## What might shape future UK news media landscape where different, more intrinsic values are elevated?

As suggested by participants of the Values in the Media conference, London, 28th November 2024

**Diversity in journalism** 

Community building with audiences. Not just 'masters of our beat'. Sometimes we forget that the people we're talking about are impacted by what we cover. Trust building is important. Could we spend more time with people out and about in the community?

Unionisation of media workers. NUJ and others taking on corporate creep and 'churn' content approach, but they need more members to fuel it.

More funding to independent media

**Undo 'click-media'** 

Change media funding

More funding to independent media

Other story formats - moving away from over focussing on individual hero towards multiprotagonist/collective

Reframe what success/good life looks like - more options for what we value

Media education and a rigorous understanding of history. Interventions at school age to help children and young people understand the media sector and to be able to be critical and discerning.

More about values in journalism ethics - how to work with them. so that it is built into how journalists work.

More discussion and options for determining what we value

Wealth regulation of journalists

Social media regulation

Diversity in media editorial

**Valuing caring roles** 

Regulation to make news outlets more responsible in their reporting, because [I don't think] it won't voluntarily shift.

Films have a global reach (and halo content).
Wicked, for example, subtly conveys fighting fascism as a value. They are merchants of mass culture.

have known it. If representative democracy doesn't value people's voices then the media copies that. What could citizen's assemblies do to change mainstream media and what it cares about? What would it look like to value people's voices?



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