

RIPE@Dialogue

A webinar series on universalism and Public Service Media

9 and 16 September 2020, 14:00–15:30 UTC
23 September 2020, 14:00–15:30 UTC

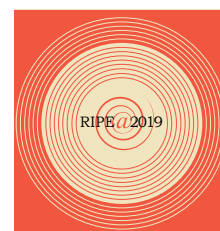
This three-part webinar discusses and debates the case for the need to revitalize the universalism mission by reimagining its conceptual and practical dimensions:

- How do we understand the heritage concept of universalism as a mission for the public service orientation in media provision, and what remains relevant in that heritage concept for Public Service Media today?
- What has become dysfunctional and is no longer appropriate either as a concept or pursuit in universalism as a mission, and why?
- What emerging trends, developments, and dynamics offer promise for a renewed set of practices that pursue universalism in ways that are highly appropriate for the public service mission today?

The webinar series brings together authors of the new RIPE@2019 reader of the same theme, titled **Universalism in Public Service Media** (Nordicom, 2020). [Read the book here.](#)

Each webinar begins with short introductions to the theme and features critical dialogue with contributing authors, followed by a Q&A period for open discussion. The webinar is open for scholars, students, media professionals, policy-makers, advocates, or anyone interested in Public Service Media.

RIPE@Dialogues is hosted by the new International Association of Public Media Researchers (IAPMR) and co-curated by Nordicom at the University of Gothenburg. The seminars are arranged with support of the CORDI Research Consortium, University of Helsinki and Tampere University.



[Sign up now with Google Forms](#)

Please sign up for any or all of the webinars latest a day before.

You will be emailed the link to join the webinar on the day of the event.

The webinars will also be recorded and made available at the IAPMR Youtube channel.



Nordicom is a centre for Nordic media research at the University of Gothenburg, supported by the Nordic Council of Ministers. Ripe@2019 Universalism in Public Service Media has been published by Nordicom with support from the University of Navarra.

RIPE@Dialogues Program

Session 1: Fundamentals | Wednesday 9 Sept 2020, 14-15:30 UTC

What are the foundations of universalism and how do they translate to today's contexts?

- **Barbara Thomaß**, Ruhr-Universität Bochum, Germany: Universalism in History, Modern Statehood and Public Service Media
- **Peter Goodwin**, University of Westminster, UK: Universal – But Not Necessarily Useful
- Dialogue Moderator: **Phillip Savage**, McMaster University, Canada
- Discussant: **Gregory F. Lowe**, Northwestern University in Qatar



14:00 UTC=

10:00 in Toronto
15:00 in London
16:00 in Berlin,
Brussels, Paris
and Copenhagen
17:00 in Helsinki
and Qatar

Session 2: Practices | Wednesday 16 Sept 2020, 14-15:30 UTC

How have Public Service Media organizations resolved the challenge of universalism?

- **Karen Donders**, Vrije University, Belgium and/or **Hilde Van den Bulck**, Drexel University, USA: Universality of Public Service Media and Pre-school Audiences: The Choice Against a Dedicated Television Channel in Flanders
- **Julie Munter Lassen**, University of Copenhagen, Denmark: Multi-Channel Strategy, Universalism and the Challenge of Audience Fragmentation
- Dialogue Moderator: **Gregory F. Lowe**
- Discussant: **Phillip Savage**

Session 3: (Near) Futures | Wednesday 23 Sept 2020, 13-14:30 UTC

How are developments such as datafication shaping universalism? Is "personalized enlightenment" possible?

- **Jannick Kirk Sørensen**, Aalborg University, Denmark: Personalized Universalism in the Age of Algorithms
- **Lizzie Jackson**, London South Bank University, UK: Datafication, Fluidity, and Organisational Change: Towards Public Service Media 3.0
- Dialogue Moderator: **Phillip Savage**
- Discussant: **Gregory F. Lowe**



13:00 UTC=

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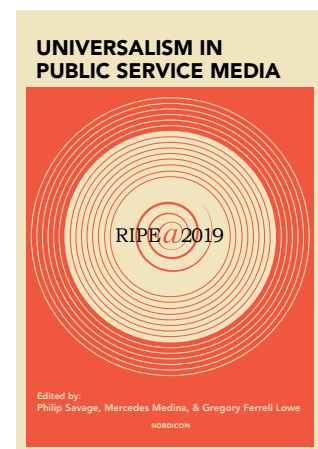
Universalism and Public Service Media

This ninth volume in the series of RIPE Readers published by Nordicom interrogates the concept and performance of the universalism mission for public service media in historic terms, and investigates emerging dimensions for conceptualising and operationalising the mission in contemporary practice.

The international contributors to this collection provide a cross-section of perspectives on three key dimensions of universalism: access and reach; genres and services; and relevance and impact. The collection assesses thorny challenges in the context of advancing digitalisation and globalisation that makes accomplishing the mission extremely challenging in an era of media abundance.

This book will be of interest to researchers investigating the development of public service media, teachers offering courses on media development in the digital context, and practitioners searching for fresh perspectives to inspire strategic and operational innovation.

Edited by Philip Savage, Mercedes Medina, & Gregory Ferrell Lowe



[Read the book here](#)

RIPE@2019 Universalism and Public Service Media is published by Nordicom. The anthology and all articles can be downloaded free of charge from Nordicom's website.

RIPE@2019

Universalism and Public Service Media

Preface

Mercedes Medina

Universalism in public service media: Paradoxes, challenges, and development

Gregory Ferrell Lowe & Philip Savage

Universalism in history, modern statehood, and public service media

Barbara Thomass

Universal – but not necessarily useful

Peter Goodwin

Universality of public service media and preschool audiences: The choice against a dedicated television channel in Flanders

Karen Donders & Hilde Van den Bulck

Historical dimensions of universalism at the Canadian Broadcasting Corporation: Some implications for today

David Skinner

Multichannel strategy, universalism, and the challenge of audience fragmentation

Julie Münter Lassen

A question of value or further restriction? Public value as a core concept

Christiana Gransow

Challenges for public service radio in small nations: Lessons from Scotland

Aleksandar Kocic & Jelena Milicev

Whose voices and what values? State grants for significant public content in the Russian media model

Olga Dovbysh & Tatiana Belyuga

Public service media in the era of information disorder: Collaboration as a solution for achieving universalism

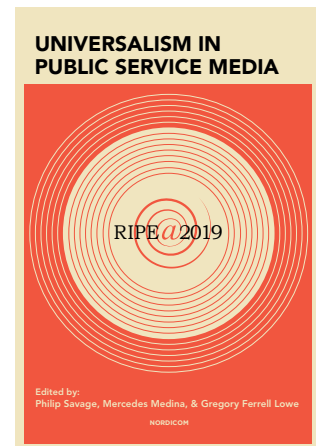
Minna Aslama Horowitz & Gregory Ferrell Lowe

Personalised universalism in the age of algorithms

Jannick Kirk Sørensen

Datafication, fluidity, and organisational change: Towards a universal PSM 3.0

Lizzie Jackson



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