

Role of Media

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JICA Seminar in Ulaanbaatar

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What do you expect for media?

- Providing necessary information for day-to-day life.
(Rise of prices, weather related information,
delay of public transportation ...)
- Emergency
(Earthquakes, flood, storms, zod...)
- Culture and Arts (enriching life) ... and many more.

But is that all ?

- Media must be committed to social justice and humanism; helping the poor, realizing fair society without corruptions etc. Diversity and inclusion should be taken care of in the reporting and management(D & I).
- In democracy, it must work as a *watchdog*, with the manner of strict impartiality and fair judgement by experienced journalists.

How can you gather information and report?

- For established media, you must utilize all of your journalistic resources to tackle important issues when they arise;
 - combining several reporters of different professional fields in a team (taskforce).
 - the team must be led by an experienced editor-class professional who can deal well with the management.

--- the team gather *facts* ;official announcements and backgrounder from the authorities and conduct investigative journalism in areas you need. Such information gathered by investigative reporters can sometimes tell the authorities are lying. You judge all the information you have and combine, to file reports which must be fair and objective.

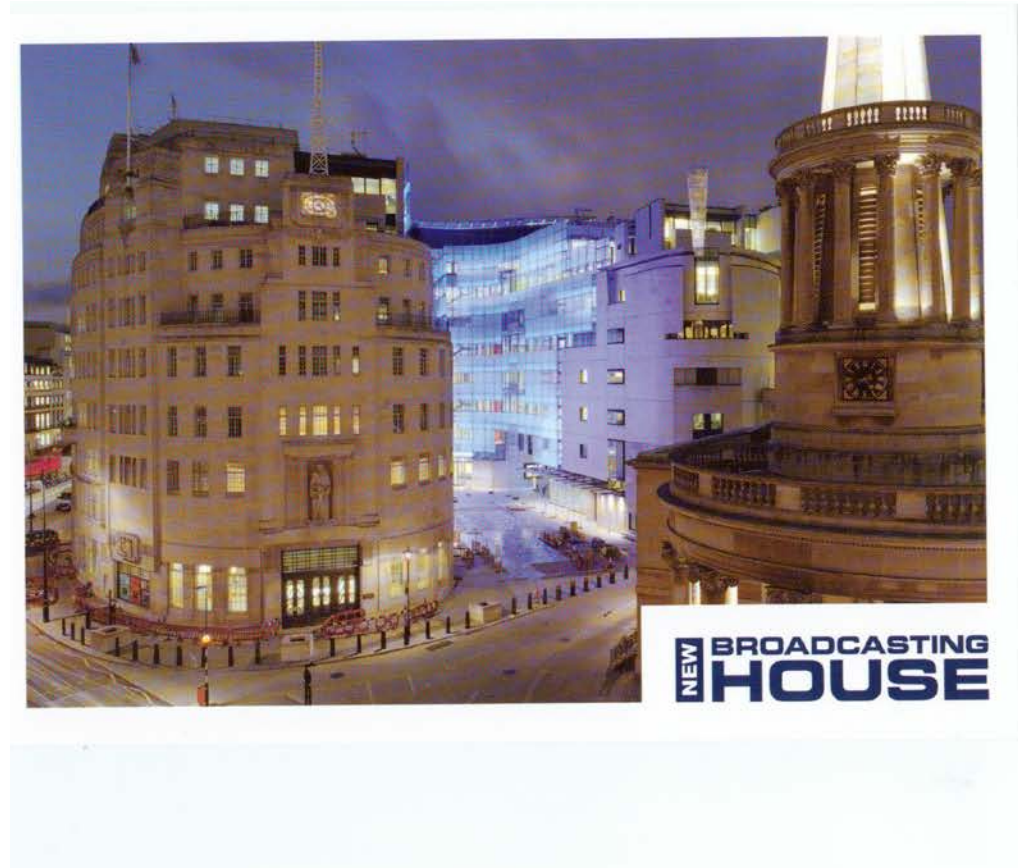
---it would be ideal if there are a few more media outlets to compete to tackle the same issues (competition is important as it may also avoid undue criticism from the inside and outside of the media)

--- the news desk sometimes gives instructions to investigative reporters based on reasonable hypothesis, to make the headline.

For Public Service Media

- Keep Transparency of management
 - explain to board of governors and parliamentary committee if necessary (if there is due legal system to obey)
 - establish the third party committee in the organization to discuss important journalistic moral issues (the committee will publicize their findings when the issue is of public concern)
 - hold periodical news conferences for answering questions from the press club (or media at large)
 - share your information on the web pages to explain to the public

Public Broadcasters, BBC & NHK



NHK & BBC

2022

Establishment

1925

1922

License fee (per year) ¥12,276
(with Satellite ¥21,965)

£ 159 (¥28,800)

Annual Income ¥696 b.

£ 5.3bill,(¥954 b.)
(License fee £ 3.8 b.
= ¥684 b.)

Staff 10,300
(w/ Subsidiary companies) 16,600

17,700
21,100

£ =¥180

NHK & BBC (Regulatory System)

- **Ministry of General Affairs**

(Posts, telecommunications & broadcasting are included)

NHK reports its plans and activities to the Ministry.

Its budget must be approved by the diet annuary.

Members of Board of Governors are appointed by the Prime Minister with the consent of the Diet.

But the Editorial Independence is guaranteed by the Broadcast Act and belongs to the executive board and the President.

- **Ofcom** (Office of Communications)

Independent Government body

Since 2017, Ofcom is the regulatory body of BBC, giving the 'Operating Licence' which includes the Programme Standards:

Reporting impartial news, giving educational assistance to all generations, providing high quality and creative contents...

BBC renews the Charter every 10 years.

But Independence of News reporting belongs to BBC. (Editorial Standards as its symbol)

Japanese Broadcast Act

Article 1 (Purpose)

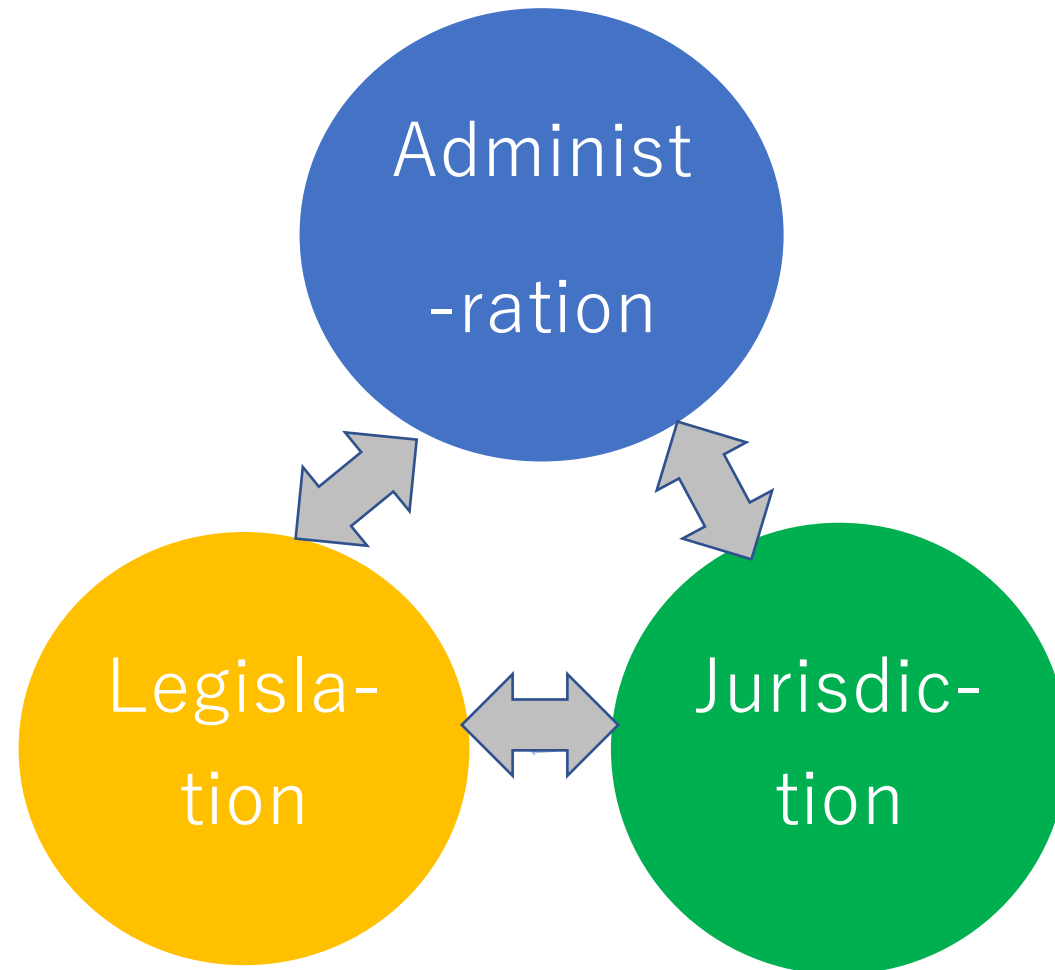
- The purpose of this Act is to regulate broadcasting so as to conform to standards for public welfare and to facilitate the sound development of broadcasting in accordance with the following principles:
 - i) To secure the maximum availability and benefits of broadcasting to the people;
 - ii) To *assure the freedom of expression* through broadcasting by guaranteeing impartiality, integrity in broadcasting and its autonomy;

iii) To make broadcasting *contribute to the development of a healthy democracy*...

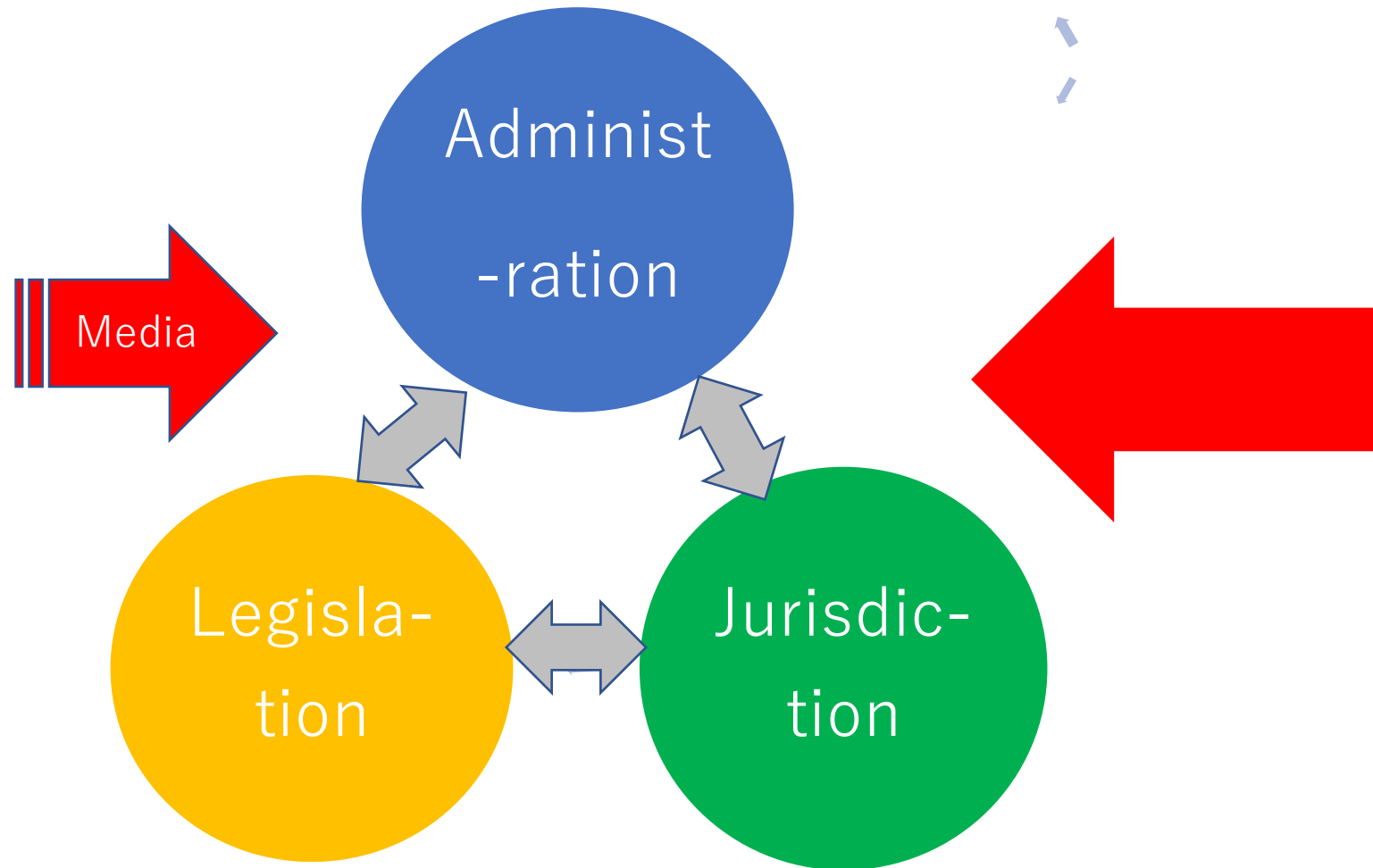
Article 3 (Editorial Freedom in Programming)

- Broadcast programs *shall never be interfered* with or regulated by any person, **except in the case where it is done through invested powers provided by law.**

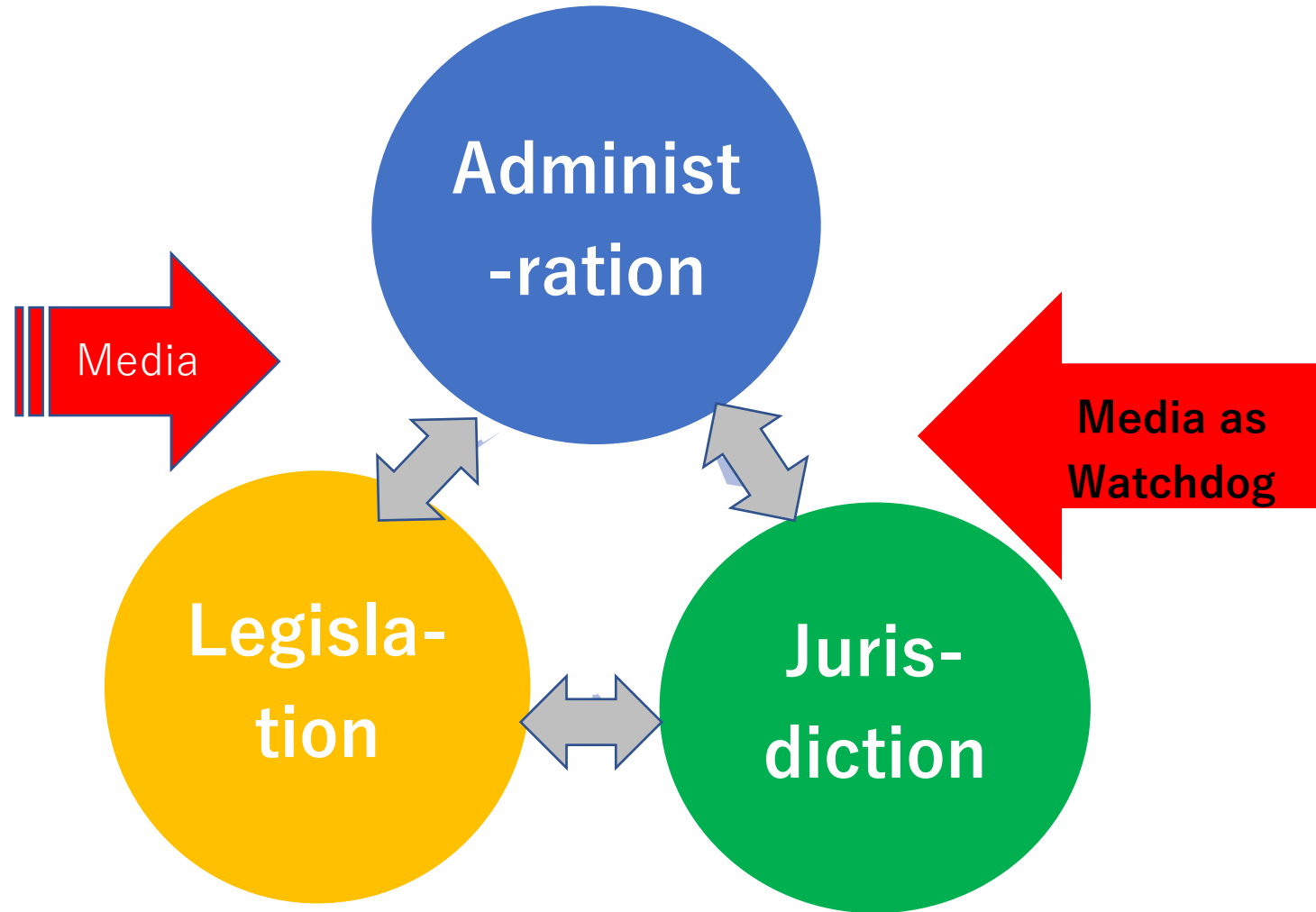
Media in Checks & Balances of Powers



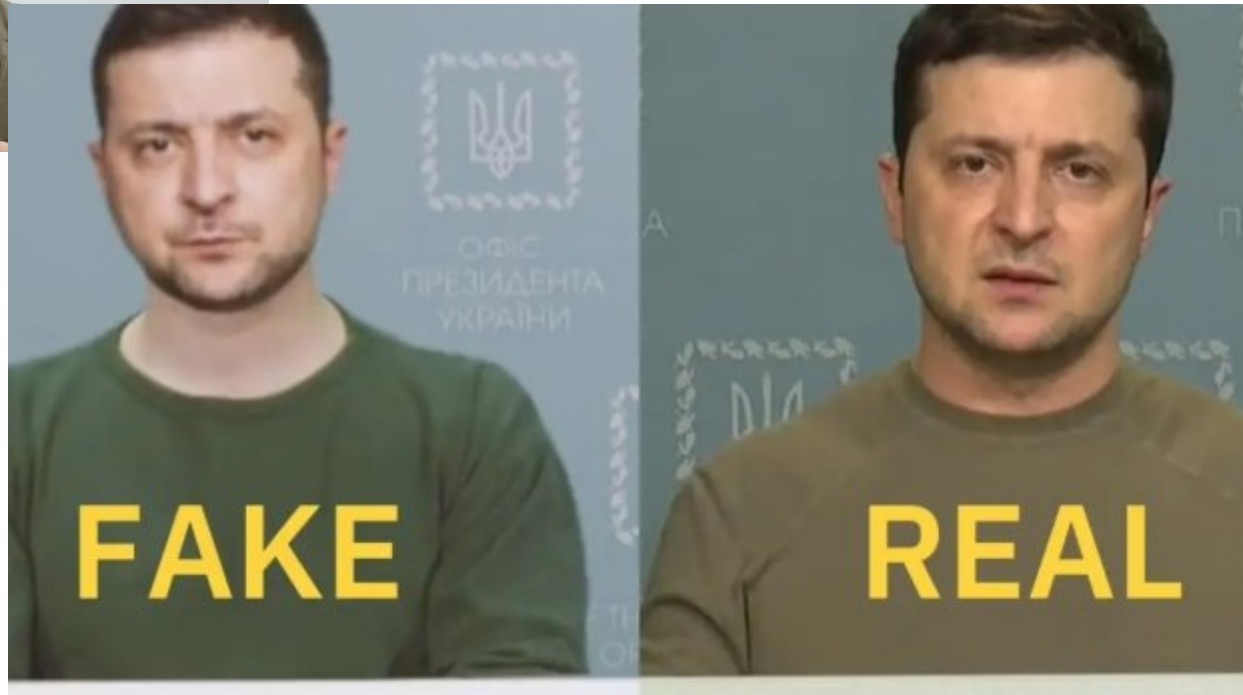
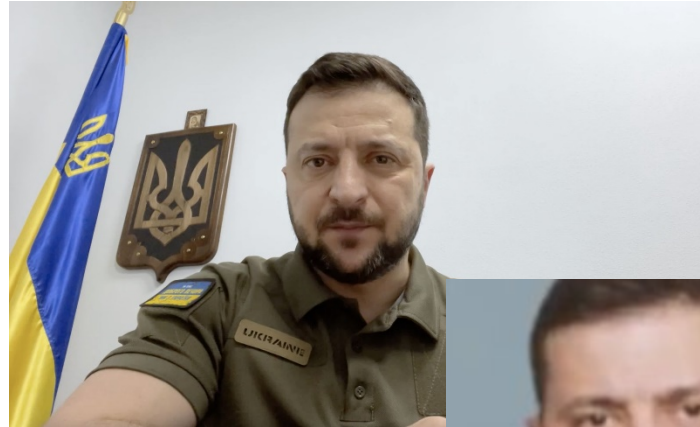
Media as Watchdog, 4th Estate of Power



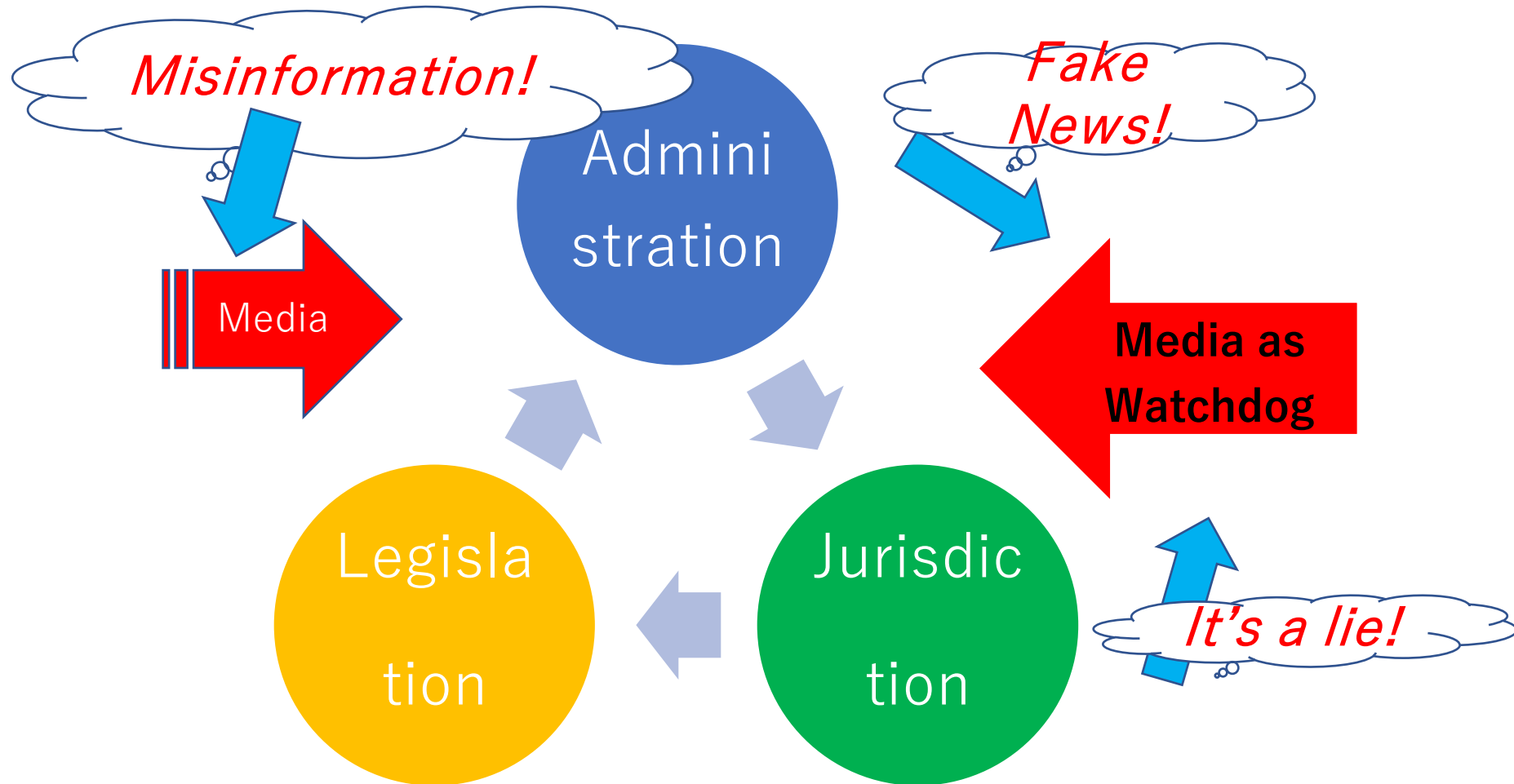
Checks & Balances of Powers



Zelenskyy ordered Ukraine Soldiers “to surrender” = Fake video (Deep Fake)

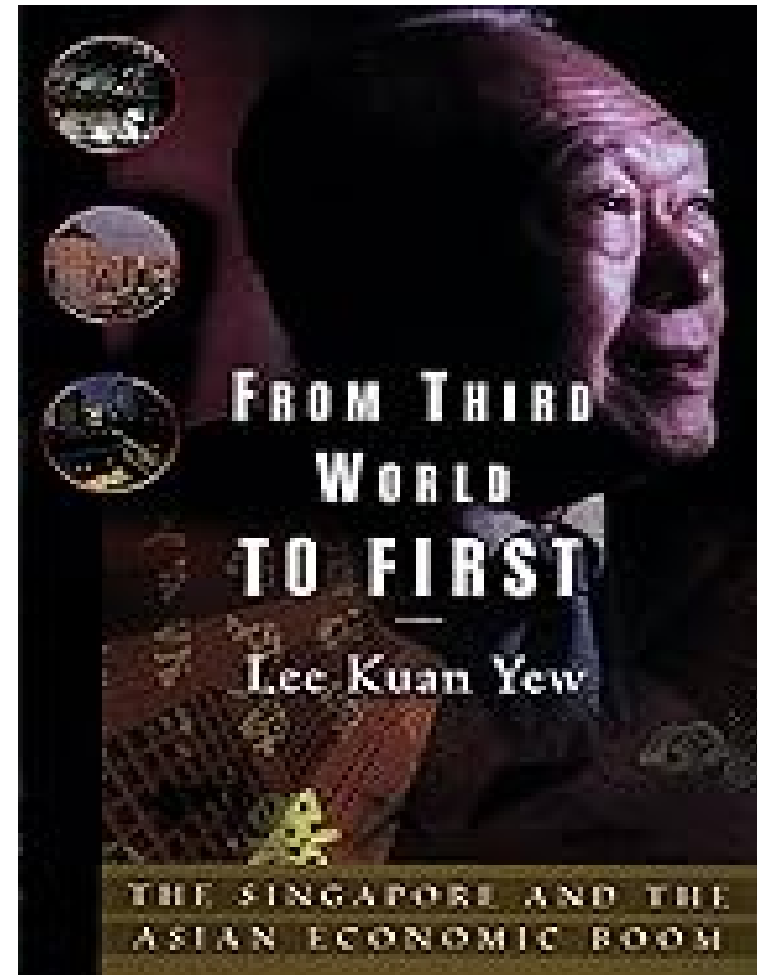


Post Trump Phenomena



Singapore Case

Strong will to conquer corruption



Lee introduced several ideas for making clean Singapore to happen

- Monogamy and equal rights to women
- Introducing Australian type of the Industrial Relations Court for arbitration
- Launched a family planning program
- Most important was a bill to give wider powers to combat corruption...offenders could be charged and convicted in court. It led to the creation of a new agency, the *Corrupt Practice Investigation Bureau*

Corruption Perception Index 2023

1 Denmark
2 Finland
3 New Zealand
5 *Singapore*

16 Japan
20 France, UK
24 US

76 China

93 India, Kazakhstan
108 Thailand
113 Indonesia, Philippines
121 Mongolia, Uzbekistan

141 Russia
172 North Korea
180 Somalia

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“The world will not be destroyed by those who do evil, but by those who watch them without doing anything.”

- Albert Einstein

