



Project partners:



Institut za medije Crne Gore
Montenegro Media Institute



Këshilli i Mediave të Shkruara të Kosovës
Press Council of Kosovo
Savet Stampe Kosova



»Building capacities and coalitions for defending media integrity«

SEE Media Observatory regional meeting

April 28-29, 2015
Skopje, Macedonia

Background information:

South East European Media Observatory is a regional partnership of civil society organizations aimed at enhancing media freedom and pluralism, and influencing media reforms in the countries of South East Europe. It addresses obstacles to democratic development of media systems by providing a regional instrument for media research and monitoring, support to investigative journalism and civil society engagement. It also offers a regional framework for debates, consultations and coalitions among key stakeholders. SEE Media Observatory stands for media integrity and journalism that serves public interest. These values are obstructed by corrupt relations and practices that are integrated in the media systems. Corrupt media are deeply undemocratic institutions. Fight against corruption in the media, including the exposure of non-transparent ownership relations and funding methods and a critique of the fall of journalism as a practice of public control over the operation of governmental institutions, is simultaneously a fight for democracy. Aiming to initiate and support public debate and policy actions in reclaiming public service values in media and journalism, SEE Media Observatory connects ten CSOs from



This project is funded by the European Union Instrument for Pre-accession Assistance (IPA) Civil Society Facility (CSF).

Albania, Bosnia and Herzegovina, Croatia, Hungary, Kosovo, Macedonia, Montenegro, Slovenia, Serbia and Turkey. It is envisaged as a long term, continuous activity of the South East European Network for Professionalization of the Media (SEENPM).

Aim of the regional meeting:

This meeting aims at bringing together civil society organisations, individual activists, independent state bodies, non-profit media and investigative journalists to discuss and prioritize issues for concrete actions to effectively influence national media policies for protecting and strengthening media freedom and media integrity in the countries of Western Balkans and Turkey.

Capacities of SEE Media Observatory as a regional partnership to initiate and support national coalitions for media integrity and concrete actions with own funds and instruments will also be explored.

Participants will be national teams from 7 countries involved in the project, and every team will be composed of 1 partner representative, 1 media CSO/civil activist, 1 investigative journalist, 1 (non-profit) online media, 1 independent state body/self-regulatory body. Selection of participants is made on the basis of their professionalism and commitment towards enhancing democratic values and media integrity. All participants are highly encouraged to contribute actively throughout the entire duration of this meeting, by sharing their opinion, experience and ideas for effective implementation of media reforms in their countries, and on the regional level too.

As a follow-up of this event, in the period May-December 2015, 1 media integrity advocacy action/campaign will be implemented in each country (and in 2016 additional one, except in Turkey where 1 action will be implemented in either 2015 or 2016) by the SEE Media Observatory partner organisations together with their media integrity coalition partners/members at national level. Together, partners in national coalitions can create synergies and generate fresh, creative ways for effectively reaching relevant stakeholders. These activities could steer towards submission of policy/legislative initiatives and recommendations where these will be recognized as objectives of their media integrity advocacy work. Or they can use various traditional and digital communication tools for concrete issue-campaigns aimed at public awareness and specific targets selected by the national coalitions for media integrity.

Data, arguments, key messages and recommendations from monitoring and research reports of the SEE Media Observatory (produced in 2014, and to-be produced in 2015 and 2016) can be used for the potential legislative initiatives, public campaigns or other type of actions.

Participants:

Please find the list of all participants enclosed to this document

Host:

Biljana Petkovska, director at Macedonian Institute for Media

Contact: tel: +389 2 30 90 104; Mobile: +389 70 26 03 06; E-mail: bb@mim.org.mk

Logistical support: Ivona Vasilova, Program assistant

Contact: tel: +389 2 30 90 104; Mobile: +389 70 25 53 36; E-mail: ivonae@mim.org.mk

Venue of the workshop:

Hotel Holiday Inn, Mosa Pijade Str. 2, Skopje 1000, tell: +389 2 329 2929

Working language: English

Practical information:



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Participants' accommodation: Hotel Holiday Inn, Mosa Pijade Str. 2, Skopje, tell: +389 2 329 2929

Lunch: on April 28th lunch will be served in the hotel and on April 29th at a local restaurant "Pelister".

Dinner: On April 27th will be served at the hotel (20.00-22.00)
On April 28th MIM will organize joint dinner for all participants at local restaurant "Old City House".
On April 29th MIM will organize joint dinner for all participants at local restaurant "Vodenica"

Local transportation from and to the Skopje' airport and parking for participants arriving by car:
Arranged by MIM, according to the table attached.

Financial issues:

Macedonian Institute for Media as a project partner is in charge of all finances/budget for the advocacy workshop, including all travels (international and local), accommodations, meals, meeting costs etc. All participants should be in touch with the host to provide financial issues are arranged in accordance with the EC rules and the national rules MIM has to respect.



SEE Media Observatory Regional Meeting

A G E N D A

Venue: Hotel Holiday INN, Skopje

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DAY 1 – APRIL 28 (TUESDAY) Conference room “Millennium 1”

- 09.30-09.45 **Welcome: Biljana Petkovska**
Purpose of the meeting
Introducing participants and facilitators
- 09.45-10.00 Introduction: What is media integrity? Why it is necessary to elaborate, establish and defend media integrity? Who can establish and defend it and how? Why this regional meeting? What does it mean “coalition building”? What we learned from regional conference on anti-corruption and media, held in Ljubljana in December?
Introduction: **Brankica Petkovic**
- 10.00-11.30 **Plenary session 1:** What should be priority for actions to establish and defend media integrity in the countries of the region? Which key messages comprised the media integrity research in 2014? Where to put focus in each country? Whom to address by actions (mapping relevant actors)? Which methods to use – traditional activism and advocacy, digital activism?

Interactive plenary debate – all participants, all countries: exchange of opinions, observations and ideas.

Introduction to the session on key messages from 2014 regional media integrity research by **Petrit Saracini** and **Ines Bamburac** (10 minutes)

Facilitator of the plenary debate: **Sladjana Milosevic**
Rapporteur: **Vesna Nikodinoska**
- 11.30-12.00 **Coffee break**
- 12.00-12.30 **Case study 1:** Successful campaigning-using social media for effective advocacy:
Ushahidi-based election monitoring news site <https://secimvar.crowdmap.com/> with a goal to encourage citizens to produce election related news (it is aimed for the general elections in Turkey in June 2015);
A crowdsourced constitution writing project (<http://acikanayasa.wikispaces.com/>) and how citizen journalism seminars helped citizens and professional journalists to use better social media;
Erkan Saka, assistant professor at Communication School in İstanbul Bilgi University; Political blogger and coordinator of citizen journalism seminars.
Q & A



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12.30-13.00 **Case study 2:** Successful campaigning in using traditional advocacy to target political actors on media policy issues:

The experience of Media Center Sarajevo with preventing the adoption of harmful law on free access to public information in Bosnia and Hercegovina;

Ines Bamburac, director of Media Center Sarajevo

Lobbying of Albanian Media Institute for adoption of defamation Law in Albania

Ilda Londo, researcher, Albanian Media Institute

Moderator: **Sasa Lekovic**

13.00-14.30 **Lunch break (lunch will be served in the hotel)**

14.30-15.00 **Plenary session 2:** Summary of the morning plenary session on priorities for actions to establish and defend media integrity in the countries of the region,
Rapporteur : **Vesna Nikodinoska**

Introduction for the work in groups/national teams: what is the goal of this group work, how to work in groups, who is moderator and rapporteur from each group?

Facilitator: **Sladjana Milosevic**

15.00-16.00 **Work in groups Part 1 on TOPICS – What to do?** National teams discuss and prioritize issues/topics and target actions to be taken in focus in each country for Advocacy action 1 (in 2015) and Advocacy action 2 (2016)
Note: Turkey- one advocacy action

Participants will split in seven country teams (facilitation provided by coordinators from project partner organizations, rapporteurs to be jointly selected at the beginning of the group work).

16.00-16.15 Break

16.15-17.15 **Work in groups Part 2 on METHODS – How to do?** National teams discuss methods, tools, timing for Advocacy action 1 (in 2015) and Advocacy action 2 (in 2016) (Turkish team for one.)

19.30 **Joint dinner at a restaurant**

DAY 2 – APRIL 29 (WEDNESDAY) Conference room “Millennium 2”

9.30-11.30 **Plenary session 3:** Which actions to design and implement to promote and protect media integrity in seven countries? What to do, how and when?
Wrap up from the previous day.

Facilitator of the session: **Sladjana Milosevic**

Rapporteurs from seven national teams briefly present main conclusions and dilemmas from their group work to colleagues from the region: 5-10 minutes each + 5 minutes for questions from audience after each presentation.



Within that session:

9.30-10.30 *focus on Albania, Serbia, Montenegro and Macedonia*

10.30-11.30 *focus on Bosnia and Herzegovina, Kosovo and Turkey*

11.30-12.00 **Coffee break**

12.00-13.00 Plenary session: How SEE Media Observatory on regional level can support national actions for promotion and protection of media integrity? What are the needs? Which instruments can be used? Sub-granting – to support whom and focus on what? Research – which data and analyses are needed, in which form? Publicity, web site, social media – whom and how to provide regional platform for dissemination of ideas? How to use and for what purpose the connections SEE Media Observatory' partners have with governments in EU member states – Croatia, Slovenia and Hungary, and connections with European Commission and European Parliament (through MEPs)?

Introduction by **Brankica Petkovic** and **Sladjana Milosevic**

Group work:

Group 1: Sub-grantingⁱ – to support whom and focus on what? Moderators: **Ilona Moricz** and **Ines Bamburac**

Group 2: Research – which data and analyses are needed, in which form? Moderators: **Brankica Petkovic** and **Ilda Londo**

Group 3: Publicity, web site, social media – whom and how to provide regional platform for dissemination of ideas? Moderators: **Petrit Saracini** and **Erkan Saka**

Group 4: How to use and for what purpose the connections SEE Media Observatory' partners have with governments in EU member states – Croatia, Slovenia and Hungary, and connections with European Commission and European Parliament (through MEPs)? Moderators: **Biljana Petkovska** and **Jelena Jovovic**

13.00-14.00 Conclusions:

How SEE Media Observatory on regional level can support national actions for promotion and protection of media integrity? Brief rapports and recommendations from four groups.

How national teams will proceed with designing and implementation of national actions? Brief rapports from seven partners.

Facilitator: Sladjana Milosevic

Next steps: **Brankica Petkovic**

Farewell: **Biljana Petkovska**

14:00 **Lunch**

End of the regional meeting.

19.30 **Joint dinner at a restaurant**

ⁱ SEE Media Observatory Project provides small grants (up to EUR 5.000) for journalists and CSO's supporting media integrity through investigative stories and advocacy actions.

