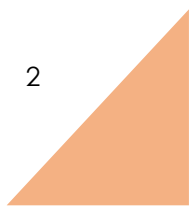


Independent State of Papua New Guinea

DRAFT NATIONAL MEDIA DEVELOPMENT POLICY

(v2.1)



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1. Introduction

The National Media Development Policy (the Policy) is an important step for Papua New Guinea in promoting a professional, ethical, and responsible media industry. It serves as a framework to guide the media sector, establish standards and regulations, and facilitate the development of the industry.

This Policy ensures that the media sector operates in a transparent, accountable, and responsible manner. It recognizes the importance of freedom of expression, diversity, and inclusivity in the media landscape.

This Policy sets out a path towards strengthening media conduct and practices, which aim to promote transparency, accountability, and responsible journalism. It also seeks to promote ethical and professional standards among media practitioners and ensures that they uphold their responsibilities to the public.

The Policy recognizes the importance of promoting diversity and inclusivity in the media industry, ensuring that all members of society have a voice and are represented in the media. This is achieved through guidelines and regulations that encourage the representation of marginalised groups and the promotion of indigenous languages.

The introduction of the National Media Development Policy is a significant step towards promoting a healthy and thriving media industry and will boost the recent reform efforts of the PNG Media Council. It helps to ensure that the public has access to accurate, reliable, and impartial information, and that the media industry operates in the public interest.

Background

There are several reasons why PNG needs policy guidance within the media sector:

- i. **Cultural diversity:** PNG is a culturally diverse country with over 800 different languages spoken. There is a need to promote diversity and inclusivity in the media industry, ensuring that all members of society have a voice and are represented in the media.
- ii. **Lack of infrastructure:** PNG has limited infrastructure, particularly in rural areas. Therefore, there is a need to promote media development in these areas by providing guidelines for investment, capacity building, research, and innovation.

- iii. **Limited access to information:** Many people in PNG has limited access to information due to a lack of infrastructure and resources. Therefore, there is a need to promote media freedom and ensure that the public has access to accurate, reliable, and impartial information.
- iv. **Protection of Media Freedom:** There have been instances of pressure, abuse, and silencing of media in PNG, particularly in relation to government criticism and when reporting on corruption. There is a dire need to put in place a framework anchored through legislation to protect and promote media freedom, ensuring that the media will report on issues freely and independently.
- v. **Lack of Enforcement of Media Ethics & Standards:** The PNG media industry operates in a self-regulatory environment, oversighted by the PNG Media Council, however there is a need to review this model so as to improve on media conduct and ethics in industry. This Policy will help to promote responsible journalism and uphold ethical standards in the media industry, ensuring that media owners, media personnel, and the public are held accountable for their actions and conduct.

Rationale

It is important for governments and media organisations to work together to harness the potential of media to support development initiatives and promote a more sustainable and equitable society.

This Policy is important for the following reasons:

- i. **Promotes Democratic Processes:** Media plays an important role in supporting democratic processes and institutions by providing citizens with access to accurate and diverse information. This Policy ensures that the media contributes to sustainable development by promoting democracy and good governance.
- ii. **Supports Social and Economic Development:** Media can be used as a tool for social and economic development, including the promotion of education, health, and gender equality. This Policy ensures that the media is used in a way that supports sustainable development and promotes informed decision-making and civic engagement.
- iii. **Promotes Media Diversity and Representation:** The Policy promotes diversity and representation in the media landscape, including provisions for gender and ethnic representation and the protection of minority and marginalised groups. This helps to ensure that citizens have access to a diversity of

information sources and platforms and that media reflects the views and needs of all members of society.

- iv. **Protects Press Freedom:** This Policy includes provisions to protect press freedom and the safety of media personnel, ensuring that media personnel will report freely and independently without fear of violence, harassment, or other forms of intimidation.
- v. **Increases Media Literacy:** This promotes media literacy among citizens, including education and training programs, awareness-raising activities, and research. This helps to ensure that citizens are equipped with the critical thinking skills and knowledge they need to understand and analyse media and to promote informed decision-making and civic engagement.
- vi. **Addressing Misinformation:** This Policy will help to address the spread of misinformation by promoting media literacy, accuracy in reporting, and critical thinking skills among citizens.

It is important to note that the media also plays a crucial role in supporting development objectives in several ways:

- vii. **Information Dissemination:** The Media serves as a channel for disseminating information and raising awareness on key social and economical issues.
- viii. **Civic Engagement:** The Media can facilitate public engagement and encourage citizens to participate in development processes and decisions, such as elections, advocacy campaigns, and community development initiatives.
- ix. **Monitoring and Evaluation:** The Media can support development initiatives by monitoring and reporting on the implementation and impact of development programs, providing valuable information for decision-makers and stakeholders.
- x. **Empowerment:** The Media can be a powerful tool for empowering marginalised and vulnerable groups, such as women and girls, ethnic minorities, and people with disabilities, by giving them a voice and providing them with access to information and opportunities.
- xi. **Economic Development:** The Media can contribute to economic development by promoting entrepreneurship and innovation, supporting the growth of small and medium-sized enterprises, and providing job opportunities in the media industry.

- xii. **Conflict Resolution:** The Media can play a role in preventing and resolving conflicts by promoting dialogue, understanding, and peacebuilding initiatives, and by providing a platform for alternative perspectives and opinions.
- xiii. **Environmental Protection:** The Media can support sustainable development and environmental protection by raising awareness on environmental issues, promoting sustainable practices, and monitoring the impact of development initiatives on the environment.

2. Objectives

Purpose

The purpose of this Policy is to provide a framework for the media sector in Papua New Guinea. As such, this Policy starts by outlining the roles and responsibilities of various stakeholders, including the government, media owners, media personnel, and the public. The policy sets out the enabling framework to establish guidelines and standards for media conduct and practice and seeks to promote transparency, accountability, for a responsible profession within the media sector.

Objectives

The Policy seeks to promote a media landscape that contributes to the development of a strong and vibrant democracy, while also respecting the rights of media organisations and media personnel to operate freely and without undue interference. By promoting access to information, media diversity, and responsible journalism, the policy aims to support the development of a more informed, engaged, and empowered citizenry in Papua New Guinea.

Key objectives are highlighted as follows:

- i. Promoting access to information for citizens and ensuring the media provides accurate, impartial, and balanced reporting on issues of public interest, including those affecting marginalised or underrepresented groups.
- ii. Encouraging media diversity and supporting the representation of local and regional voices in media content and ownership
- iii. Ensuring media organisations adhere to ethical and professional standards and promoting responsible journalism that respects local customs and cultures
- iv. Establishing regulatory mechanisms to promote compliance with media policies and standards, while maintaining the independence of regulatory bodies and protecting freedom of expression.
- v. Promoting civic engagement and participation in media issues, including through partnerships between media organisations, civil society groups, and government agencies.

Definition

The media industry encompasses the businesses, organisations and media personnel that produce and distribute various forms of media content, such as television, radio, newspapers, magazines, films, music, books, and digital media. The media industry will also include media-related services such as advertising, public relations, and market research.

The media industry has undergone significant changes in recent decades with the advent of new technologies and the rise of the internet, which has transformed the way media is created, distributed, and consumed.

Some of the major trends affecting the media industry globally include:

- i. **Digital Media Platforms:** Digital media is a rapidly evolving field that presents unique challenges and opportunities with the increasing use of digital media platforms, such as online news websites, social media, knowledge platforms, media sharing platforms and streaming services. It should be noted that digital media and platforms are not fully covered in this policy. A separate policy will be developed that specifically addresses the use and regulation of digital media.

A separate policy will provide more detailed guidance and regulations around issues such as privacy, data protection, and online content moderation. It will also provide more specific guidance on the use of social media and other digital platforms by media personnel, as well as guidance on the use of emerging technologies such as artificial intelligence and virtual reality.

The policy on the digital media will be developed in consistent with the broader National Media Development Policy framework. This will ensure that media industry operates within a clear and coherent regulatory environment that promotes quality journalism, editorial independence, press freedom, and media sustainability.

- ii. **Concentration:** The media industry has become more consolidated, with a few large companies dominating the market.
- iii. **Fragmentation:** At the same time, the rise of digital media has created new opportunities for niche media, catering to specific audiences and interests.
- iv. **Advertising:** The decline of traditional advertising avenues, such as print advertising, has led to a shift towards digital advertising, which is often dominated by a few large companies.

- v. **Subscription-based models:** The rise of digital media has also led to the growth of subscription-based models, where users pay for access to premium content.

Media personnel or professionals play an important role in shaping public opinion and providing information and entertainment to audiences. Media personnel/professional as referred to in this Policy refers to;

- i. Journalists
- ii. reporters,
- iii. editors,
- iv. Stringers (freelance journalists)
- v. Media Content creators and producers,
- vi. copywriters,
- vii. sound engineers,
- viii. graphic designers,
- ix. camera operators (Cameramen, Photographers, and Videographers)
- x. public relations specialists, and many other roles.

3. Alignment

Mandate

The Constitution provides for freedom of expression and the right to receive and impart information, including the right to freedom of the press. The Constitution recognizes the important role of media in a democratic society and the need for a free and independent press to provide a diverse range of opinions and viewpoints.

Article 42 of the Papua New Guinea Constitution states that "Every person has the right to freedom of expression and the right to receive and impart ideas and information without interference, including the freedom to seek, receive and impart information and opinions of any kind in any form."

Article 43 of the Constitution further states that "Every person has the right to freedom of thought, conscience, and religion, including the freedom to manifest and propagate their religion or belief in worship, teaching, practice and observance."

These provisions in the Constitution reflect the importance of media freedom in Papua New Guinea and the commitment to a free, diverse, and independent media environment.

The Constitution

The power to regulate and restrict the freedom of expression is stipulated under section 48 of the PNG Constitution by having consideration to section 38. All aspects of regulation and requirement being specified are legally binding to execute the overall media policy document as per the various relevant laws.

Digital Government Act 2022

The core function of the DICT is mandated in the DICT Act 2022. As such every activity undertaken by the ministry is with legal authority, as stated under section 41.

NICTA Act 2009

NICTA is mandated to regulate traditional content but not on-line content because it licenses the broadcasting sector using content licensing pursuant to section 51. It also regulates content dissemination by radio through the issuance of apparatus (spectrum) licenses under section 173. It functions as a government sole regulator for ICT and representative at all international bodies or authorities which have the purpose of regulating or administering ICT services and radiocommunications.

Newspaper and Printers Act 1956

Overall, the Newspaper and Printers Act 1956 seeks to regulate the newspaper and printing industry in Papua New Guinea to ensure that publications are truthful, responsible, and not offensive to public morals.

National Cultural Commission Act 1994

The National Cultural Commission was established through the NCC Act 1994. The functions of the Commission are to perform the cultural functions –

- i. to assist and facilitate, preserve, protect, develop and promote the traditional cultures of the indigenous peoples of Papua New Guinea; and
- ii. to encourage the development, promotion, and protection of the contemporary cultures of Papua New Guinea; and
- iii. to facilitate the marketing of selected and approved aspects of the cultures of Papua New Guinea; and
- iv. to coordinate with related Government and Non-Government Agencies on cultural matters; and
- v. to coordinate cultural activities with Provincial cultural bodies; and
- vi. to liaise with non-Government organisations on cultural matters; and
- vii. to liaise with international cultural organisations.

Policy Alignment

This Policy upholds the basic rights guaranteed by the National Constitution of Papua New Guinea. It is also derived from the National Goals and Directives of the Vision 2050 to be a knowledgeable society.

The policy takes into account the “National Information and Communication Policy 1993” and other specific policies in development within the ICT sector and other cross-sectoral policies within the government.

This component outlines the existing legislation that governs and protects the media sector, including the role of the government, licensing requirements, and penalties for unethical conduct.

4. Delivery Scope

The delivery scope of this Policy covers the following areas:

- i. **Governance Framework:** Provisions for a regulatory framework for media, including laws and regulations to ensure press freedom, the protection of media personnel, and the promotion of ethical standards.
- ii. **Access to Information:** Measures to ensure that citizens have access to a diversity of information sources and platforms, including traditional media, social media, and community-based media.
- iii. **Media Literacy:** Strategies to promote media literacy among citizens, including education and training programs, awareness-raising activities, and research.
- iv. **Diversity and Representation:** Measures to promote diversity in the media landscape, including provisions for gender and ethnic representation and protection of minority and marginalised groups.
- v. **Development Objectives:** The use of media as a tool to support development objectives, including promotion of good governance, democracy, human rights, and social and economic development.
- vi. **Infrastructure and Technology:** Investment in technology and infrastructure to support the development of media, including the development of broadband and mobile networks, and access to satellite and terrestrial broadcast systems.

The scope also includes provisions for financing and support for media development, monitoring and evaluation of media sector performance.


5. Delivery Models

Countries choose different media regulatory models determined by their respective political, cultural, and social contexts. Additionally, effective media regulation often requires a strong legal framework, political will, and a supportive civil society.

The following are the five regulatory models that are practiced globally:

- i. **Self-Regulation:** In this model, the media industry is responsible for regulating itself through codes of ethics, voluntary standards, and other self-regulatory mechanisms. Self-regulation is often seen as the ideal model for media regulation because it promotes media independence and freedom of expression, but it will be difficult to implement effectively without strong support from media organisations and stakeholders.
- ii. **Co-Regulation:** In this model, the media industry works in collaboration with the government to establish regulatory standards and frameworks. Co-regulation is often used in countries where the media industry is still developing, and it will provide a way to ensure that media standards are being met while still promoting media independence and freedom of expression.
- iii. **Statutory Regulation:** In this model, the government creates and enforces regulatory standards and frameworks for the media industry. Statutory regulation will be effective in ensuring that media organisations meet certain standards, but it will also lead to government control over the media and limit media independence and freedom of expression.
- iv. **Independent Regulation:** In this model, an independent regulatory body is established to oversee the media industry and enforce regulatory standards. Independent regulation is often seen as the most effective way to regulate the media, as it will provide oversight and accountability without government interference or control.
- v. **Hybrid Models:** Many countries use a combination of regulatory models to oversee their media industries. For example, a country might use self-regulation for certain types of media (like print or online media) and statutory or independent regulation for broadcast media.

To date Papua New Guinea's media industry practices self-regulation advocated partially by the PNG Media Council.



This Policy adopts a hybrid model where the traditional mainstream media will be subjected to the Independent Regulation Model. As such, it is intended that the PNG Media Council will be re-established and mandated through a media development legislation to be effective in enforcing media ethics and standards. The PNG Media Council will have the power to investigate complaints against media outlets, issue guidelines for ethical reporting, and enforce sanctions or penalties for violations of professional standards.

These regulations and oversight mechanisms will be designed to protect and promote freedom of the press and free expression and will **NOT** be used to suppress dissent or limit access to information. It will ensure that media professionals are able to work independently and report on issues of public interest without fear of retribution or censorship.

As for modern media, other models of regulations will be considered and articulated further in future policy.

6. Policy Focus Areas

Institutional Arrangements

PNG Media Council - Governance of Profession

The PNG Media Council was a non-profit organisation (established as an Association under the Company's Act) that aims to promote media freedom, ethical journalism, and professional standards in the media industry. This includes providing training and education to media personnel, as well as advocating for the rights and interests of media personnel and media organisations. The PNG Media Council was established in 1989 and operates as a representative body for media personnel and media organisations in the country.

Through this Policy, the PNG Media Council will be re-established by legislation:

- i. as an independent and self-sustaining public body with mandates, functions, and powers relating to effective and enforceable regulatory framework for the media industry;
- ii. to develop and deliver programs to support the sustainable development of the media sector; and
- iii. to define and establish a governance framework that will operate independently and neutral from political and other influences.

NICTA - Competition Regulation

The National ICT Authority is the government agency responsible for regulating the communications sector, established through the National Information and Communications Act 2009. Its main goal is to promote the growth of the ICT sector, enhance the delivery of government services, and improve the overall quality of life for the people of Papua New Guinea. The responsibilities of NICTA include regulation and licensing of ICT services, the development of ICT infrastructure, and the promotion of local content and innovation.

The advancement of technological services and convergence of voice and data facilitated through digital platforms introduces regulatory challenges in ensuring that all media platforms including print, radio, television and digital platforms are held to the same standards of the content, ownership and competition to prevent monopoly in the media industry.

Cross media regulation typically involves setting rules and guidelines for media

ownership, content, and distribution, as well as enforcing these rules through a combination of legal, administrative, and market-based mechanisms. The goal of cross media regulation is to promote a diverse and competitive media landscape that supports democratic values, such as free expression, transparency, and accountability, while also ensuring that the media industry is economically viable and sustainable.

The following measures will be implemented to address these challenges;

- i. The NICTA as the appropriate body is to widen its regulatory functions to media content and cross media.
- ii. Cross media regulations will be developed to set appropriate rules and guidelines to regulate different media platforms in a coordinated and consistent manner, ensuring that all media platforms are held to the same standards of content, ownership, and competition, and to prevent the concentration of media ownership and monopoly in the media industry.

Department of ICT - Policy Coordination

The functions of the Department of Information and Communications Technology were redefined in accordance with the Government's policy focus towards Digital Transformation. Its roles are clearly articulated by the Digital Government Act 2022. It will facilitate research, monitoring, and evaluation of the media sector, and will manage government information including digital risk across all platforms.

Prior to this Policy, the Department of Information and Communication Technology (DICT) was re-established in 2020 with a mandate under NEC Decision No. 252/2020 to deliver on the digital transformation agenda. In August of 2022, the Department of ICT was given under the Digital Government Act 2022, a vast scope of mandates, functions, and powers to deliver on the digital government agenda. The Department of ICT has been restructured in 2021 and again in 2022 to support the delivery of the digital government mandate.

The coordination of the media sector is a distinctly separate specialisation and as such expansion of the Department is well justified. Considering this it would be necessary for the Department of ICT:

- i. will expand the functions under its Policy Wing to accommodate for Policy, research, monitoring and evaluation functions pertaining to the media sector;
- ii. will be responsible for coordinating with key stakeholders for timely and appropriate advice to the Government on matters pertaining to media development; and

- iii. will coordinate with the public sector the access to and delivery of government development information.

National Broadcasting Corporation (NBC) - Government Information

The National Broadcasting Corporation (NBC) of Papua New Guinea is the national public broadcaster of the country. It was established in 1978 and operates under the Broadcasting Corporation Act of 1971. The NBC operates a range of radio and television services and is responsible for providing a diverse range of news, entertainment, and educational content to the people of Papua New Guinea.

Through this Policy, the National Broadcasting Corporation PNG will be re-established under revised legislation to:

- i. take leadership in broadcasting and archiving of public content;
- ii. Promote local content;
- iii. Implement analog to digital migration with the focus on widening information dissemination coverage to its people using all forms of channels including digital platforms.
- iv. Become a self-sustaining corporate body that is not dependent on government funding but on revenue from contents it creates.
- v. Ensure clear demarcation of roles and responsibilities of its Board and the Management based on good governance principles.

National Media Content

The Government is mindful that our cultures and traditions will be easily influenced and eroded by foreign or imported contents that are accessible through various mediums of communications. Therefore, the Government policy will focus on encouraging local content that promotes PNG cultures and traditions and its development aspirations. The National Goals and Directive Principles stresses on doing things the 'PNG Way'. The following strategies will be implemented to encourage national content:

National Media Content

This Policy will encourage media that favour and promote PNG culture and christian values and national objectives and principles.

The objective shall be achieved through;

- i. Emphasising positive news coverage and development content;
- ii. Encouraging more PNG content;
- iii. Promoting honest, balance, and fair reporting;

- iv. Filter content that is against PNG's development aspirations;
- v. Promoting educational and development content;
- vi. Promoting PNG Unity, identity, diversity, and cultural values;
- vii. Encouraging ecumenical content in Christian publications;
- viii. Promoting gender equality; and
- ix. Promoting representation, accessibility, employment, and advocacy of people living with special needs.

Broadcast and Archive of National Events

As part of Government's commitment for transparency and accountability under the Open Government Partnership, the national broadcaster (NBC), is required to broadcast and publicly archive in full the following Government Decision-Making Events:

- i. Parliament Sessions
- ii. Parliamentary Committee Hearings
- iii. Policy Consultation Workshops
- iv. Departmental Head Selection Interviews
- v. Annual Budget Lock Up Session

Implementation

The Department of ICT in partnership with the National Cultural Commission and National Film Institute will coordinate Monitoring and Evaluation of the performance of media in promoting local content and recommend appropriate measures to encourage the media industry to promote local content.

Professional Ethics and Standards

This component focuses on promoting high ethical and professional standards among media practitioners, including codes of conduct, accreditation, and training programs.

The PNG Media Council will lead the development and enforcement of the code of ethics and conduct of media outlets and content creators operating within print media, radio and television broadcasting, and digital media broadcasting.

Media Diversity and Inclusivity

This policy recognizes the importance of promoting diversity and inclusivity in the media industry, including the representation of marginalised groups in media activities and the promotion of indigenous languages.

Development Programs

A series of programs are to be delivered with an aim to promote media diversity and inclusivity by increasing representation of underrepresented groups in the media landscape, providing citizens with access to a wider range of perspectives and promoting a more inclusive and respectful media environment:

- i. **Minority Representation in Media:** Encouraging media organisations to increase representation of underrepresented groups, such as women, ethnic and linguistic minorities, and people with disabilities, in their newsrooms and in the content they produce.
- ii. **Diversity and Inclusion Training:** Providing training and capacity building for media personnel and media professionals on diversity and inclusion and promoting a culture of respect for all groups in the media industry.
- iii. **Community Media:** Supporting the development of community media, including community radio and television stations, to increase the representation of local voices and perspectives in the media landscape. Also through equal representation and promotion in sports, cultural events and others.
- iv. **Christian Media:** Supporting and promoting Christian media will be an important aspect of this Policy. The Constitution recognizes Papua New Guinea as a Christian country. By supporting Christian media outlets and promoting diversity, inclusivity, and collaboration, media policy will help to ensure that Christian media reflects the values and perspectives of the Christian community and contributes to a diverse and inclusive media landscape.
- v. **Climate Change and Environmental Conservation:** Media to support and encourage awareness on climate change and associated risks to the environment and promoting collective efforts towards combating global warming and climate change.
- vi. **Positive Portrayals of Diversity:** Encouraging media organisations to produce content that positively portrays diversity and challenges negative stereotypes, promoting a more inclusive and respectful media landscape.

- vii. **Support for Independent Media:** Supporting the development of independent media outlets, including online media, that provide alternative perspectives and promote media diversity.
- viii. **Youth Media Programs:** Encouraging media organisations to develop programs that engage young people and increase their participation in media production and representation.
- ix. **Encouraging Local Content:** Encouraging media organisations to produce content that reflects the local culture, language, and traditions of the communities they serve, and to promote the use of local languages in the media.
- x. **Gender Equality in Media:** Promoting gender equality in media, including encouraging the representation of women in decision-making roles within media organisations and ensuring that media content reflects the experiences and perspectives of women.

Implementation

PNG Media Council will facilitate development of a strategy to implement media diversity and inclusivity in collaboration with the PNG government through funding support, development partners, and wider stakeholders.

Media Development

This policy focuses on promoting the development of the media industry through investment, capacity building, research, and innovation.

Media development in Papua New Guinea is critical for promoting an informed and engaged citizenry, as well as for promoting the country's economic and social development. Papua New Guinea's media landscape consists of print, radio, television, and online platforms. There is a need for a comprehensive and strategic approach to media development that focuses on:

Media Professional Development

Media Professional development is essential in a rapidly changing media landscape, where new technologies and platforms are emerging, and media content is constantly evolving. Media professional development will take many forms, including formal education, on-the-job training, workshops, and mentoring programs. It should cover a wide range of topics, such as journalism, media ethics, media law, digital media, and media management. Ultimately, media professional development is vital

for individuals and organisations within the media industry to remain competitive and relevant, and to ensure the continued development of a vibrant and sustainable media landscape.

Media Literacy

This policy recognizes the importance of media literacy programs to promote a more informed and engaged public. Media literacy is not just about being able to read or watch media content, but also being able to think critically about what is being presented, how it is being presented, and why it is being presented in a certain way. It involves being able to recognize bias, misinformation, and propaganda, and to distinguish between fact and opinion.

Media literacy is an essential skill in today's digital age, where we are constantly bombarded with media messages from a variety of sources. It is important for individuals to be able to make informed decisions about the media they consume, and to be able to participate in the creation and distribution of media messages in a responsible and ethical way.

Media literacy is to be taught in schools, universities, and through various media literacy programs and initiatives. It will help to promote a more informed and engaged public and help to protect against the negative effects of misinformation, propaganda, and other forms of harmful media content.

A series of media literacy programs are to be delivered under the PNG Media Council. These programs are identified as follows:

- i. **School-Based Media Literacy Education:** Integrating media literacy education into the school curriculum to ensure that students are equipped with the critical thinking skills and knowledge they need to understand and analyse media.
- ii. **Public Awareness Campaigns:** Launching public awareness campaigns to promote media literacy and to educate citizens about how to identify and analyze media, including the use of social media.
- iii. **Community Media Workshops:** Providing workshops and training sessions for community media producers, including training on how to produce media content that is accurate, diverse, and representative.
- iv. **Christian Media Workshops:** Providing workshops and training sessions for Christian media producers, including training on how to produce media content that reflects values and perspectives of the Christian community and contributes to a diverse and inclusive media landscape

- v. **Media personnel Training:** Providing training and professional development opportunities for media personnel, including training on ethics, accuracy, and the responsible use of sources.
- vi. **Media and Technology Centers:** Establishing media and technology centres to provide access to technology and training for citizens and media producers, including access to online resources and training on the use of social media.
- vii. **Research and Monitoring:** Supporting research and monitoring initiatives to track the impact of media literacy programs and to identify areas for improvement.
- viii. **Partnerships with Civil Society Organizations:** Building partnerships with civil society organisations to support media literacy initiatives and to ensure that media literacy programs reach a wide range of citizens, including marginalised and minority groups.

Implementation

The PNG Media Council will be re-established through relevant legislation, and it will coordinate with key stakeholders to ensure media development in PNG.

The PNG Media Council will collaborate with development partners, industry, and other key stakeholders to develop a strategy for the implementation of media development, and Media Freedom and Protection.

Access to Information

This Policy promotes transparency and accountability between the government and the media by guaranteeing access to information, protecting sources, and promoting open data and must be aligned to Right to Information (RTI) policy and legislation.

The purpose of government information dissemination services is to provide citizens with access to timely, accurate, and relevant information about government policies, programs, and services. By utilising a range of channels and platforms, government institutions will effectively reach and engage with diverse audiences and promote transparency, accountability, and participation in the democratic process.

Government Information Dissemination Services

Government information dissemination services refer to the various channels and platforms used by government institutions to communicate and share information

with the public. This includes traditional media outlets, such as print, radio and television as well as digital platforms, such as websites, social media, and mobile apps.

Official Websites: Official government websites are a primary source of information for media personnel to gauge information as it provides a wealth of information, including news and press releases, policy and legislative information, and data and statistics.

Social Media: Government institutions will use social media platforms to disseminate information and engage with the public.

Mobile Apps: Government institutions will also develop mobile apps to provide citizens with access to information and services on the go.

Media Conferences and Briefings: Government organisations to use media conferences and briefings to communicate important information and updates to media personnel and the public.

Respective Newsletters and Bulletins: Government institutions use newsletters and bulletins to provide regular updates and information to the public.

The DICT will work in collaboration with NBC when it comes to government information dissemination.

Broadcasting of National Events

National events are significant events that occur within a nation and are of national significance or importance. National events play a significant role in shaping the cultural identity and history of a nation and bring people together to celebrate their shared heritage and values.

They are often covered by the media, and it plays a crucial role in shaping public opinion and national discourse. As such, they are an important aspect of a nation's history and culture and have a lasting impact on the lives of citizens and the future of a nation.

Hence, the coverage of national events is to be a core mandate of NBC. These events will include:

- i. **Political events:** Such as elections, inaugurations, and constitutional changes.
- ii. **Celebrations:** Such as national holidays, independence days, and anniversaries
- iii. **Sporting events:** Such as national sporting events, international sporting events and Olympic events.
- iv. **Cultural events:** Such as festivals, traditional celebrations, and music events.
- v. **Natural disasters:** Such as earthquakes, hurricanes, and floods.

- vi. **Economic events:** Such as trade shows, conferences, and product launches.
- vii. **Historical events:** Such as anniversaries of significant historical events, such as wars, revolutions, and milestones.

Media Freedom and Protection

This Policy protects media freedom by ensuring the welfare, safety of media personnel, protecting against censorship, and promoting the right to free expression.

Welfare of Media Personnel

Media freedom and protection of media personnel will ensure:

- i. The media thrives freely and independently, without interference from the government and other external force;
- ii. Protection, the safety and security of media personnel and media workers and ensure that they report on issues without fear of retribution or persecution; and
- iii. Promotion of a healthy and thriving media industry that operates in the public interest.

Implementation

The PNG Media Council will be re-established through relevant legislation, and it will coordinate with key stakeholders to ensure media freedom and protection in PNG.

The PNG Media Council will collaborate with the Department of ICT and key stakeholders to develop a strategy for the implementation of media development, Media Freedom, and Protection.

7. Delivery Mechanism

A legislative framework is essential to define the roles and empower a body to establish and police the relevant media code of conduct, ethics, and standards, ensure compliance and ensure protection of media freedom. The law will take into consideration:

- i. The Freedom of Information as enshrined in the Constitution of PNG
- ii. Independence of the intended Body for Governing the media profession
- iii. Welfare and professional development
- iv. press freedom, protect media personnel, and promote ethical standards in the media sector.

This Policy intends to inform a new legislative framework. Key elements of the framework will include:

- i. **Press Freedom:** Provisions to protect the right to freedom of expression and to ensure that media personnel will report freely and independently.
- ii. **Media personnel Safety:** Measures to protect media personnel from violence, harassment, and other forms of intimidation, and to hold perpetrators accountable for attacks on media professionals.
- iii. **Ethics and Responsibility:** Rules and codes of conduct to ensure that media personnel adhere to ethical standards and to promote responsible journalism. Media personnel should avoid biased reporting at all cost regardless of their view, alignment and personnel preferences and beliefs.
- iv. **Access to Information:** Laws and regulations to ensure that citizens have access to information, including the right to information, data protection, and privacy.
- v. **Licensing and Accreditation:** Requirements for media outlets and media personnel to be recognized by way of being accredited and licensed respectively. For the sake of this section, media personnel referred to here are limited to journalists, reporters, and those who work in the field of journalism and media, producing content for various media outlets and using their skills and expertise to inform and engage audiences.
- vi. **Complaints and Sanctions:** Mechanisms for the resolution of complaints against the conduct and practices of media outlets, its employees, and media personnel, including procedures for investigations and sanctions for non-compliance of ethical standards.
- vii. **Penalties:** The implementation of appropriate enforcement mechanisms.

8. Policy Research, Monitoring & Evaluation

The Policy will be subject to ongoing monitoring and evaluation to ensure its effectiveness and relevance. The Department of ICT will oversee monitoring and evaluation of the media industry.

Key areas of evaluation includes:

- i. access to information,
- ii. Media content,
- iii. media diversity and Inclusivity,
- iv. media code of conduct and ethics,
- v. media regulation,
- vi. Media freedom and protection,
- vii. Media Development, and
- viii. impact on democracy.

The following functions are necessary for effective monitoring and evaluation:

- i. **Establishing clear objectives and indicators:** Clear objectives and indicators will be established to be used to measure the policy's progress and impact. These will be aligned with the overall goals and objectives of the media and development policy.
- ii. **Regular data collection and analysis:** Regular data collection and analysis are essential for monitoring and evaluating the implementation of a media and development policy. This will include data on key areas of evaluation stated above.
- iii. **Surveys and assessments:** Surveys and assessments provide valuable information on the implementation and impact of a media and development policy. This will include surveys of media professionals, audiences, and policy makers, as well as assessments of media literacy and media regulations and policies.
- iv. **Stakeholder engagement:** Stakeholder engagement is critical to ensuring the success of a media and development policy. This includes regular engagement with media organisations, professionals, civil society organisations, and government officials to gather feedback and assess the policy's impact.
- v. **Monitoring media content:** Regular monitoring of media content to provide valuable insights into the diversity and quality of media content will help to

identify any trends or issues that may be impacting media diversity and freedom.

- vi. **Evaluation studies:** Independent evaluation studies provide a comprehensive assessment of the implementation and impact of a media and development policy. These studies include qualitative and quantitative research which will be conducted by media experts, academics, or independent evaluation organisations.
- vii. **Reporting and dissemination:** Regular reporting and dissemination of the findings of M&E activities to the public are important to ensure transparency and accountability in the implementation of a media and development policy. The results of M&E will be communicated to key stakeholders, including media organisations, civil society organisations, and government officials, and the findings will be made public and also used to inform future policy decisions and strategies.