



MOTION GUIDANCE

Proceed rebuilding of the AMARC-Europe

Act on the normative frameworks and reinforce solidarity

The context

After the Treaty of Lisbon, Europe goes into a phase of harmonization of national legislation with the Single Market Act. This is a series of measures to revive the European economy and work. Michel Bernier, Commissioner in charge of its implementation, intends to make these measures a political priority and the commission enters into various consultations. They wish to work in partnership with civil society actors to implement measures by the end of 2012. For the first time, the Commission would consider the industry's proposals for the Social Economy and Solidarity in all industries. Involved include: the context of freedom of expression, the context of access to spectrum, social relations among the branches, the qualifications to enter the trades, the financial framework for licensing are notably in stake. Many regulations that tend to be harmonized. The action pooled on the regulatory framework is now a necessary strategy for the recognition and promotion of associative and community broadcasting.

AMARC organization serving the radio community needs to focus its action on broadcasting political problems, on service radio stations and their teams, and lead strategies to implement to influence decisions that affect us.

The context

In the European landscape of radio broadcasting, only the public radio with EBU EBU represents the radio in all formal and advisory bodies related in all european formals and consultatives entreaties linked to broadcasting, to audiovisual production, management to copyright control and cultural diversity. In 1992, a new actor has appeared with the EAR, representing the interests of commercial radio stations, which the european begins to be effective. As their interlocutions dictate and in our absence, these two components of the broadcasting claims to represent our interests of broadcasters and producers community. Sometimes, they reject our industry as insignificant, while in some European countries, almost 25% of the frequency is attributed to the voluntary sector and community.

EBU-UER and the EAR each have a development model and corporate culture, and defend the interests different from ours in particular for access to resources, cultural diversity, funding models. The segmented conceptions of auditors make an economic model dependent on the audience. This conception is now shared by obligation, by the EBU-UER. AMARC has not yet managed to position themselves consistently arguing the collective interests of community broadcasters, as the broadcasting sector in its own right.

Perspectives: our compass have radios

The radio listeners are in the centre of concern are central to the concern of our radios. We need to put radios in the centre of the concerns of our network. It rests with a European organization radios, to come up to all social vocation and non-commercial radio's expectations the expectations of all radios in a social and non-commercial, bringing them together with their differences. It rests with AMARC to promote and encourage the development of the broadcasting sector and community associations. For this, we must provide answers to critical problems in the radio part of the harmonization

European should not be sustained but controlled. If necessary, we may consider tactical alliances with other sectors of broadcasting, including the public sector, where sometimes, some players share our problems of mass media outreach, and our efforts on cultural diversity. We must also strengthen our links with all sectors of the social and solidarity-based economy: cooperatives, mutual insurance companies, OSBL, and devise a framework of political cooperation with non-profit making institutions of health, education and European culture in their struggle in support of Social Services of General Interest (SGI).

We identified an area of intervention and a European area of intervention.

Pleading:

The regulatory authorities are guarantee of equity principle within Hertzian resource. AMARC-Europe should participate in pleadings for regulatory tools dedicated to the broadcast, direct the policies of states and regions in favor of independent regulatory authorities, to defend the principle of free resource, the equitable sharing of this resource between private profit, non-profit making sector, public sector. The management of the primary resource required for expanding advocacy requires suitable for all European national and regional realities in favor of regulation on all frequency bands of radio history, as well as new resources dedicated to the dissemination terrestrial digital and those related to space savings due to the dividend such bands III and L.

The primary resource control necessary for broadcasting, requires a European pleading suited to national and regional realities in favor of the historical waveband regulation and new resources dedicated to digital Hertzian diffusion. AMARC-Europe has to ensure the non-limitation of the powers granted and equity with private profit. It has to make sure that/ensure that the licenses and permits granted to community radio is not subject liable for turnover control, because it contravenes the development of radio.

The subject of a larger discussion process in favor of a large telecommunications SIEG, (Service of general economic interest) whose principles were laid by the Treaty of Rome.

If necessary, especially in countries where telecommunications operators and their supervisory authorities colonize the spectrum, AMARC-Europe may consider tactical alliances with other political actors in the broadcast industry.

The development of content of associative and community radios contents

In a competitive situation with regard to public and private commercial sector, community radio stations provide valuable answers to the expectations of radio listeners.

Some community radio stations often act as a laboratory of ideas for the traditional sectors of the radio. This is neither known nor valued among institutions. AMARC-Europe is playing this role.

The improvement of the quality content seems an interesting lead for many community radio stations with limited resources, by exchange of programs, by exchange of good practical experiences and by the qualification and professionalization of radio teams. AMARC-Europe must be the driving force of this dynamic which already has begun thanks to the work of the outgoing Treasurer.

For example:

- a) Good practices in terms of territorial citizen, participatory and popular education information. Use the radio as an educational vector for the youth and adults.
- b) Good programming practices: cultural diversity, promotion of musical diversity, support for minority cultures and national languages, respect copyright and related rights, consideration of practical participation in the management of management agencies copyrights, discovery and promotion of new talent and preserving the musical heritage of the territories.
- c) Good practice in vocational education in radio trades, promotion of a Pan-European base of referrals on the occasion of the "Trade sector council" (European Qualification Network); the promotion of a European certification for the basic trade "ATR".
- d) Good practice in radio management, more particular with salaried professionals by a local social dialogue and branch quality, aimed at the principle of equality between men and women and the fight against discrimination in radios, for example by integration of the disabled. Participation in European structures for social dialogue and the "Audiovisual Social Dialogue Committee".
- e) Plea in favor of territorial interaction with Radio Public Service in terms of production and mutualised cover of events.

Improve the governance of our European organization

To implement its leanings, speeches and actions, AMARC-Europe should consider modernizing its governance and make sure to put the "radio" on air at the first level of responsibility of the network.

AMARC-Europe must define relevant delegations in the Board of Directors, with realistic goals over the long term and, if necessary, a dedicated budget.

For example:

- Delegation to the spectrum and the harmonization of laws
- Delegation to trades and the professionalization of jobs
- Delegation to the national minority languages and musical heritage
- Delegation of copyright,
- Delegation to the digitalization of broadcasting