RAI - Osservatorio di Pavia Media Monitoring

Monitoring Political Pluralism
on
the Italian Public Service Broadcast

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Simona Martorelli
Mirella Marchese

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THE MONITORING OF PLURALISM IN ITALY: RAI's CASE

➢ **Informed citizenship and the fundamental right to freedom of expression and information can only be guaranteed in any democratic society through media freedom and pluralism supported by the availability of high quality, independent and impartial news.**

➢ **for many years Rai has been verifying the coherence of its offering, in compliance with the remit and the obligations specific to the public service broadcaster, also with specific regards to the political pluralism.**

➢ **an internal monitoring activity was initiated through the creation of a specific service of qualitative verification of broadcast programmes.**

➢ **for transparency purposes, in 1994 RAI promoted the setting up of the Osservatorio di Pavia, an external, independent organisation entitled to carry out and certify the monitoring activity.**

➢ **OdP started its monitoring activity by collecting the data relevant to the national Parliament's electoral campaign.**

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Basic principles of the "par condicio" law (law 22/2/2000, n. 28)

TV and radio broadcasters must guarantee impartial access to all political representatives:

- *political communication programmes* (containing political opinions and statements such as debates, roundtable, etc..)

- *Political messages* (produced by political parties)

- *information programming* (news and current affairs)

Different regulatory regime for

- electoral campaign periods
- non electoral periods.

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Additional provisions <u>for RAI</u> applicable during electoral periods:

Law 28/2000 - law on "par condicio" (Political messages)
➢ RAI has an obligation to broadcast political messages during electoral periods for free.
➢ RAI must offer the technical facilities (equipment, studios etc.) to the political parties for the production of their messages.

Supervisory Parliamentary Committee's specific regulations applicable during electoral periods:

➢ The Supervisory Parliamentary Committee drafts specific rules for RAI before each electoral period.

Additional specific provisions for RAI applicable during non electoral periods:

Resolution of the Supervisory Parliamentary Committee of 11 march 2003: Guidelines to guarantee pluralism in RAI

➢ **The presence of the political representatives must be avoided in entertainment programmes, unless the political representative has a specific competence on the topics covered by the programme; in this case the time given to the political representative is considered as information space and must comply with the rules on pluralism.**

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➢ The political pluralism is monitored differently according to whether or not political campaigns are taking place.

➢ It is important to specify that in Italy there are no quantitative binding provisions on criteria for the time allocation, such as the ones adopted in France.

➢ the monitoring activity is based on the following functions: the control, for internal purposes, of the political pluralism (*auditing function*), the presentation of data to the supervisory bodies (*insitutional function*), the presentation of data for external use (*transparency function*) and the evidence to support law suits (*legal function*).

➢ The auditing function is strictly linked to the institutional one. RAI provides data on the presence of politicians in its programming to the Supervisory Parliamentary Committee through standardized reports according to the Committee's guidelines.

Osservatorio Monitoring System. How it started and some basics facts

- RAI attributes an important value to the respect of political pluralism in its programs and in 1994 provided for the establishment of a permanent media monitoring centre

- The Osservatorio di Pavia started monitoring political pluralism in RAI national TV programs in 1994. Since 1995 the monitoring project became systematic

- 3 national channels (Rai1, Rai2, Rai3) monitored on daily basis. 24 hrs a day

- 2007: Osservatorio di Pavia started monitoring all 20 RAI regional news channels

- Based on the same methodological frame more than 100 media monitoring units have been established in the framework of election missions all over the world

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Osservatorio Monitoring System -The methodology

Quantitative analysis: monitoring the level of political pluralism using a quantitative approach consist in measuring the amount of time devoted to political actors.

Monitoring focuses on political actors. The list of political actors includes all members of parliament, members of government, candidates, institutional actors (President, Speaker of Parliament) and all registered political parties/coalitions/lists.

The variables used to quantify the amount of coverage devoted to political subjects are:

Coverage: <u>Time of Attention</u> - a measurement of the coverage the media give to political actors

Access: <u>Direct Speech Time</u> - a measurement of the direct access (in its various forms: interviews, statements, sound - bites) the media give to political actors

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LESSON LEARNT

TIPS BASED ON EXPERiENCE - 3 GUIDELINES

When producing statistics, a number of issues should be reminded:

#1 The use of a reasonable reporting period. Data sets should be large enough to be significant

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TIPS BASED ON EXPERiENCE - 3 GUIDELINES

#2 The data should be presented and assessed taking into account contextual information. Quantitative data should be analysed with reference to what was happening at the time. Over shorter periods, one major event or news story can significantly skew the data.

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TIPS BASED ON EXPERiENCE - 3 GUIDELINES

#3 The data resulting from media monitoring should be presented and assessed on the basis of the kind of programmes (news, debates, free airtime, paid time, etc.) Different genres are subject to different kind of obligations.

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Direct speech Time - News
21 Jan - 22 Feb 2013

	TG1	TG2	TG3	Totale
Istituzionali	**11,5**	**8,5**	**4,2**	**8,1**
Governo	**4,0**	**2,1**	**1,3**	**2,5**
Silvio Berlusconi	**27,0**	**29,5**	**31,4**	**29,2**
Popolo della Libert +Liste minori	19,6	20,1	23,2	20,9
Lega Nord	4,6	4,6	6,1	5,1
MPA-Grande Sud	0,4	1,4	0,4	0,7
Fratelli d'Italia	1,5	2,4	1,2	1,7
La Destra	0,9	1,0	0,5	0,8
Pierluigi Bersani	**24,5**	**25,0**	**27,4**	**25,7**
PD-SVP	19,3	19,3	21,3	20,0
SEL	3,3	4,1	4,8	4,1
PSI	0,8	0,6	0,4	0,6
Centro Democratico	1,1	1,0	0,9	1,0
Mario Monti	**19,8**	**16,8**	**18,2**	**18,4**
Lista Monti	13,0	10,8	13,3	12,4
UDC	5,5	4,9	3,5	4,7
Futuro e LibertĢŹ	1,3	1,1	1,4	1,3
Beppe Grillo	**3,2**	**5,3**	**4,7**	**4,3**
Antonio Ingroia	**4,3**	**5,0**	**5,4**	**4,9**
Rivoluzione Civile	4,3	5,0	5,4	4,9
IDV	0,0	0,0	0,0	0,0
PDRC	0,0	0,0	0,0	0,0
PDCI	0,0	0,0	0,0	0,0
Federazione dei Verdi	0,0	0,0	0,0	0,0
Oscar Giannino	**1,4**	**1,9**	**2,9**	**2,1**
Altri	**4,3**	**5,9**	**4,5**	**4,8**
	100,0	100,0	100,0	100,0
Base in minuti e secondi	**251' 38"**	**215' 11"**	**235' 4"**	**701' 53"**

Direct Speech Time
Information Programs

21 Jan- 22 Feb 2013

	Raiuno	Raidue	Raitre	Totale
Istituzionali	0,4	0,0	0,0	0,1
Governo	0,7	0,0	1,0	0,8
Silvio Berlusconi	31,0	42,1	32,8	32,9
Popolo della Libertà+Liste minori	19,9	17,1	24,0	22,3
Lega Nord	5,0	14,8	5,1	5,7
MPA-Grande Sud	1,4	0,9	0,2	0,7
Fratelli d'Italia	2,3	7,0	3,4	3,2
La Destra	2,4	2,3	0,1	1,0
Pierluigi Bersani	31,7	28,2	26,8	28,6
PD-SVP	28,5	17,3	22,1	23,9
SEL	1,3	10,1	3,6	3,3
PSI	0,0	0,0	0,0	0,0
Centro Democratico	1,9	0,8	1,1	1,4
Mario Monti	23,0	13,9	26,9	24,9
Lista Monti	15,5	8,4	16,9	16,0
UDC	2,4	1,5	5,1	4,0
Futuro e Libertà	5,1	4,0	4,9	4,9
Beppe Grillo	3,3	4,1	0,9	1,9
Antonio Ingroia	5,0	3,4	5,7	5,3
Rivoluzione Civile	5,0	3,4	5,7	5,3
IDV	0,0	0,0	0,0	0,0
PDRC	0,0	0,0	0,0	0,0
PDCI	0,0	0,0	0,0	0,0
Federazione dei Verdi	0,0	0,0	0,0	0,0
Oscar Giannino	1,9	2,9	2,2	2,1
Altri	3,0	5,4	3,7	3,4
	100,0	100,0	100,0	100,0
Base in minuti e secondi	1089' 46"	189' 17"	2061' 14"	3340' 17"

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Thanks!

Simona Martorelli – RAI

martorelli@ebu.ch

Mirella Marchese – Osservatorio di Pavia

mmarchese@osservatorio.it