In search of citizen engagement: PSM and Culture in Andalusia and Catalonia

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PSM: theory → practice

• Complex context
• Crisis
• Make a difference = Stand out
• Culture
How is culture considered as an asset or strategy to citizen engagement in PSM initiatives of Andalusian (RTVA) and Catalan (CCMA) Spanish regional corporations?
1. Created in the 80s

2. Cutbacks in culture
   - **CCMA**: loss of the FM music station iCat.cat (2012) & merged procedure of infantile Super3 with cultural channel Canal 33 (2012)
   - **RTVA**: closure of cultural channel Canal Sur 2 (2008)

3. Workforce
   - **CCMA**: 2,671
   - **RTVA**: 1,499

4. High audience share
   - **CCMA**: 21.1% (TV)/ 509,000 listeners/day (radio)
   - **RTVA**: 9.5% (TV)/ 17% (radio)

5. Academic attention

6. Regulatory authorities
   - Consell de l’Audiovisual de Cataluña (CAC)
   - Consejo Audiovisual de Andalucía (CAA)
Methodology

1. **Academic literature** on PSM: relevant industry stakeholders (EBU), European Commission, etc.

2. **Document analysis** of Spanish legal and corporate documents related to PSM

3. **Noteworthy PSM cultural initiatives** in 2015 and other historical relevant periods

4. **Semi-structured personal in-depth interviews**
   - **Questions**: overall digital cultural strategy & **noteworthy** Internet cultural initiatives related to audience engagement

   - Managers:
     - 2 CCMA
     - 4 RTVA
Results: CCMA

- TV + Radio + Website + Mobile phones
- Inside Catalonia (engagement)
- ccma.cat = VOD/Podcasts + live streaming
- iCat.cat + thematic channels
- APPs (financial struggle): iCat.cat
- Catalan audiovisual industry support (interactive documentaries)
‘Making culture contents doesn’t attract attention and even repels. However, if you suit as a smart brand like iCat or 33 you feel similarity’

(Ferran Clavell)
CCMA: iCat.cat or the belle of the ball

- Cross-media cultural project (2005)
- Catalan scene
- Live streaming cultural campaigns
CCMA: the audiovisual or ‘the project’

Sexe, maraques i chihuahuas (Sex, maracas and chihuahuas) (2016)
20/09/2016 (TV)
Interactive documentary: end of 2016 (forecast)
CCMA: the audiovisual or ‘the project’

Ariadna (2015)  
Teaching resource (Catalan Government support)
CCMA: culture or the invisible man

‘No way back bet’ (Ferran Clavell)

iCat.cat → ‘It was conceived in a really specific and optimistic economic circumstances’ (Ferran Clavell)

‘We haven’t got about digital sphere as far as about information. Maybe because it is more beneficial to control information than culture’ (Jordi Salvat)

‘They trust us’ (Ferran Clavell)

Interactive documentaries → ‘Because TV3 has always bet on them’ (Ferran Clavell)
Results: RTVA

- TV + Radio + Website
- Outside of Andalusia
- canalsur.es = VOD/Podcasts + live streaming
- flamencoradio.com + thematic channels
- Apps (on and off trends): Semana Santa, Rocío
- Social Media: Canal Fiesta Radio on Twitter
RTVA: Culture is it all but...

‘festivities are very popular, due to the cultural element and the touristic one too; in addition, it generates huge interest in people that live outside of Andalusia’
RTVA: Theme and Variations

- Canal Andalucía Flamenco
- Canal Andalucía Turismo
- Canal Andalucía Cocina
RTVA: CFR, an exception

- Voting system
- Promotional tool
- Public Service Campaigns
RTVA: the party is not over (yet)

‘It is a matter of audience ratings’

‘Canal Sur website is not used as a testing laboratory’

‘Really, we have no capacity to invest’

‘We are partners with YouTube and that is a source of funding’
Conclusions

• Cultural identity: traditional broadcast → online
• Engagement <> Audience (ratings)
• Promotional tool
• Political / Financial struggle
• No risks = No innovation
• PSM???
Thank you!

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