



Changing Europe - Reflecting all voices!

Press Release Potsdam 19.10.2018

Potsdam Declaration signed by 21 public broadcasters from Europe

“In times such as ours, with increased polarization, populism and fixed positions, public broadcasters have a vital role to play across Europe.”

A joint statement, emphasizing the inclusive rather than divisive mission of public broadcasting, will be signed on Friday 19th October 2018 in Potsdam. Cilla Benkö, Director General of Sveriges Radio and President of PRIX EUROPA, and representatives from 20 other European broadcasters are making their appeal: “The time to stand up for media freedom and strong public service media is now. Our countries need good quality journalism and the audiences need strong collective platforms”.

The act of signing is taking place just before the Awards Ceremony of this year’s PRIX EUROPA, hosted by rbb in Berlin and Potsdam from 13-19 October under the slogan “Reflecting all voices”. The joint declaration was initiated by the Steering Committee of PRIX EUROPA, which unites the 21 broadcasters.

Potsdam Declaration, 19 October 2018 (full wording) by the 21 broadcasters from the PRIX EUROPA Steering Committee:

In times such as ours, with increased polarization, populism and fixed positions, public broadcasters have a vital role to play across Europe.

It has never been more important to carry on offering audiences a wide variety of voices and opinions and to look at complex processes from different angles. Impartial news and information that everyone can trust, content that reaches all audiences, that offers all views

and brings communities together. Equally important: Public broadcasters make the joys of culture and learning available to everyone, regardless of income or background.

The sense of not being seen or heard, of not having a voice, is a very dangerous and divisive force. PRIX EUROPA 2018 and its slogan “Reflecting all voices” takes on this challenge.

The European broadcasters have the responsibility to be platforms for contrasting views, and this contradiction is part of Europe’s identity. We have to accept that opinions are different. This principle is at the very core of democracy. Some, for example, argue for closing borders to immigrants while others argue for the opposite.

Whatever the future may bring, it is clear that the time to stand up for media freedom and strong public service media is now. Our countries need good quality journalism and the audiences need strong collective platforms.

As European broadcasters we are proud to keep on playing our very important part for democracy.

Signed in Potsdam on Friday 19.10.2018 at 19.00h by the following broadcasters:

ARTE G.E.I.E.	Radio France
British Broadcasting Corporation, BBC	Raidió Teilifís Éireann, RTÉ
Ceská televize – Czech TV	Rundfunk Berlin-Brandenburg, RBB
Danish Broadcasting Corporation, DR	SRG SSR
Deutschlandradio	Sveriges Radio
France Télévisions	Sveriges Television, SVT
NTR, Dutch Public Broadcasting	Sveriges Utbildningsradion AB, UR
Norsk rikskringkasting, NRK	Telewizja Polska S.A., TVP
Österreichischer Rundfunk, ORF	Vlaamse Radio- en Televisieomroep - VRT
Radio-télévision belge de la Communauté française, RTBF	Yleisradio, Yle
	Zweites Deutsches Fernsehen, ZDF

Any questions?

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