

## Westminster Media Forum policy conference

### The future for UK public service media - relevance, representation, resources, reach, viability, and priorities for policy and regulation

Timing: All-Day, Thursday, 9<sup>th</sup> September 2021

\*\*\*Taking Place Online\*\*\*



WESTMINSTER  
MEDIA FORUM

Draft agenda subject to change

- 8.45 Registration
- 9.15 **Chair's opening remarks**  
**Andy Carter MP**, Chair, All-Party Parliamentary Media Group
- 9.20 **'Next steps for public service broadcasting - implications for policy and practice'**  
**Professor Catherine Johnson**, Professor in Media & Communication, University of Huddersfield; and Special Advisor, DCMS Select Committee Inquiry into the Future of Public Service Broadcasting  
Questions and comments from the floor
- 9.50 Break
- 9.55 **'The challenges and opportunities for the BBC'**  
**Clare Sumner**, Director, Policy, BBC  
Questions and comments from the floor
- 10.25 **The viability of public service media in a digital age**
- Lessons from relocating - the impact on authenticity and service*  
Senior analyst
- Connecting with audiences - what they want and need from PSM, and how can it be delivered*  
**Professor Patrick Barwise**, Emeritus Professor of Management and Marketing, London Business School; co-author of *The War Against the BBC*
- Implementing new strategies for innovation*  
**Helen Jay**, Head of Policy and Corporate Affairs, Channel 4
- Collaboration and the way forward for competing in an international market*  
**Magnus Brooke**, Director, Policy and Regulatory Affairs, ITV
- Ensuring the provision of news content on PSM and competing with new entrants*  
Senior representative, news
- 11.15 Questions and comments from the floor
- 11.40 **Chair's closing remarks**  
**Andy Carter MP**, Chair, All-Party Parliamentary Media Group
- 11.45 Break
- 11.55 **Chair's opening remarks**  
**Lord Dr Hastings of Scarisbrick**
- 12.00 **Latest thinking and options for modernising the existing PSM framework**  
**Vikki Cook**, Director, Diversity in UK Broadcasting, Ofcom  
Questions and comments from the floor
- 12.25 **Supporting the production of national and regional content across the UK**  
**Richard Williams**, Chief Executive Officer, Northern Ireland Screen  
**Glyn Middleton**, Head of Skills & Industry Engagement, Screen Yorkshire  
**Bobby Hain**, Managing Director, Broadcast, STV  
Senior representative, Wales  
Questions and comments from the floor
- 13.05 **Chair's closing remarks**  
**Lord Dr Hastings of Scarisbrick**
- 13.10 Break
- 14.10 **Chair's opening remarks**  
**John Nicolson MP**, Shadow SNP Spokesperson (Digital, Culture, Media and Sport)
- 14.15 **Ensuring the PSM sector and the wider UK media sector have the skills needed to compete on a global stage**  
**Seetha Kumar**, Chief Executive, ScreenSkills
- 14.25 **Supporting the production of original and children's content on PSM**

**Rachel Dummond-Hay**, Company Director, Drummer TV  
Senior representative, children's content

14.45 **Priorities for ensuring authentic representation in public service media - diversity, accountability, and leadership**  
**Deborah Williams**, Chief Executive Officer, The Creative Diversity Network

**Mitchell Simmons**, VP, Government Relations, ViacomCBS

**David Smith**, Director of Screen, Creative Scotland

15.15 Questions and comments from the floor

15.35 Break

15.40 **Policy priorities and the road ahead for public service media**

Senior representative, policy

Questions and comments from the floor

16.10 **Chair's and Westminster Media Forum closing remarks**

**John Nicolson MP**, Shadow SNP Spokesperson (Digital, Culture, Media and Sport)

**Michael Ryan**, Deputy Editor, Westminster Media Forum