



OPERATING EUROVISION AND EURORADIO

Euralva participates in a seminar on the role of public service broadcasters

Podgorica, Montenegro, March 5, 2013. The importance of strong public service media (PSM) in an enlarging Europe is the focus of a seminar organized by the European Broadcasting Union (EBU) and the European Union taking place in Podgorica (Montenegro) today and tomorrow, March 5 and 6, 2013.

The European Alliance of Listeners and Viewers' Associations (Euralva) has been invited to participate in the seminar on behalf of the national associations of media consumers which represents. Pepe Guerra, Euralva's president, will give a speech titled *Citizens Communicating with Public Service Broadcasters (PSB): activities and experiences*.

Most of EU broadcasters "hasn't established a definition of the PSB public remit, which should be as precise as possible, according to the European Commission Communication on the compatibility of State Aid", Pepe Guerra states. "In order to achieve a legitimate PSB that could receive the funds of a Member State, a broadcaster should define its public remit and entrust it to more than one undertakings", Euralva President explains.

Pepe Guerra will also raise questions about the best way PSB should report on the economic crisis. Will they (PSB) be able to report on this issues impartially? This and other questions will be discussed by the participants present in Montenegro: members of different countries' public service media, EU and OSCE officials as well as EBU representatives.