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# Report on the regional workshop “Public Service Media and Building Trust with People”

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The regional workshop “Public service media and building trust with people” took place on November 20-21 at the RTSH. It was jointly organized by European Broadcasting Union, OSCE Presence in Albania, UNESCO, and public broadcaster RTSH. The workshop was a regional one, with the participation of public broadcasters from several EBU members, from the Balkans, Western Europe, and the Caucasus.

The main topic of the workshop was increasing trust of the people in public service media by exchanging information and experiences on how various broadcasters do this across EBU members. The participants discussed such issues as challenges and experience of ombudsmen in PBS, having an ethics department, ways and tools of promoting public service media values, using research for accountability and marketing of PBS, using audience research to get closer to the people needs, increasing accountability, etc.

At the end of the workshop the following conclusions and recommendations were approved by participants:

- PBS should strive to implement EBU values, which stand for accountability, excellence, innovation, and universality.
- There is not one model of PSB accountability mechanism, but all PSBs should try to adapt a mechanism that increases their transparency and accountability.
- The exchange of information and experience among PSBs on accountability is crucial.
- Each PSB should use all tools and platforms to communicate with the public.
- PSBs should take urgent measures to regenerate their credibility with the public.
- Communication with the public and accountability should take place using all channels and tools (social media, web platforms, internet, etc.)

- PSBs should constantly aim to increase and improve their transparency towards the public.

Tools and methods proposed:

- produce a best practices guide with experience of EBU members;

- create a network to exchange ideas and information;

- follow-up on the meeting and its results.

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