

RÚV STRATEGY

2022

RÚV for everyone – for you

2026

Role

Structure

Vision

Values

- 1. We deserve the trust we are shown
- 2. We dare
- 3. We work together
- 4. We practise sustainability

D.

Priorities

- 1. RÚV digital
- 2. News and social analysis
- 3. Culture shared access
- 4. Diversity, equity and inclusion
- 5. Sustainability and social accountability

F.

Human resources

- 1. People
- 2. Workplace culture
- 3. Skills and knowledge
- 4. Quality

RÚV for everyone – for you

A source of RÚV's strength in the modern world is that it is becoming increasingly possible for each and every one of us to compile individually tailored programming according to our own interests and at our own convenience. Therefore our new slogan includes a reference to the individual – the core player in our activity.

Our aim is that RÚV will accompany you in your daily life and in your most memorable moments.



Role

Rúv's role is to inform and educate, to enhance understanding and participation in society, to raise satisfaction and to reach out to stimulate people in a constructive manner.

Rúv's role is to promote democratic debate and social cohesion, cultivate the Icelandic language and the nation's historical and cultural heritage and to reflect cultural pluralism.

Rúv's role is to record, preserve and share the nation's history, at the same time reflecting the spirit of the times in Icelandic society and the wider world.

RÚV's role is to serve the community by enriching daily life, enhancing meaningful experience and deepening mutual understanding.

Values

We deserve the trust we are shown

We will uphold Rúv's invaluable credibility in the community by doing our work with integrity. We will build on facts, working professionally and maintaining transparency. We will trust each other, keep our promises, admit our mistakes and employ criticism in a constructive way.

We dare

We are courageous in defending the public interest and we dare to probe into controversial matters. We think outside the traditional boundaries and show our determination in breaking new paths, in thought and in deed.

We work together

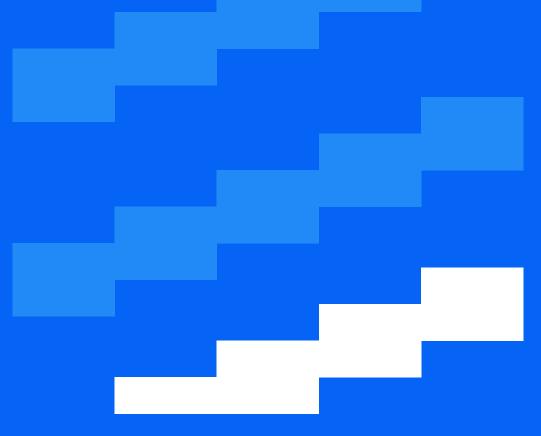
We will make a priority of smooth collaboration both between ourselves at RÚV and with others in the community at large. We will exchange opinions with mutual respect, earn people's trust in us and take collective responsibility for the results we achieve as a team.

We practise sustainability

We will follow a clear sustainability policy in all areas, from messaging to consumption of materials. We will structure our work in accordance with the UN's Global Goal of not encroaching on the rights of the environment and future generations.

Structure

The foundation for our operations and policy at RÚV is the Icelandic National Broadcasting Service (public service broadcaster) Act, No. 23/2013, together with the service contract made between RÚV and the Ministry of Education, Science and Culture. These documents form the basis, with the details worked out for a few years at a time, taking account of consumer behaviour, developments on the media market, the standing of public service media and key changes in the external environment.



RÚV and technology

A broad flora of broadcasting and reception channels has grown up with the spread of the internet and of apps. At the same time, streaming services have acquired a dominant position as producers and broadcasters of material for television. These two factors have both had an immense impact on the media market. Podcasting has strengthened the standing of radio and opened the way to bringing radio programmes to more and more people. Material rooted in the local environment has gained in status and taken on a wider relevance than was ever expected. This opens opportunities of various types.

RÚV and the world at large

There are further external factors that impact our policies. Security threats, including the Covid pandemic, natural disasters, and armed conflict, highlight the importance of public service media when civil defence alerts are sounded. There is a pressing need to raise awareness about fake news and to combat information disorder (misinformation and disinformation), for example by promoting media and information literacy. Other crucial factors are the expanding scope of equality issues, growing awareness of social responsibility, the UN Global Goals, environmental and climate responsibility, the importance of diversity and the increased priority being given to access and visibility.

We and others

Rúv's policy has grown out of extensive studies by the EBU (European Broadcasting Union), collaboration with our counterpart corporations in the Nordic countries and the UK, interviews with our staff and dialogue with a variety of players in the community, from the directors of cultural and educational institutions to representatives of NGOs. Rúv is also in constant contact with its viewers and listeners and surveys public confidence and attitudes towards the corporation on a regular basis.

Priorities

Five policy priorities will underlie all RÚV's actions, major and minor, until the end of 2026. These are based on RÚV's strengths, backed by extensive data and in harmony with public service broadcasters overseas. RÚV provides important services to society in Iceland. In some respects, these are exactly the same as in other countries; naturally, in others, RÚV is unique.

- 1. RÚV digital
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Digital Rúv

Digital technology is undergoing rapid transformation. RÚV will play an active role in this process to serve its users, also pioneering new methods of production and distribution.

Digital - the dominant trend

RÚV will make a priority of having all its material, old and new, available in digital formats. Linear audio-visual media services will remain on offer, together with on-demand (non-linear) programming. Publicity work will be aimed at making users aware of the range of RÚV's material available to them via all portals.

Special importance will be attached to developing infrastructure continuously so as to meet the demand for access to Rúv's material via a variety of channels. New technological solutions will be employed to improve users' experience and to design materials for different categories of users.

Digital developments will be harnessed in building up infrastructure and in producing and distributing material; this is a premise for Rúv's being able to discharge its role in the future. Digital technology also opens the possibility for staff to work independent of their physical location; similarly, programme material can be produced and distributed in a non-localised way.

The digital culture

Digitisation is dominant in all Rúv's operations, programme production and publicity.

It sets its mark on internal operations such as production, working procedures and information flow and is a key factor in staff qualifications and professional development. The culture thus embraces a preparedness to acquire new skills, revise working methods and support progress, and decision-making is based on reliable data and knowledge.

Digital channels

RÚV's aim is to have clear and efficient digital means of distributing its radio and television materials and running its website, podcasts, players, etc. These channels, and the connections between them, are based on secure and sustainable solutions. The strengths of each media option are utilised, e.g., in offering both linear and non-linear programmes.

Technical infrastructure

Rúv's activities, with their efficiency, professionalism, and dynamism, draw on its strong technical resources, digital solutions and the contributions of qualified staff. Developments on the technical front will include the introduction of new means of distribution, including apps and social media, this being aimed at ensuring access to the corporation's radio and television materials in various locations. Updating of Rúv's distribution system will take account of the spread of internet and mobile phone services.

Digital development relates to Rúv's policy on sustainability.

Tapping into a strong security structure, it will also be a premise for the successful integration of the latest technological innovations and Rúv's interface with the public.



News and analysis

RÚV serves the public in Iceland, discharging vital security functions and playing a key role in democracy. Its chief priority is quality and objective news broadcasting, an area in which we strive to deserve public confidence.

Informative

We will have a special focus on news and commentary programmes, the aim being to dissect and explain actions and decisions taken by the government, corporations, and individuals for the benefit of the public.

Analytical

One of Rúv's roles is to discuss, and raise public understanding of, major current events, opinions, and trends and to report from all parts of the country and from abroad.

Continuous flow

RÚV will make news and commentaries accessible in a modern and accessible way 24 hours a day.





Culture - shared access

RÚV plays an active role in the cultural sphere in Iceland, taking the initiative and showing boldness in producing, broadcasting, and discussing all aspects of culture and the arts.

Priorities

RÚV gives priority to the production of television and radio programmes treating both fictional and actual persons and events.

RÚV strives to make cultural material available in the most varied ways: in linear programming on both television and radio and also via digital access on demand, where each and every user can enjoy it at his or her convenience.

Reporting and analysis of cultural material on Rúv will be aimed at giving a positive account, placing contemporary subject matter in its historical, ideological, social and international context.

RÚV will strive to reflect the diversity of cultural life in Iceland.

Access to heritage

RÚV documents the culture of our times with recordings and broadcasts, interviews, and discussions. The aim is to continue to make this heritage available by giving access to RÚV's archives by digital means. RÚV seeks secure ways of doing this, respecting copyrights, examining budget opportunities, and inviting collaboration with interested parties in the community.

Uniting the nation

Rúv is a forum for all people in Iceland, and one of its top priorities is to enable as large an audience as possible to experience the most important events of the day, whether in the field of culture or sport, relaying stories of people in different walks of life and different points of view.

The Icelandic language

RÚV cultivates the Icelandic language in all its operations. Importance is attached to having all programme material, in all RÚV's media, in quality Icelandic, with particular attention given to the production of Icelandic material for children. Staff take pains to observe good linguistic standards, at the same time being creative in their language use. RÚV guides and informs, with discussions and commentaries on Icelandic and how it is used, presented in an accessible manner and without being prescriptive or judgmental.



Diversity, equity and inclusion

Rúv as a duty to reflect the diversity of the community in its programming and all other aspects of its operations. Gender equality is a cornerstone of its internal and external activities, and efforts are made to ensure equal treatment of the whole range of individuals and categories. Access to RÚV's services is to be guaranteed, with an emphasis on services designed for people of different types.

For each and every one of us

No two individuals are the same, and Rúv strives to serve the whole range of needs and expectations in its programming and channels of access. Special priority is given to reaching out to children, teenagers and young adults with appealing and quality material.

For various groups across the spectrum

Additional priority is to be given to identifying the needs of various groups in the community and adopting closer collaboration with interest groups so as to serve an increasingly diverse community. Particular attention is given to issues such as gender identification, age, disabilities, sexual orientation and origin in accordance with the EBU's diversity priorities. Deliberate steps are to be taken to increase the visibility of various groups and to create a forum where dissimilar voices can be heard.

For the whole country

As hitherto, importance will be attached to having Rúv's programme material and discussions reflect the range of human life and activity throughout the country. Even greater efforts will be made to achieve regional balance in human interest coverage and news reporting. The rural areas will also gain in prominence with fewer staff positions being dependent on physical location in the metropolitan area.



Sustainability and social accountability

RÚV plays an important role in the development of a sustainable society in accordance with the UN Global Goals. RúV's policy regarding sustainability includes a commitment to supporting the circular economy, creating value and strengthening elements in its policy, activities and decision-making that have an impact on environmental and climate-related issues, social accountability and responsible governance.

Environment and climate

RÚV is meeting rising demands concerning sustainability by taking deliberate measures to minimise the negative impacts of its operations and will strive to set others an example regarding care for the environment and climate issues.

Social accountability

RÚV promotes social accountability through its responsible coverage and discussion and by following a clear policy on diversity, equality, and inclusion in all its activities. As before, gender equality is a cornerstone of RÚV's internal and external operations.

Responsible governance

RÚV makes a priority of responsible decision-making, trust and transparency in its governance and operations.

E.

Vision: Reflecting a colourful community

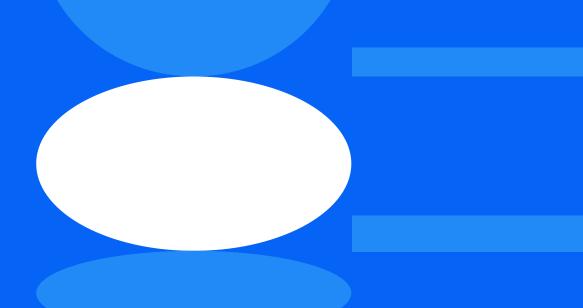
Rúv is to serve the entire community, supporting it and reflecting its diversity. It will be an active forum for the exchange of opinions on social issues. People in an informed and broad-minded society share their common experience and have access to dissimilar points of view.

Rúv is to be a sound, reliable and impartial provider of information and programmes that enable people to enlarge their horizons and to see their own community in the context of the world at large. Its services will give people space in which to learn, and to enjoy culture and entertainment, at a place and time convenient to them.

Rúv is to play a leading and pioneering role among Iceland's media, joining forces with groups of various types. Through an emphasis on digital innovation, Rúv will work towards making its portals accessible to as many people as possible, so promoting social participation and consolidating its position as an anchor in society.

Human resources

RÚV is staffed by a dynamic and diverse team of workers who do their jobs with enthusiasm and are proud of what they do. The workplace is a living community of people exercising their skills and creativity, characterised by curiosity, progressiveness, broad-mindedness, and innovations. At all times, the staff are guided by RÚV's role as a public service broadcaster.



People

RÚV'S policy is to create a flexible working environment that will attract the best qualified people in each field. This will result in a team with extensive experience, a range of opinions and an approach that will encourage the reflection of dissimilar points of view in the choice and treatment of material. Such breadth should be of benefit to the viewer and raise the value of Rúv's content. Staff welfare, well-being and safety in the workplace are priorities at Rúv.

Workplace culture

RÚV's workplace culture embodies respect for one's colleagues and for RÚV's role and social obligations. Collaboration rests on active dialogue and positive, candid exchange of ideas where dissimilar views are heard and harnessed to move the product in the right direction. This is a culture based on equality, collaboration, consideration, and strong teamwork. Any type of conduct that gives rise to an unhealthy situation or works against the goals of respect and positive communication is dealt with firmly.

Skills and knowledge

Rúv supports the acquisition of skills and knowledge through an active programme of education that gives staff members the opportunity to grow professionally. In this process, responsibility for professional development lies with the employee, who takes the initiative: showing a positive attitude towards renewal and extension is a key factor. Collaboration with external interested parties is important for this development, and Rúv works with universities, institutions, professional associations, and other media, both in Iceland and abroad.

Quality

Staff at Rúv enjoy independence, with professional considerations as the guiding consideration in what they do. They demonstrate discipline and responsibility in accordance with the corporation's policy and its important role as a public service broadcaster. Scrutiny, feedback, and active dialogue between staff members enhance the quality and importance of their work.



