



THE CORE VALUES OF PUBLIC SERVICE MEDIA

PREMISE

In order to appreciate to what extent Vatican Radio reflects and respects the six core values identified by the [EBU](#), it is important to understand the specificity of our identity.

This identity is expressed in our Mission Statement, according to which: “Vatican Radio is the broadcasting station of the Holy See...a means of communication created to serve the Pope’s ministry”. Vatican Radio seeks to achieve this aim “freely, faithfully and effectively” by assisting its audience to face the challenges, to read the signs of the times, and by promoting relations with and among religious communities and societies of different continents.

CORE VALUES

1. Universality:

Vatican Radio incarnates universality in its 45 language programs, staffed by people representing over 60 different nationalities. This multicultural richness provides a global perspective through vastly different programming content. Its network of Church sources, organizations and individuals working on the ground all over the world, guarantees diverse perspectives and unique sensitivities on delicate issues that regard interreligious or ethnic tensions, culture clashes, and conflicts of all kinds. Universality, as understood and practiced by Vatican Radio, means working indiscriminately for the common and greater good, rather than sustaining or reflecting individual viewpoints. Inspired by Pope Francis’ teachings, Vatican Radio is committed to creating a community in which everyone feels part, and to which all its members may contribute.

2. Independence:

Independence, according to Vatican Radio, means more than being impartial or unconditioned by political or commercial pressures: it literally means being “super partes” – beyond specific interests.

Its international character and the fact it represents, not a national government, but a sovereign international organization known as the Holy See, means it is free to promote dialogue, to build bridges between communities and ideologies, and to seek new forms of collaboration and understanding among nations, religions and

individuals. Vatican Radio is a Service Radio which does not have to answer to advertisers, lobbies or external influences of any kind. It is at the service of the Pope, whose office is aimed at serving all Humanity, the Church, and Society.

3. Excellence:

Quality, plurality, diversity, integrity and credibility are some of the values Vatican Radio associates with excellence. Those responsible for the program content are native to the countries they serve. They bring a depth of insight, understanding and experience to the stories they cover in the framework of their different cultural and historical backgrounds. This allows Vatican Radio to focus on issues that are not always given the coverage they deserve elsewhere: the forgotten wars, the marginalised, the voiceless. The Pope himself offers infinite opportunities to discuss pressing questions involving justice, dignity, values and human rights. More than answering the traditional journalistic questions of who, what, when and where, Vatican Radio seeks to respond to the why – to provide context and comprehension, to involve and inspire its audience in challenging ways.

4. Diversity:

Vatican Radio naturally expresses the diversity of a globalized world through the languages it uses, the messages it communicates, and the sources on which it relies. It recognises the different spiritual and cultural needs, the sensitivities and expectations of its vastly diverse audience. All of this is reflected in the diversity of its distribution platforms and in the complementary nature of its programming content, which is different for every language. For example: twice-daily English, French and Italian newscasts follow one another live on air, offering essentially the same news stories but with slightly differing perspectives. Vatican Radio practices diversity by attempting to fulfil its mandate to reach “the ends of the earth” and to provide information and inspiration to “all people of goodwill” – without exception.

5. Accountability:

For Vatican Radio, accountability means responsibility and transparency. It also means avoiding simplification and sensationalism. These values are practiced within the organization through constant exchange and consultation among language programs, in an attempt to avoid cultural misunderstandings or misinterpretations. They are also reflected in an ongoing dialogue and interaction with the audience, using whatever communications means may be most appropriate or available: from emails and letters, to Facebook pages and smartphones.

6. Innovation:

Vatican Radio implements every technological medium currently known to humanity in order to reach as many people as possible, in the fastest, most effective and most appropriate way possible.

Aware that not everyone has access to the latest technology, Vatican Radio continues to broadcast on short and medium wave and via satellite, and to build rebroadcasting

relationships with over 1,000 local radio stations around the world. At the same time, we continue to invest in new media, with internet sites in 38 languages (<http://www.radiovaticana.va/>) that use 11 different alphabets, 18 podcast feeds (one for the Pope's voice) and 10 audio web channels. Our Vatican Player provides live audio-video streaming of papal events and commentaries in up to 8 languages. We have an App (Android, iPhone, Windows Mobile), are on Facebook and Twitter, and have a specialized Vatican Radio YouTube channel ([Radiovaticanavideo](#)). The variety of technological platforms marks the multimedia character that Vatican Radio is gaining in its daily activities.

ACTIONS & BEST PRACTICES

Vatican Radio is dedicated to Actions & Best Practices which are either implicitly or explicitly reflected in all of the above and are expressed in our everyday activities through our commitment to free, faithful and effective service.

Some recent examples include:

- Vatican Radio's participation in the ongoing EBU-sponsored "Why Poverty?" project which uses cross-media platforms to draw attention to the issue of global poverty, in the broadest sense: physical, cultural and spiritual.
- The simultaneous use of social networks, multimedia channels, and digital technology to cover, and follow up, the election and announcement of the new Pope.
- Multilingual and multimedia coverage of the Conference of European Associations of People with Down Syndrome ("Think Differently. Think Europe"), hosted at Vatican Radio, with the active participation of over 50 young people with Down Syndrome.
- The Vatican Radio initiative during the war in Kosovo between 1998 and 1999, that used radio broadcasts and missing persons announcements to help locate refugees dispersed by the war and to reconnect them with their families.
- Vatican Radio's efforts to support young talent: for example, by regularly organizing and broadcasting music concerts with the best students of Italian music academies, and by hosting internships in cooperation with universities and international schools of journalism.
- Vatican Radio also offers media & communications training courses and workshops (most recently in Ukraine, Zambia and South Africa).

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