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Konrad
Adenauer
Stiftung



KAS MEDIA PROGRAM SOUTH EAST EUROPE PROFESSIONAL JOURNALISM AND COMMUNICATION



MEDIA TRENDS AND EVENTS AT A GLANCE

overview of ten countries

recent media news from the region

upcoming seminars and conferences

development of media landscapes

key facts about media outlets

analyses of KAS and partners

tools for journalists and media experts



**Christian
Spahr**

Head of the Media Program
South East Europe,
Konrad-Adenauer-Stiftung

Independent media for free citizens

Dear readers,

Only the well informed can form a profound political opinion. Citizens living in a democracy need independent and clear news to help them shape policy and social life. This belief motivates our work at the Media Program of Konrad-Adenauer-Stiftung (KAS).

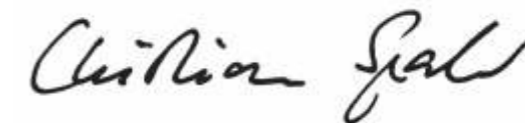
In the past 25 years, South East Europe has experienced a tremendous development: More than ten countries freed themselves from communism. Three of them are already members of the EU – Bulgaria, Croatia and Romania.

In the same time, media freed themselves from state influence, and freedom of expression is guaranteed by all constitutions. But in practice, journalists still lack the freedom to report independently: power in the state and the media ownership are often not equally balanced. Oligarchs and politicians alike still put pressure on reporters.

In the past 12 years, the KAS Media Program South East Europe has been supporting media, but also governments and political parties, on their way to a free information society. KAS trains investigative reporters, because they create more transparency in politics and business. We provide journalists with facts about Europe. The Media Program encourages public debates about press laws, self-regulation and a modern journalism education. With the association SEECOM, which we co-founded, we also promote a professional understanding of political communication.

The Media Program's team works closely together with the KAS offices in all the countries in the region – from Croatia to Bulgaria, from Albania to Moldova. Positive German experiences cannot be imposed, but may well serve as valuable suggestions. It is equally important for journalists and other experts from South East Europe to discuss best practices with each other. For this exchange of know-how the Media Program South East Europe has been a platform since 2005. This is the KAS Media Program's contribution to European integration in the media sector.

I wish you enjoyable reading,





Konrad - Adenauer - Stiftung

Mission:

DEMOCRACY

The German political foundation Konrad-Adenauer-Stiftung (KAS) runs nearly 90 offices worldwide and more than 200 projects in over 120 countries.

KAS has been active in the field of international cooperation for more than 50 years – committed to strengthen democracy, the rule of law and free media as well as European integration.

Our mission is based on the principles of the first German Chancellor Konrad Adenauer for peace, freedom and justice through political education.



Mission:

FREE MEDIA

"The defence of press freedom, where it exists, and the demand for press freedom, where it is suppressed, is a task which cannot be undertaken and brought to a successful conclusion by the press alone. The parliaments and governments of free countries must also take on this task."

**KONRAD ADENAUER,
May 1953**

THE KAS MEDIA PROGRAMS IN SOFIA, SINGAPORE AND JOHANNESBURG

- support independent, high-quality and value-based reporting
- help journalists to improve their professional skills
- analyse the quality of reporting in countries in transition
- help in improving the general conditions for independent media
- promote ethical standards in the media
- establish and develop national and regional professional networks
- advocate modern communication by governments and political parties
- facilitate exchange of experience between media professionals and political actors



Media Program South East Europe

Highlights 2005 – 2017 TEN COUNTRIES, ONE PROGRAM

Free media are a pillar of democracy. They are essential for expressing different points of view and establishing public debate. Founded in 2005, the KAS Media Program South East Europe actively supports free and independent media through our work with journalists, media owners, editors, politicians, non-governmental organisations and communication experts. Our cross-country approach is based on close regional cooperation with partner organisations from Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Kosovo, Macedonia, Moldova, Montenegro, Romania and Serbia.

Our activities:

CONFERENCES	TRAINING COURSES
PUBLIC DEBATES	STUDY VISITS
PANEL DISCUSSIONS	ANALYSES
SEMINARS	CASE STUDIES
WORKSHOPS	MEDIA MONITORING

OUR THREE MAIN AREAS OF ACTION ARE:

Advanced training of journalists

KAS gives journalists in-depth knowledge about democratic institutions, European integration, foreign and security policy, social market economy, rule of law and ethical standards in media. We provide media representatives with technical skills and insights to fulfil their role as a public watchdog and unbiased informer of the citizens.

Media freedom and diversity

Through active exchanges with key stakeholders and media experts on an international level, in-depth analysis and discussion of possible solutions, the KAS Media Program South East Europe and its partners work on improving the framework of operation for an independent media landscape.

Political Communication

A modern, professional and responsible political communication lies at the heart of a vital and functioning democracy. Government and public affairs have to foster dialogue with the citizens and inform them about important political decisions. KAS actively supports the professional exchange of experience among public sector communicators in the Balkans in order to establish high professional and ethical standards of political communication.

Media Program South East Europe

 <p>2005</p>	<p>Sofia</p> <p>2007</p>	<p>Belgrade</p> <p>2009</p>	<p>Leipzig</p> <p>2011</p>	<p>Budva & Mavrovo</p>			<p>2015</p>		<p>2017</p>
<p>The KAS Media Program South East Europe is founded in Zagreb in cooperation with KAS Croatia.</p>	<p>The Media Program South East Europe opens its office in Sofia.</p>	<p>First seminars with media law experts and radio journalists.</p>	<p>KAS Media Program South East Europe publishes the book "Political Communication Management" in cooperation with the Universities of Leipzig and Belgrade.</p>	<p>The first South East Europe Government Communication Conference takes place in Budva. Cooperation with the Balkan Investigative Reporting Network on a Summer School for Investigative Reporting in Mavrovo, Macedonia.</p>	<p>The KAS Media Program South East Europe is co-founder of the first European professional association for government spokespersons, SEECOM. New task force for evaluation of journalism education models.</p>	<p>KAS Media Program South East Europe starts the online portal www.balkanmedia.org on current media developments in the region. Publication of a handbook "Entrepreneurial Journalism" for online freelance journalists.</p>	<p>New Summer School of Media Ethics, a conference on conflict reporting and training for political communicators. The KAS Media Program South East Europe celebrates its 10th anniversary.</p>	<p>The KAS Media Program publishes the book "Requirements for modern Journalism Education" presenting the results of a survey among more than 500 journalism students in South East Europe.</p>	<p>For the first time the workshop "Entrepreneurial Journalism" is organised in Chişinău. New Summer School of Political Communication and publication of a book on trends in this field.</p>
<p>First conferences, seminars and educational projects take place in the region.</p>	<p>The Media Program is co-host of the 4th European Environmental Festival for Film and TV Production in Bulgaria.</p>	<p>An information seminar on European and German foreign policy for political journalists is organised for the first time.</p>	<p>Beginning of a monitoring project on political reporting in Bulgaria.</p>						
<p>2006</p> 	<p>2008</p> 	<p>2010</p> 	<p>2012</p> 	<p>2012</p>	<p>2013</p>	<p>2014</p> 		<p>2016</p>	



Quotes from partners



Oliver Vujović
Secretary General, South East Europe
Media Organisation, Vienna

"In a time when most international foundations have left South East Europe, the German Konrad-Adenauer-Stiftung (KAS) actively continues to support the media in the region. I can only say a big thank you to KAS for understanding the needs of the media. There is a lot of work to be done and I am sure that KAS will continue to play a leading role in coming years in supporting the media in this part of Europe."

Vuk Vujnović
Secretary General, SEECOM, Podgorica

"The KAS Media Program has played a pivotal role in bringing together senior government communication officials for South East Europe's first-ever Government Communication Conference (SEECOM). In the meantime, with the support of the KAS, SEECOM has grown into a professional association, which involves top public sector communicators from 13 countries of South East Europe. The dedicated partnership and support of KAS, over the past years, has been invaluable in enabling government communicators in South East Europe to exchange best practices and work together to promote the highest ethical and professional standards."



Orlin Spassov
Executive Director,
Foundation Media Democracy, Sofia

"For several years now, together with the KAS Media Program South East Europe, we have been running a significant monitoring of the media in Bulgaria. We observe the relationship between media and politics and the ways in which media present politicians, parties and key institutions in the country. The reputation of KAS in Bulgaria is very high. Our joint projects are successful and have a great resonance in the media."

Gordana Igrić
Regional Network Director, Balkan
Investigative Reporting Network, Belgrade

"Every aspect of work with KAS on the BIRN Summer School of Investigative Reporting was professional and with great results. BIRN is looking forward to future cooperation with the KAS Media Program in the years to come."





Ioana Avadani

Executive Director, Center for Independent Journalism, Bucharest

“Our cooperation with KAS goes back over ten years. We have always appreciated the added value the KAS Media Program has brought to our activities and are looking forward to the next ten years and beyond to consolidate this cooperation, bridging the - hopefully closing - gap between the media standards in Romania and Germany.”



Ognian Zlatev

Head of the European Commission Representation in Bulgaria, Sofia

“The KAS Media Program South East Europe is instrumental in assisting media communities in the countries of the region to enhance their capacity and professional standards in their aspirations to democracy, transparency and respect for human rights. It is one of the very few existing instruments in the region that provide hope and support for a speedy democratisation and reforms of the media and communication sector.”



Partners

Advanced training of journalists

Examples:

BIRN
BALKAN INVESTIGATIVE REPORTING NETWORK

BIRN SUMMER SCHOOL
OF INVESTIGATIVE REPORTING

Mlini, Croatia (2017)

n-ost
border crossing journalism

LegalLeaks

Tirana, Albania (2016)

Media freedom and diversity

Examples:

S.E.E.M.O
SEEMF
South East Europe Media Forum

Sofia, Bulgaria (2017)

foundation
media
democracy

Monitoring & Conferences

efevens
foundation

“Media Meets Literacy”
Sarajevo, Bosnia and Herzegovina (2017)

Political Communication

Examples:

SEECOM

SEECOM
Government Communication
Conference
Berlin, Germany (2017)

Wilfried
Martens Centre
for European Studies

Club of Venice

Conference on digital
political communication
Sofia, Bulgaria (2015)

The team



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Publications



Recommendations for
Journalism Education
in South East Europe



Conflict Reporting
in the Smartphone Era



Entrepreneurial
Journalism Handbook



Recommendations
for Press Councils
in South East Europe



From Secrecy to
Common Knowledge:
The Right to Information
in Serbia and Bulgaria



Silence or Outrage:
How South East Europe's Media
Deal with the Past



Requirements for
Modern Journalism Education



Study on Influences
on Bulgarian Media



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Stiftung**

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