



Research Report

The Value of Public Media

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Assignment

Posted by: Jill Javet, TVO
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The Value of Public Media

Please provide a summary of thought leaders and opinion makers who have written about the value of public media

- Who are they? Why do they care about public media?
- What do they value: social cohesion, public engagement, educational content, non-commercial programming?
- What are the viewpoints that support public broadcasting?

Please seek:

- Academic writers, journalists, published authors, and online bloggers; prioritizing more recent content
- Specific content expressing opinions of the educational value especially

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The Value of Public Media

Section One: Executive Summary

The objective of this report is to compile a literature review on the value of public broadcasters. The entries are sorted by year. Please note that this report only consulted electronic media.

Section Two: Research Insight Table

The accompanying table outlines the findings of the literature review. The principle consensus is that public broadcasters provide meaningful educational content while keeping the citizen's need in mind. It contrasts private commercial broadcasters which provide, as Ken Burns states, "the fluff between commercials." Burns is the author which provides the most colorful depiction of the importance of public broadcasters.

Section Three: Methods and Challenges

I commenced the research by searching Google Scholar with key words "value of public media." Most of these results were fruitless since they were solely concerned with the value of public information and the effect of the mass media in general. I identified the Anderson and Coate paper provided in the research proposal, and searched through the listed sources it provided as references. I identified any relevant articles on Scholars Portal or Google Scholar. After finding a relevant article I read the first couple of pages to identify where in the paper the author addressed the issue of value of public media. After identifying the main sources, and authors it became increasingly difficult to detect new sources (through Scholars Portal) which were both recent and precisely on the articulated subject.

I identified newspaper articles by searching Google with the key words "value of public broadcasters." I focused more on the academic publications since they offered greater variation and more detailed arguments for public broadcasting.

Section Four: Future Research

I recommend an additional 25 hours to research print material on the given question to complement the existing electronic sources. I would do this by identifying the most relevant print publications available at the University of Toronto library. These materials could include books, annual reports, PhD dissertations, and conference proceedings which are not freely available online. During the research of this current report I came across several important print publications, and would consider them first when conducting the next installment of research.

Future Research Assignments	Recommended hours
1. Research print material on the value of public media.	25 Hrs