



Dublin Friends of the Earth
C/O Friends of the Earth Ireland
9 Mount Street Upper
Dublin 2

dublin@foe.ie

Future of Media Commission
Birmingham Tower West
Dublin Castle
Dublin 2

8th January 2021

Re: Future of Media Commission – Public Consultation

Dear Sir/Madam,

Dublin Friends of the Earth welcomes the opportunity to make a brief submission on this important consultation. We have been continually disappointed by the lack of coverage in Irish media in terms of climate change and biodiversity loss. This needs to change for the better because:

- Climate change is an existential threat to human life, fauna and flora.
- Ireland is a signatory to the Paris Agreement and our Dáil has declared a National Climate and Biodiversity Emergency. National media and especially the National Broadcaster, RTÉ, need to reflect this in their programming and especially in their prime time current affairs programmes. This is not happening at present.
- The Joint Oireachtas Committee on Climate Action (JOCCA) in 2019 recommended that the Broadcasting Authority of Ireland (BAI) should develop guidelines and measures to ensure comprehensive and accurate coverage of climate change.
- JOCCA also agreed that the BAI consider ring fencing a percentage quota of programming on climate change and develop a code of practice to ensure advertisers don't unduly influence media content.

We wish you well with this public consultation and look forward to seeing positive results and actions in terms of climate change and biodiversity loss coverage in the very near future.

Yours faithfully,

Dublin Friends of the Earth
Steering Committee