

# Submission- Future of Media Commission- Submitted by Dublin Gazette Newspapers

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## **Overview**

This submission is to highlight the fact that Local News is such an important part of the news offering today.

The public have an appetite for local news and a lot of what Dublin Gazette write is what the public want to read about.

Dublin Gazette being the local free newspaper read by 300,000 readers weekly with a digital edition sent weekly to thousands of inboxes and a strong social media presence is in its 17th year of publication with a loyal following. Dublin Gazette is available free to pick up in most major retail outlets. Dublin Gazette is published every Thursday in print and digital format. News stories are posted to the website and sent out on social media on an hourly basis.

Dublin Gazette s all about Local stories with a staff of 10 and a team of freelance journalists with an editor who oversees all editorial. Our catchphrase has always been-

**-THE FUTURE IS LOCAL THE FUTURE IS FREE-** so we are already established as a local and free newspaper. Dublin Gazette will submit how we feel government should develop and support the role of public service media. Its role, in relation to the content that the public our readers deserve to get is all about local stories delivered with an honest and empathetic flair.

We feel it is our job to report in an unbiased way with a non- political and informative structure and with diversity.

Society has gone through many changes in the last 10 years and why, when people are reading more than ever and are hungry for news, the public are buying less print. Is this because the trend is to get free news at a cheaper price? Is this because society is fast moving and instant? Readers are varied both in what they want and how they want it. Dublin Gazette is a growing product in demand more than ever and it is free to the public and has a place in society today. Dublin Gazette will answer some important questions that need to be answered.

We are excited to be given the opportunity to be part of the Future of Media submissions.

We will deliver some facts that need to be looked at. We will also give examples of what is successful and gets the public to engage as that is what media should be all about.

**DELIVERING NEWS IN A WAY THAT IS BOTH  
READ AND BELIEVED.**

## **Questions that need to be answered.**

**Have the public been satisfied in relation to the news they have received and the way they received it.**

This is a very important question as reader satisfaction is paramount. The public do not want to be ranted at. They are in control and they will switch off or zone out if not interested.

With media being diluted and fake news being now a recognised verb the public in some ways have become detached when it suits and cynical if they feel there is spin going on.

Readers of all ages and educational backgrounds would have different views on whether they are satisfied with the last decade of news and how it has been delivered.

All media have upped their game, realism is more obvious to the educated reader, yet readers and listeners have different viewpoints as to their satisfaction levels.

There are certain sectors of society that feel left out and are not afraid to voice their concerns. Advertisers are always looking for a cheaper ad and the commercial element is so important and yet overlooked when in fact it should be up there as an issue to all media methods.

The saying "YOU CAN PLEASE SOME OF THE PEOPLE ALL OF THE TIME-ALL OF THE PEOPLE SOME OF THE TIME BUT ITS HARD TO PLEASE ALL OF THE PEOPLE ALL OF THE TIME" was said by

MONK and POET JOHN LYDGATE. This saying has been used and changed in different ways over the centuries, but it still holds strong today.

**How should government develop and support the concept of public service media and what should its role be in relation to the public service content in the wider media be.**

Dublin Gazette being a public service content provider needs to be supported in a way that allows them to be egalitarian in how they deliver content. Support with no strings attached has to be the way forward. The readers need to understand that what they are reading has a cost to deliver as it surely does.

It should be the role of the government to watchdog the media, but in a fair and equitable way. Social inclusion comes to mind here yet where has the government helped the media in delivering social inclusion especially to the private public service providers of news content.

The changes that are ahead especially with the effects of lockdown should be managed with the help of the media. An inclusive all hands- on -deck approach needs to be adopted as these effects will not only be domestic but worldwide changes will affect Ireland in different ways.

A joint, one message at a time delivery will be needed such is the mountain that will need to be climbed and this should be funded in a fair and inclusive manor.

Insouciance at this time would be a mistake and all media will need support to get the message out.

Development of this concept should have a short -term plan and a medium- term plan as society is changing and fast pace so any future plans have to reflect this.

### **How might Public Service Media be more effective in promoting the Irish language, sport and culture.**

#### **Irish Language**

Where are we today in relation to the Irish language? 21.4% of people speak Irish outside of the educational system. Just over one in 5.

This is according to the last census. We need to be realistic here. What we are doing is not working if we want Irish to be the spoken language. Do we want Irish to be the spoken language? What is the % we want and how do we achieve it. People like to choose and if they were really honest with themselves I am sure they would all like to be fluent in their native language.

Children are great at learning and they emulate what they see and hear so it starts with family. Adult education in the Irish language should be pushed and at Dublin Gazette we will partner with an adult education college to deliver this. This approach may prove to be effective.

**Editorial Development planned-** Dublin Gazette had started an alternative language page in the Polish language ,we intend to continue with this in Irish Language and Polish when the lockdown is over.

#### **Sport**

Dublin Gazette deliver sports pages every week and readers pick up the paper sometimes just for the sport.

During lockdown when we had no sport it was as though we had lost something really important in our daily lives.

Yet as a local media, where is the help to expand and deliver this?

Sports clubs are to the pin of their collar so a multi fix approach is needed here. Sports reporting has to be honest as the winner is the winner.

I would like to see more financial support so that Local media can deliver both good sports stories and images.

Media reporting of Irish sport is paramount going forward both for our sports people and also to give the message out that the Irish are really serious about our sports people.

### **Culture**

Irish culture is worldwide. The media has played a big part in this. With the changes in how the public travel there will be a lot more domestic holidays in the future.

What are we known for in our culture- 50 shades of green-music-people-places the list goes on and on. There was never a better opportunity to promote our culture as now.

Media has to get the message out and this is where government needs to invest.

Local media has a really important role here. Engaging with industry stakeholders costs and support is needed to get results. It doesn't just happen. Ireland is a destination that most people have on their list. Let's keep it that way.

### **How might public service media better respond to the needs and expectations of the public?**

We the public, are heading into uncharted territories. The needs of the public will be many depending on their place in society.

A one size fits all approach by the media will not work. Media along with government need to set the agenda as to how this recovery phase and growth phase will take place at the same time.

As a business person I feel that the first thing needed will be an acknowledgement of where we are and a plan for where we want to be with a realistic timeframe.

Media can set the agenda for this in a structured way. People react to media in different ways and never was it more important to be knowledgeable and believable in the messages being sent out on tv, print, video, radio and digital. Media can be very dramatic and whilst drama sells it comes with a price.

Its all about getting the message out and the publics interpretation of the message,

Professionalism is needed here and training to deliver in a correct manor and this comes with a cost but a cost that is worth the spend.

### **What can we learn from other jurisdictions?**

In the **USA** 6 corporations control 90% of the media.

Their funding comes from corporations and businesses with some coming from the state.

WIKIPEDIA.-source.

This can cause blurring of the lines and should be expressed properly as blurring as that is why people don't believe everything they read.

#### **Australia**

The guardian asks for contributions so that they can remain independent and offer journalism that stands for truth and integrity. I don't think readers would have a problem with this but it puts a spotlight on other publications that also offer independent journalism. Dublin Gazette is free and relies on advertising but we are still independent and when our readers are reading they are made aware if an article is a paid for advertorial.

#### **New Zealand**

All media in New Zealand is owned by financial institutions. A levy has been called for from tech giants.

Tv advertising is down as Google and Facebook have taken a lot of the revenue. Circulation of print media is also down and a number of regional titles are closed.

The amalgamation strategy failed and amalgamations that would have helped were prevented as it would have caused monopolies. A call was made for a public service philosophy for media that should be enshrined in legislation. Source-Auckland University of Technology

### **European Commission**

**Funded by the European commission Creative Europe came about.**

**The council of Europe is funded by the European union.**

In France 51% of print and online media are controlled by companies from the financial and insurance services sector -Source Google.

The FEDERATION OF JOURNALISTS have endorsed a campaign to get access to information about the ownership of the media.

### **What does the shift in advertising revenues towards big tech firms mean for the future of print, online and broadcast media?**

With social media platforms the advertiser can have access to large numbers of views for relatively little charge and this has affected advertising revenue.

All over the globe people are engaging with social media and this time spent is increasing.

Readers can block out ads if they don't want them.

However digital advertising is still growing and will likely continue as will video advertising which has become very popular. You can analyse who is looking at what, where they are, what they are interested in and advertise to them. Print advertising is still popular as well as visual and a print ad has a longer life.

Broadcast media has to be interesting and catchy to keep the attention of the viewer and stop them switching to record or mute.

Emotion has to come into play here as well as information as they will both keep the viewer engaged. That is key. Know your customer and what it is they want.

The big companies will forever take advertising unless it is not what the advertiser wants. Legislation is needed to keep content standards on form. This is where standards and the competition authority need to do their job.

### **What role is there for alternative funding models for Public Service Content providers – voluntary, cooperative, crowdsourcing, subscription?**

Ireland in comparison with other countries is small but that does not mean that its people deserve any less respect.

Media needs to be funded in a way that it is a win-win for all.

Commercial strategy with an element of funding is needed. Subscription works for some brands where cooperative might work also.

Everything has to be done on a commercial footing and journalists have to realise this and accept it and work with it otherwise there will be losses and no profit.

### **How should media be governed and regulated?**

Given the way media has been organised in the past the change has to happen.

The under currents of hidden agendas are not wanted. Yes we all have agendas and that is ok. It's the hidden ones that can cause the problems.

Society needs this change and like everything change to be managed. Gone are the days when business was done in backrooms and with a nod and a wink.

Transparency should be the name of the game both for the media and the viewers.

Dublin Gazette is a small company, giving employment and delivering a really good production a regular basis to an audience that want and enjoy it.

The challenges it faces are the same as any small company. We have stayed alive through the hardest two years in history in terms of economic staying power but we need support to grow and continue to offer employment both to journalists and employees alike as we all work as a team and not in a vacuum.

## **Examples of public engagement with Dublin Gazette**

### **Competitions-**

### **Sports Clubs**

### **Education Features**

### **Social Media**

### **Planning Notices**

### **People placing Local Greetings**

### **Politicians during election time**



