European Commission

# EU SUPPORT TO MEDIA IN THE WESTERN BALKANS

## KEY AREAS OF SUPPORT

#EUWBmedia

### ENABLING THE MEDIA ENVIRONMENT

Media freedom and plurality
Media literacy
Economic viability
Self-regulation

### MEDIA PROFESSIONALISM

Independent and factual journalism
Quality news
Investigative reporting
Reinforced expertise

### SPECIFIC SUPPORT

Public broadcasters
Investigative media
New media initiatives
Professional journalist associations

### BETTER STANDARDS

Ethics & integrity
Improved governance of media outlets
International principles
Independent programming

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## EU INITIATIVES IN PLACE

### NETWORK OF JOURNALIST ASSOCIATIONS

Building the **capacity of journalist professional organisations** and **regional early warning platform** reporting cases of attacks against journalists.

**€1.2M**
EU-funded project lead by the Independent Journalist Association of Serbia

### REINFORCING JUDICIAL EXPERTISE

Support to the judiciary in applying the European Court of Human Rights (ECtHR) case-law in the field of freedom of expression and **training on ethical rules** to the **media regulatory authorities** and media outlets.

**€2.5M**
EU-funded project. implemented in partnership with Council of Europe

### BUILDING TRUST IN MEDIA

**Reinforcing media accountability mechanisms** – supporting press councils and ethical journalism; **increasing media internal governance,** including ethical audits and good governance seminars; **strengthening media and information literacy** through trainings and awareness raising campaigns.

**€1.5M**
EU-funded project implemented in partnership with UNESCO

### SUPPORT TO PUBLIC SERVICE MEDIA

- Focus on sustainable **models for funding**, transparent **election** and **functioning of governing bodies** of Public Service Media
- Regional synergies and exchanges: **integrated newsrooms**, **editorial guidelines**, **long-term strategies**
- Regional **co-production** of investigative stories, media content for **youth** and **regional exchange of digitised archive materials**

**€1.5M**
EU-funded project lead by the International Federation of Journalists to assist RTSH, BHRT, RTK, MRT, RTCG, RTS.

### TARGETED MEDIA SUPPORT

- Demand-driven pro-democracy support provided on a roll-on basis
- **Start-up funding** for new independent media outlets
- Support to journalists/ bloggers/researchers
- **Core and bridge funding**
- Small-scale initiatives, including individuals and non-registered organisations

**€4M**
EU financial support scheme implemented by the European Endowment for Democracy

### IMPROVING QUALITY AND PROFESSIONALISM IN JOURNALISM

**€2M**
Regional Training and Support Programme in the Western Balkans starting end-2018

- Focus on building new generations of **young mid-career journalists** and enhancing **quality investigative stories** in mainstream media.
- Regional network to support consolidation of **journalism education** and **exchanges between EU and Western Balkans** academia, journalism schools and training providers
- Continuation and extension of the successful **EU Award for Investigative Journalism** that has awarded **64 investigative stories** produced by **88 journalists** across the region over the past 3 years (2015-2017).

| JOURNALISTS | MEDIA OUTLETS | GENERAL PUBLIC |
|---|---|---|
| trained via improved professional skills and regional network | benefit via qualified staff and quality stories to publish | has access to quality and trustworthy news and stories |

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## ALBANIA

- Support quality content production for the public broadcaster
- Investigative journalism
- Training for journalists
- Albanian Media Council
- Support to improve labour relations and professionalism in the Albanian media

OVER **500** journalists, editors and media representatives as direct beneficiaries

**120** reports produced and aired/published

**8.3M** viewers reached on TV over one year

## KOSOVO

- Training for independent, investigative & impartial media
- Mentorship and on-the-job training for journalists
- Centre for journalistic excellence
- Media law roundtables
- Support to the Independent Media Commission and the Press Council

## BOSNIA AND HERZEGOVINA

- Increasing transparency of media ownership and financing
- Promoting freedom of expression and decreasing pressure on journalists
- Support to quality content production (especially TV)
- Support to small-scale media outlets for conflict prevention
- Young journalists competition
- Research, policy discussions and raising media awareness on disinformation
- Media training on fair migrant reporting
- Professional and quality reporting on EU integration

## THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA

- Media literacy
- Advocacy & investigative journalism
- Support to the Agency for Audio and Audio-Visual Media Services as independent and professional regulator

## MONTENEGRO

- Creating an Investigative Journalism Desk at the public broadcaster
- Mentorship and investigative journalism training
- Enhance the Journalistic Code of Ethics & reporting on criminal justice matters
- Contributing to credible and professional media in service of EU integration

Set up of a media platform for investigative journalism and civil society organisations to combat corruption

OVER **300** journalists, lawyers, judges, prosecutors, students and civil society organisations trained

**NEWS & TV REPORTS** on EU Member States experiences in addressing issues now affecting Serbia as part of the EU integration process in areas such as rule of law, fight against corruption, justice and human rights, energy, pollution, agriculture, economic development, entrepreneurship

OVER **300** journalists in Serbia learned more about the technical implications of the accession/negotiations process during their media trips to EU Member States

OVER **15 000** high-school students attended courses & workshops on media content production and media literacy TV spot produced by young people

EU-funded equipment for monitoring of media content

## SERBIA

- Media literacy and young people – enhance critical thinking & analysis of media content; increase capacity to create messages via media in a responsible way
- Professional and quality reporting on EU integration: media trips to EU & journalist trainings on EU accession process.