

## TECHNICAL WORKING GROUP BRIEFING PAPER Role of News Corporations and “Legacy Media”

Traditional news corporations have played a significant role in the growth of media and the distribution of information in the 20<sup>th</sup> and 21<sup>st</sup> centuries. Through traditional models of print, television and radio, large news corporations reach millions of viewers each day. Legacy media companies have also acted as editorial gatekeepers for news and information, enhancing trust and accuracy. These companies therefore have the power to control the news cycle and to determine which stories receive the most attention.

The form and function of a legacy media company may vary greatly between nations. Some exist in competitive environments where multiple legacy news corporations vie for the attention of viewers. An example of this in the United States would be the competition for attention and trustworthiness between outlets like CNN, CBS, NBC and Fox News. Others exist as the sole media outlet for an entire country, providing state-sponsored news and information to the country’s citizenry. At their best, legacy news corporations can provide accurate information that viewers can trust. At their worst, legacy news corporations can act to parrot misinformation and propaganda pushed by the government or ruling party.

With advances in technology and the growth of the internet in the past decades, legacy media organizations have become increasingly threatened. Younger populations are moving away from legacy media as a source of information and moving toward newer web-based media companies. How these shifting interests and dynamics change the legacy media landscape will be an interesting trend in the coming years.

### Task

You are attending a meeting of international advocates for global free and independent press. The meeting will take place under the backdrop of significant changes to the landscape of global media, including the proliferation of disinformation, the polarization of media and the rise of alternative media and social media. Additional concerns regarding increasing instances of violence, persecution and interference from state actors is also of interest to this meeting. Your task is twofold: **(1)** Identify a minimum of five ongoing issues connected to the topic of the role of news corporations and “legacy media” companies, including specific incidents and broader trends; and **(2)** develop two to three strategies to meet the needs previously identified.

The challenge for this committee group is to assess the needs of different media environments around the world, and to develop strategies and solutions to meet these needs given the various media contexts and cultures found throughout the world.

## Key questions to consider from the perspective of your assigned country and region

1. What are some legacy media companies in your assigned country? Are they independent or are they state-run?
2. Why are legacy media companies considered to be trustworthy sources of information?
3. What are some of the biggest criticisms of legacy media?
4. What are some of the benefits and drawbacks of having a 'gatekeeping' organization that filters news and information?
5. How are legacy media companies threatened by new media?

## Helpful Resources

- Role of News Corporations and Legacy Media
  - [The Slow Death of Legacy Media](#) – Business Insider
  - [The Way Press Freedom Influences a Society's Perception of Reality](#) – Tedx (Video, 15:54)