

# Comparative analysis of approaches to public service broadcasting implementation in Ukraine: Historical perspective

Oleksandr Voitko, PhD student,  
Kyiv-Mohyla School of Journalism,  
National University “Kyiv-Mohyla Academy”

Supervisors:  
Diana Dutsyk, PhD,  
Kyiv-Mohyla School of Journalism,  
National University “Kyiv-Mohyla Academy”  
Olexiy Khabyuk, PhD,  
Institute of Broadcasting Economics at the University of Cologne



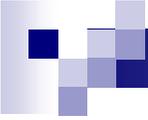
# History of PSB implementation in Ukraine

- 1997: the law on public service broadcasting introduction was passed by the parliament. It stills in force but has to be fully implemented;
- 2005: “Public broadcasting” non-governmental organizations coalition was created. Many media experts, journalists, deputies and government members started new active discussion about establishing public service broadcasting. This group has worked out the draft law “About Public Service Broadcasting”. On 25.12.2005 it was rejected by the parliament;
- 2008: the decree of Ukrainian President “About process of Public Service Broadcasting system creation in Ukraine” was published. The government failed to implement it;
- 2009: the new draft law “About System of Public Service Broadcasting in Ukraine” was proposed by the deputy Andriy Shevchenko. On 12.06.2009 it was rejected by the parliament.



# Approaches

- The approach of “Public broadcasting” non-governmental organizations coalition - as an example of the civil society approach;
- The approach of the Humanities Council - as an example of the government approach. It has been changed after public hearings that proceeded from 02.09.2010 till 30.09.2010. So, within this comparative study the government approach is analyzed in two editions: before and after public hearings.



# Main principles

- The civil society approach and the government one contain the same main principles of the public broadcasting functioning:
  - - Program universality, comparability for all citizens, independent of the income level and social affiliation;
  - - Diversity and balance in content, genres and audience;
  - - Distinctiveness of programs from those of non-public broadcasters by higher quality, content promoting culture, high innovation etc.;
  - - Independence of broadcasters from political and market pressures.



# Financing

The civil society approach	The government approach	
	<i>Before public hearings</i>	<i>After public hearings</i>
<ul style="list-style-type: none"><li>▪ The state budget;</li><li>▪ Advertisement revenues;</li><li>▪ Special tax revenues.</li></ul>	<ul style="list-style-type: none"><li>▪ The state budget;</li><li>▪ Advertisement revenues.</li></ul>	<ul style="list-style-type: none"><li>▪ The state budget;</li><li>▪ License fees revenues.</li></ul>

- Both approaches contain a model of a gradual transition from the state to the public financing. Approximate time – four years.
- Within both approaches it is proposed to create Ukrainian public broadcasting on the technical basis of the National Television Company (NTKU) and the National Radio Company (NRKU).

# PSB bodies

The civil society approach	The government approach	
	<i>Before public hearings</i>	<i>After public hearings</i>
<ul style="list-style-type: none"> <li>■ The Public Council, the Administrative Council and the President;</li> <li>▪ The Public Council consists of 30 members: 15 are appointed from the parliament, 15 – from different non-governmental organizations;</li> <li>▪ The Administrative Council consists of 15 members. They are elected by the Public Council among media professionals proposed by different non-governmental organizations;</li> <li>▪ The President is elected by the Administrative Council.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Supervisory Council and the Director General;</li> <li>▪ The Supervisory Council consists of members delegated by the President, the government, each parliamentary faction and different social groups. All civil society institutions have only one representative in the Supervisory Council;</li> <li>▪ The Director General is elected by the Supervisory Council.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Supervisory Council and the Director General;</li> <li>▪ The Supervisory Council consists of members delegated by the President, the government, each parliamentary faction and each non-governmental organization, which reckons more than 100,000 members;</li> <li>▪ The Director General is elected by the Supervisory Council.</li> </ul>



# Summary

- The approach of “Public broadcasting” NGOs coalition includes more concrete scheme of PSB implementation, financing and functioning than Humanities Council’s one. Principles, described in the civil society approach, are closer to the non-governmental and non-profit nature of such broadcasting company. But after public hearings many government approach’s statements were significantly improved. A law, based on it, can meet the main requirements of PSB establishing and management. On the other hand, there is a possibility of government approach's further development and concretization.