Screen Cornwall

Date:

Lowena dhywgh,

**Public Service Media for Cornwall**

Cornwall is rich in story-telling, drama and the arts, and has a culture and language of its own. A Public Service Media for Cornwall is an important opportunity to celebrate our culture, to enable our culture to innovate and look forward, and to provide work and training for young people in the Duchy.

A Public Service Media for Cornwall is part of our community’s wider aspirations to develop and supporting a thriving cultural sector.

PSM Kernow is achievable. We have a wealth of talent, working in flexible, innovative ways. The Public Service Media would provide the platform and commissioning framework that are currently missing for Cornwall to develop and showcase original content.

PSM Kernow would be unique. The Cornish language is the only British language within the UK without its own public media service, with only 5 minutes of new each week broadcast on BBC radio. This failure to acknowledge the language in the media makes the language invisible to UK citizens, and creates barriers to learning and using the language. Similarly, delivery would be unique. Almost all British broadcasting is metropolitan and narrowly-based, whereas a Cornish media service would be dispersed and rooted in the community, with opportunities for small companies and freelancers.

PSM Kernow would be good for the UK. A new media platform with a distinctive brief would be a chance to showcase a different side to Britain and experiment with what digital media can do in the 2020’s. Cornwall is well known to the whole of the UK and Europe and we have community connections to the rest of the world through the mining diaspora. Rather than a Cornish remit being limiting, PSM Kernow can create content with international recognition and explore inter-connectedness.

At present, the Cornish have no representation on British public service broadcasting and commissioning/production opportunities are usually limited to programmes using Cornwall’s scenery as a backdrop, and there is no route for commissioning or broadcasting Cornish language programming.

The Council of Europe’s Advisory Committee has criticized this ongoing lack of media provision for the Cornish reiterating its recommendations for ‘immediate action’ in Resolution CM/ResCMN(2018)1 on 7 February 2018 that:

*The authorities should take resolute action to ensure that revision of the BBC Charter improves access to the media for persons belonging to national and ethnic minorities, increases funding, ensures a variety of programmes in minority languages, involves minorities in their production and introduces BBC support for the Cornish language. (COE, 2018)*

As there have been no opportunities for Cornish content on existing platforms, a distinct Cornish public media service appears to be necessary. Indeed, it could deliver a very different rural-based, dispersed media model showing the full potential of digital platforms. Authentic, distinctive voices and fresh approaches can surprise and speak global truths, and PSB Kernow would offer a clear alternative to the metropolitan/urban bias of 20th Century media models.

The PSM Kernow concept is important in developing Cornwall’s creative industries, in showcasing Cornish talent and giving voice to our culture and language. I write to lend support for PSM Kernow and to call for funding to be put in place to enable development of the project.

Dhywgh hwi yn lel

*Yours faithfully*

Email: \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*