of the conference papers and their distribution to decision makers.

3. We urge the exploration of non-advertising and non-government sources of funding for Public Service Broadcasting (PSB).

4. We suggest that broadcasting organizations should support the establishment of citizens groups to monitor broadcasting and the development of audience feedback and interaction.

5. We urge the promotion of inter-regional discussion about the impact of foreign broadcasting especially relating to cultural values.

6. We encourage PSBs to improve their management skills through life-long learning.

7. We encourage the sharing of financial management systems among PSBs.
8. PSBs should explore ways in which they could offer a range of channels including multi purpose or specialist channels, e.g. education.

9. PSBs should be committed to locally-made quality children's programmes.

10. PSBs should promote programmes for gender equality and disadvantaged groups.

11. We applaud efforts to introduce media literacy for schools and other bodies, and suggest PSBs should support such efforts.

12. We suggest that all broadcast organizations work towards common technical standards and open interfaces between different platforms.

13. PSBs should work on codes of ethics and urge their adoption in broadcasting organizations.

14. PSBs should encourage the development of web databases where they can share experiences.

15. We support moving towards independent regulators for broadcasting.

16. We encourage research to define and measure quality in programmes.