Regional media support self-regulation

The establishment of a regional media self-regulation model is supported by media industry employees from 11 Pacific Island countries.

In a recently launched feasibility study commissioned by the United Nations Development Program (UNDP), UNESCO and Pacific Freedom Forum (PFF) public awareness, transparency, strong industry participation, the ability to enforce codes and a good grounding in law and ethics were identified by Pacific media practitioners as some of the many important conditions for regional media self regulation model to work effectively.

The study aimed to enable an informed discussion among media stakeholders about possible self-regulation models at the regional and national levels, with a view to exploring viable options of self-regulation at the regional level.

Monica Miller PFF co-chair said they welcomed the launch of the Media Self-regulation Study as a major step towards assisting an effective independent and free media accountable to the people it informs.

She said PPF was ready to engage and assist in upholding a workable and effective model for self-regulation, “which responds to the current gaps at national level even as our online volunteers use their own time and resources to ensure we are able to continue with media monitoring at regional level.”

“If anything, the findings of the study confirms what we already know and provide a valuable template to moving forward…but we are in critical need of resources and support,” she said.

At the same time, UNESCO Director Etienne Clement said their support for this project and the study indicated their commitment to promote freedom of expression, freedom of the press, media independence and pluralism in the Pacific.

“The media self-regulation allows the media to set codes of behaviour appropriate and relevant to promote freedom of expression. UNESCO is fully supportive of the collective initiative to develop a regulation framework for media on regional level”

Media industry employees, including those at senior management levels and media academics from 22 countries including 11 Pacific Island countries, participated in the regional industry wide survey.