

Draft National Media Policy 2023

The purpose of a National Media Policy 2023, is to provide a framework for the media sector in a country. The policy outlines the roles and responsibilities of various stakeholders, including the government, media owners, journalists, and the public. The policy sets out the importance of having guidelines and standards for media conduct and practice and seeks to promote transparency, accountability, and responsible journalism.

This policy, also provides for the Media Council of PNG to be re-established and strengthened to function independently in order to protect the welfare and safety of media professionals, support and govern the role of media. Ensuring 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, is takes an important in promoting a professional, ethical, and responsible media industry. It serves as a framework to guide the media sector to establish standards and regulations, and promote the development of the industry.

The public opinions and perceptions on national issues and towards a citizen or an entity can be greatly influenced by the reports, information, or content that media publicizes. Whether that information or a report is a fact or an assumption, is left to the intellectual ability of the responsible reporter and the audience to decide.

Furthermore, the Government is mindful that the information that is made available and or disseminated for public consumption directly influences the minds and the perceptions of our people and instigates people to take certain actions that can prosper or hinder the development of our society. It is in this regard that reporters and or journalists, as trained professionals, are expected to exercise their duties with a certain level of responsibility and professionalism.

In this time and age, digital transformation has enabled information and data to be processed, disseminated, and or easily accessed online through various digital platforms, and it has enabled greater citizen participation and widened the avenues for the public to scrutinize the Government and public authorities. On the other, digital platforms have also increased the risks for misinformation and disinformation which is now the biggest threat to the stability and development of Papua New Guinea.

It is in this regard that the National Government recognizes the significance of a National Media Development Policy to:

- to ensure that the media sector operates in a transparent, accountable and responsible manner
- to promote ethical and professional standards among media practitioners and ensure that uphold their responsibility to the public.
- to promote diversity and inclusivity in the media industry, ensuring that all members of the society have a voice and represented in the media.
- to promote media development through investment, capacity building, research and innovation.
- to ensure that the public has access to accurate reliable and impartial information, and to protect the right to freedom of expression.

In this regard this policy recognizes the critical role media plays in support of the democratic process and this policy seeks to ensure that the media sector operates in the public's interest, contributing the the growth and development of the nation. Based on these policy intentions, the Department of Information and Communications Technology is now seeking to engage with key stakeholders on the following key policy issues questions:

