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

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

MEDIA PROFESSIONALISM
Independent and factual journalism
Quality news
Investigative reporting
Reinforced expertise

SPECIFIC SUPPORT
Public broadcasters
Investigative media
New media initiatives
Professional journalist associations
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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.

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.

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.

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

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

IMPROVING QUALITY AND PROFESSIONALISM IN JOURNALISM
- 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)

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EU-funded project managed by the Independent Journalist Mission of Serbia

EU-funded project implemented in partnership with UNESCO

EU-funded project implemented in partnership with the International Press Institute

EU-funded project managed by the International Federation of Journalists

EU-funded project implemented by the European Endowment for Democracy
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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

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

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

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

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

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.

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
- 300 journalists, lawyers, judges, prosecutors, students and civil society organisations trained
- 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
- Set up of a media platform for investigative journalism and civil society organisations to combat corruption

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