

Centre for Cultural Policy Research (CCPR)
 University of Glasgow
Public Service and the Impacts of Digitisation
 One-day workshop
 Friday, 22nd January 2010
 9:30 to 13:30

Programme

Welcomes

Philip Schlesinger (Academic Director, CCPR)
 Murray Pittock (Dean, Faculty of Arts, University of Glasgow)

Introduction

Juan Carlos Miguel (Basque Country Visiting Research Fellow)

From Public Service Broadcasting to Public Service Communication

Richard Collins (Open University)
 Discussant: Raymond Boyle (CCPR, University of Glasgow)

On-line Media Engagement and Public Value: the German and UK Cases compared

Peter Humphreys (Manchester University)
 Discussant: Ana Azurmendi (Navarra University)

Public Service Media in the UK: An Audit of Possibilities

Sylvia Harvey (Citizens' Coalition for Public Service Broadcasting)
 Discussant: Gillian Doyle (CCPR, University of Glasgow)

Participants from CCPR, Theatre, Film and Television Studies, the Scottish Government, Ofcom Scotland, the Scottish media, Scottish Universities and the University of Basque Country will attend the seminar, which is supported by the Basque Government's fellowship programme.

9:30	Welcomes	
	Philip Schlesinger (Academic Director, CCPR) Murray Pittock (Dean, Faculty of Arts, University of Glasgow)	
9:50	Introduction to the seminar Juan Carlos Miguel (Basque Visiting Research Fellow)	
10:00	From Public Service Broadcasting to Public Service Communication	
	Presenter	Richard Collins (Open University)
10:20	Discussant	Raymond Boyle (CCPR,

		University of Glasgow)
10:30	General discussion	
11:00	Coffee break	
11:15	On-line Media Engagement and Public Value: the German and UK Cases Compared	
	Presenter	Peter Humphreys (Manchester University)
11:35	Discussant	Ana Azurmendi (Navarra University)
11:45	General discussion	
12:15	Public Service Communications in the UK: An Audit of Possibilities	
	Presenter	Sylvia Harvey (Citizens' Coalition for Public Service Broadcasting)
12:35	Discussant	Gillian Doyle (CCPR, University of Glasgow)
12:45	General discussion	
13:15	Closing remarks	Philip Schlesinger
13:25	Lunch	G12 Bar