

BUILDING TRUST IN MEDIA IN SOUTH EAST EUROPE AND TURKEY

AN EU-UNESCO FUNDED PROJECT



ABOUT THE PROJECT

The focus of the project “Building Trust in Media in South East Europe and Turkey” is on improving media accountability mechanisms, media internal governance and media and information literacy (MIL) among citizens.



OVERVIEW OF THE ACTIVITIES IMPLEMENTED BY THE PROJECT

REINFORCING MEDIA ACCOUNTABILITY MECHANISMS

This component of the project aims at supporting the long-term sustainability, the visibility and functioning of press councils in the region. To do that UNESCO sponsors existing press councils to organize advocacy actions for ethical journalism, to take part in public debates, to revise their ethical guidelines and adapt to the digital era, to participate in regional and international meetings related to media ethics and self-regulation, among others.

SUPPORTING PRESS COUNCILS IN SOUTH EAST EUROPE AND TURKEY

What is the role of a press council?

Administration of an agreed code of Journalistic Ethics

Investigation of complaints about a breach of the code of Ethics

IMPROVING Journalists and Media workers' LABOUR RIGHTS IN SOUTH EAST EUROPE AND TURKEY

STRONGER LABOUR RIGHTS, STRONGER MEDIA!

Weak employment conditions harm journalists' rights and media freedom

INCREASING MEDIA INTERNAL GOVERNANCE

This part of the project is about increasing the commitment to editorial and ethical codes. It also aims at improving the commitment of editors and media owners to labour rights standards, guaranteeing that all employees, are covered by proper work contracts. The planned activities include the creation of a Labour Rights Expert Group for South East Europe and Turkey, some training of trainers on labour rights standards, and the conducting of internal audits on ethical practices of chosen media outlets.

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STRENGTHENING MEDIA AND INFORMATION LITERACY

This component of the project aims at increasing the public demand and support in the region for quality media by empowering people through Media and Information Literacy. To achieve that, UNESCO is conducting National MIL consultations in the region, setting up a South Eastern Europe Association of Viewers', Listeners' and Readers' Interest, organizing training on MIL and awareness-raising campaign.

PARTNERS OF THE PROJECT



Media Education Centre - Council of Media Ethics of Macedonia - European Federation of Journalists - Ethical Journalism Network - Press Council of Kosovo (administered by the UN Interim Administration Mission in Kosovo in the context of UN Security Council Resolution 1244)



Press Council of Serbia - Platform for Independent Journalism - Macedonian School of Journalism and PR - South-East European Network for Professionalisation of the Media - Press Council in Bosnia and Herzegovina

PROJECT TIMELINE

1 January 2016 ————— 31 December 2018

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