



Citizen Proximity: What Does ORF really mean for everyone?

There are 1.5 million people at risk of poverty in Austria. This fact was addressed by the authors of the study "Rundfunk für alle?" Larissa Krainer, Josef Seethaler, and Andreas Schulz-Tomancok from the University of Klagenfurt and the Austrian Academy of Sciences, and incorporated into their [contribution on the recommended approach to this group](#).

Veronika Mauler from ORF-NEWS is one of the editors who frequently deals with this topic and lets affected individuals have their say in reports. She has been awarded the "Silbernen Medienlöwin" and the "Journalismuspreis von unten" for her work. She describes the duty of public service media as follows: *"It is our task not only to speak about, but above all with people affected by poverty, to show their life reality, and to let them speak for themselves. They are themselves the best experts for their situation. [...] It is the task of a public broadcaster to give a voice to those who do not have a loud lobby."*



A photograph showing two shoes side-by-side. On the left is a worn, brown leather boot with laces. On the right is a clean, white sneaker with orange accents. The image is overlaid with a semi-transparent green filter. Large white text is centered over the shoes, reading "1,5 million people are at risk of poverty in Austria."

1,5
million people are at risk of
poverty in Austria.

Affected individuals also had a voice in the [ORF-DialogForum](#).

For ORF, closeness to citizens means not only reporting on those in the spotlight but also on the shadows of life; going where the people are and communicating their concerns. In this context, the major ORF surveys should also be mentioned:

"[ORF fragt](#)", with 80,000 participants expressing their opinions on the status quo of Austrian society. In the online survey conducted between September 17 and October 8, concerns addressed to ORF were also noted: 60% of participants wish for more frequent documentaries/reports, 43% detailed reports and analyses, 41% short information pieces, 34% thematic focuses, 33% interviews or discussion shows with experts, and 17% information on social media.

The "[Ö3 Jugendstudie](#)" is addressed annually to young listeners. In the current online survey conducted from March 2 to March 29, 2026, around 135,000 young people in Austria responded, revealing a clear view of the future fears and expectations of the "Next Generation."

Citizens Proximity as a Public Value Category

The category "Citizen Proximity" outlines ORF's performance in areas such as citizen rights broadcasts, audience contacts and participation, as well as off-air activities. The category is based, among other things, on the following passages from [ORF regulations](#):

ORF Program Guidelines

Relevant topics and content should not only be communicated but also critically examined in order to stimulate public discourse and encourage personal reflection among the audience.

ORF Quality Profile

Citizen proximity means, in the context of broadcasts on science, service, and life assistance, primarily the greatest possible comprehensibility for all population groups. In fulfilling the mission to disseminate and promote popular and youth education, ORF's offerings should, on the one hand, stimulate learning processes in the simple sense of understanding, comprehending, and retaining for education and training; on the other hand, they should - more comprehensively - aim to provide help for coping with life, promote social and political learning, and ultimately support the formation of consciousness and personality.

ORF Mission Statement

ORF acts independently of political parties and other interest groups and is solely committed to its audience and society.

Figures & Data

Below you will find exemplary numbers documenting the fulfillment of the public service mandate and the associated media quality. (Figures & Data only available in German.) Further information can be found in ORF's annual report to the Federal Chancellor and regulatory authority, the [transparency report](#), the business and sustainability report, as well as the reports on equality ([ORF Public Value - DOCUMENTS](#)), the [action plan on accessibility](#), or [ORF's annual and consolidated financial statements](#).

Exemplary Figures

Studies and surveys

More than 1.500.000 people in Austria are at risk of poverty or social exclusion. In the Public Value study titled „For everyone?“ hat die Österreichische Akademie der Wissenschaften erarbeitet, welche Herausforderungen und Chancen in der Repräsentation und Einbindung von Armutsbetroffenen und ausgrenzungsgefährdeten Personen für den ORF liegen.

27.959 people took part in the Ö3 Youth Study beteiligt.

About 80.000 people have shared their views on the current situation in Austria on „ORF fragt“.

"Bürgeranwalt" - Top 3

Inhalt	Sender	Datum	Tsd.
Illegaler Lagerplatz Amstetten F. Ettmann	ORF 2	04.01.	502
Schneeräumung Pressbaum	ORF 2	11.01.	486
Kritik an Raumordnung Fall Obermair	ORF 2	29.03.	461

"Am Schauplatz" - Top 3

Inhalt	Sender	Datum	Tsd.
Kampf um Kitzbühel	ORF 2	03.04.	651
Beisl am Eck	ORF 2	10.04.	580
Pfandsammeln	ORF 2	27.11.	568

"Am Schauplatz Gericht" - Top 5

Inhalt	Sender	Datum	Tsd.
Kleinkrieg in Kapellerfeld	ORF 2	13.03.	622
Das Millionenerbe	ORF 2	13.02.	608
Unangenehme Nachbarschaft	ORF 2	23.01.	588

Der verlorene Sohn - das überraschende Ende eines Familiendramas?	ORF 2	16.10.	567
Konflikte am Gartenzaun & Muss Schönheit leiden?	ORF 2	26.06. / 13.11.	555

"DialogForum" - Top 5

Inhalt	Sender	Datum
ORF für wirklich ALLE?	ORF III	03.11.
Wie gefährlich ist das Netz?	ORF III	13.10.
Wie tickt Österreich?	ORF III	27.10.
Under Attack	ORF III	11.06.
Wie tickt Österreich?	ORF III	24.10.

#citizen proximity

Seite als PDF downloaden