

**Project Fiche – IPA centralised programmes**  
**Regional programme on Civil Society – Media component in South-East Europe**

**1. Basic information**

- 1.1 CRIS Number:** 2007/019-636
- 1.2 Title:** Alignment to European Standards in the Media Sector
- 1.3 ELARG Statistical code** 06.10- Information society and media
- 1.4 Location:** Albania, Bosnia and Herzegovina, Croatia, the former Yugoslav Republic of Macedonia, Montenegro, Serbia including Kosovo (as defined by UNSCR 1244)<sup>1</sup> and Turkey

**Implementing arrangements:**

**1.5 Contracting Authority:** European Community represented by the Commission of the European Communities for and on behalf of the beneficiary countries<sup>2</sup>.

**1.6 Implementing Agency:** N.A.

**1.7 Beneficiary:**

- Activity 1: public broadcasters, print media, media institutes and centres, self-regulation bodies in candidate countries<sup>3</sup> and potential candidate countries<sup>4</sup>. Indirect beneficiaries will include: the media communities in these countries; regulatory authorities; as well as the public at large.
- Activity 2: relevant media stakeholders of the region.

- 1.8 Overall cost:** €342,222
- 1.9 EU contribution:** €320,000
- 1.10 Final date for contracting:** 30/11/2008
- 1.11 Final date for execution of contracts:** 30/11/2010
- 1.12 Final date for disbursements:** 30/11/2011

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<sup>1</sup> Hereafter referred to as Kosovo

<sup>2</sup> "Beneficiary countries" includes Kosovo in the whole document

<sup>3</sup> namely Croatia, the former Yugoslav Republic of Macedonia, Turkey

<sup>4</sup> namely Albania, BiH, Montenegro, Serbia including Kosovo

## 2. Overall Objective and Project Purpose

### 2.1 Overall Objective:

To encourage and accelerate media reform in beneficiary countries, consolidate European standards and bring about more media protection, professionalism and independence.

### 2.2 Project purpose:

*Activity 1:* to increase the efficiency of existing self-regulatory mechanisms in the media sector, ensure a respect for the code of ethics, improve the profile of the media community and industry, and increase public awareness. In addition, self-regulatory mechanisms are to contribute towards building networks to accelerate reforms in the media sector by means of regional cooperation.

*Activity 2:*

- to reinforce the basic conditions for a progressive alignment with the relevant *acquis* in the media sector;
- to provide a comprehensive picture of EC media legislation and standards, and initiatives taken by the Council of Europe;
- to discuss media issues requiring further reform in the light of the relevant *acquis* and 'best practices';
- to debate the conditions and means to support the improvement of audiovisual content, taking into account the European standards/good practices already implemented by local media professionals;
- to continue the exchange of information and experiences among representatives from public service broadcasters and associations of private broadcasters and NGOs and reinforce the “networking effect” at country and regional levels;
- to identify necessary steps for the implementation of European standards in media regulation, progressive alignment to relevant EC directives and needs of innovative support, the blueprint of the continued assistance being part of the Stabilisation and Association process (SAP) and the European Partnership.

### 2.3 Link with AP/NPAA / EP/ SAA:

Accession Partnership agreements underline the need for amendments to existing legislation with a view to completing the alignment of legislation in the short and medium term, strengthening the institutional capacity for the implementation of the EC *acquis* and ensuring free and harmonious development of the media sector. The media sector has been also identified in European Partnerships agreements as one of the main priorities in the region.

### 2.4 Link with MIPD:

The Media Programme appears as a priority in the Multi-Beneficiary MIPD under Section 2.2.6 "Support to Civil Society".

### 2.5 Link with National Development Plan:

Most countries of the South-East Europe have launched a media reform process and have made substantial efforts in developing a framework for independent media although the level of media reform and general legislation varies from country to country.

Problems remain such as the need of a strong protection of democratic advances and independence from state and political influence, the fear of journalists to report news impartially as they are still hampered by economic dependence, a lack of sound journalistic training, weak professional structures and in many cases an unclear and incomplete legislative framework. In addition, laws and regulations adopted to guarantee the

independence of the media are not always effectively implemented. The most challenging tasks for all these countries in the near future will be to secure the independence of public broadcasting services and regulatory authorities. The general situation in each of the participant countries is as follows:

#### Albania

Regulations in general can be considered as fair and impartial and Albania has an Action Plan to develop new broadcasting legislation. Albania is taking the right steps to media reform but should intensify its efforts to decriminalise defamation, amend the Broadcasting law in accordance with the agreed Action Plan and improve the transparency of media property.

#### Bosnia and Herzegovina

The legal framework for the media in Bosnia and Herzegovina is advanced and generally in line with European standards. However, a major outstanding issue is the adoption of the Federation PBS (FRTV) service law which is a condition of the Feasibility Study for the Stabilisation and Association Agreement. The regulatory body "Communications Regulatory Agency" may be considered an example to the region. The press remains increasingly lax with ethics. There is still a need to consider the issue of journalists' rights and that many of the institutions and outlets that have received EU and international support are not yet self-sustainable.

#### Croatia

The Croatian media are by large open and pluralistic, both in print and broadcasting. Print media sector is almost unrestricted, with a very vague provision against monopolies. The open political pressure and self-censorship that was prevalent in the nineties have almost disappeared but are often replaced by a more subtle form of promoting the interests of the media owners and their lobby groups. Broadcasting is more regulated both in terms of content and market entry. An increased role for civil society in the nomination procedures for the Council for Electronic Media and the Croatian Radio and Television and its Programme Council would ensure that they work independently and free from political interference.

#### The former Yugoslav Republic of Macedonia

The 2005 Broadcasting law is gradually being implemented. A more competitive licensing system, which will diminish political interference, has been introduced and new licences issued. The existing law, if properly implemented, will ensure that the procedure for selecting members of the regulatory body is depoliticised. Legal procedures to ensure the political independence of the broadcasting system have been established, but not properly implemented. A national broadcasting strategy remains to be adopted. Implementation of the Broadcasting Law has been put at risk by the introduction of the new draft laws on electronic communication and Broadcasting which are aimed at merging the two regulatory bodies, the Agency for Electronic Communication and Broadcasting Council, into one body: Agency for electronic Communication, Broadcasting and Postal Services.

#### Montenegro

At the end of 2002, the Montenegrin Parliament adopted three laws regulating the media sector: the Media Law, the Broadcasting Law and the Law on Transformation of State Television into a Public Service Television. The laws were prepared under the framework of a joint initiative of EAR-CoE (CARDS 2001) and OSCE and in line with European media standards. The question still remains how to bridge the gap between the legislation and regulations and their implementation. There have recently been no significant changes

regarding the media laws apart from decisions taken by the Broadcasting Agency, of which one was the final version of programming standards prepared in April 2005. At the beginning of 2004, the Broadcasting Agency adopted new Frequency Plan and the Broadcasting Strategy. The draft of the Media Concentration Law has been completed. Montenegro is also trying to set up a self-regulatory body.

### Serbia

The first Broadcasting Law was adopted in Serbia in July 2002. The Public Information Law was adopted in April 2003, but the law has not yet been applied. Some amendments to the Broadcasting Law adopted in August 2005, contain provisions that undermine the independence of electronic media, in particular at municipal level, by introducing further delays in the timeframe for privatisation of local media, currently under control of local authorities. The allocation of national, regional and local radio and TV frequencies by the broadcasting authority, the Republic Broadcasting Agency was a disputed one in terms of transparency and accountability and was contested before the courts.

### Kosovo

There are numerous media outlets in Kosovo. Kosovo has an improved situation in the field of media legislation as compared with other countries in the region. The press is self-regulated through the Press Council, while the electronic media is to be regulated by the Independent Media Commission (IMC). The IMC was particularly efficient in quickly adopting its internal rules of procedures, the code of ethics, the policy on public rulemaking, the broadcasting policy and the guidelines on sanctions. But freedom of speech remains fragile in Kosovo. Although there is a fairly good access to information laws in Kosovo, self-sustainability of media is a distant goal. Policies and strategies are badly needed to address this issue as well as the education and professionalism of journalists. One other issue in Kosovo is the poor access to information in the minority language (Serbo-Croat).

### Turkey

Turkey's candidacy to the EU is the main driving force behind the democratisation process in the country. This door to more freedom for the media and legal reform is considered as part of the policy for fulfilling EU membership requirements. In terms of Media Policies, the Radio Television Supreme Council (RTÜK) was established in April 1994 to regulate private broadcasting and to ensure the compliance of broadcasts within the legal framework.

The media are heavily dominated by large multi-media sector groups. Regarding audiovisual media, the first broadcasting company of the country, Turkish Radio and Television Corporation (TRT) has had the monopoly in broadcasting for more than 20 years. The establishment of STAR in 1990, as Turkey's first private commercial TV channel, has paved the way for the development of a vibrant media sector, however RTÜK, has been unable to reallocate frequencies and review the temporary licenses effectively and many local radio channels operate without a licence.

Broadcasting in languages other than Turkish is part of requirement of the EU to be fulfilled before the start of the negotiations of EU membership, and two radio channels have begun broadcasting in Kurdish. Another radio channel received authorization to broadcast in the Kirmançi and Zaza dialects of Kurdish.

Media employees are not able to obtain a press card as required by the legislation regulating the rights of journalists and thereby become members of Turkish Journalists Union (Türkiye Gazeteciler Sendikası, TGS), the trade union with authority to negotiate

collective agreements for journalists. Journalism ethics are promoted by the Journalist Associations of Turkey and a voluntary ombudsman mechanism was introduced in 2006 by RTÜK. Despite these improvements in the freedom of expression, many journalists, publishers and human rights activists are being prosecuted.

### **3. Description of project**

#### **3.1 Background and justification:**

Since 1994, the European Commission has been one of the main international donors in the media field in the Western Balkans. Until 2000 EC funding for media support was allocated under two different programmes: Democracy budget line (B7-700) and Obnova/PHARE (B7-541). The programmes concentrated on promoting: media in the framework of civil society; economic aspects of the media sector, e.g. the freedom of media; media outlets in particular radio; reform of public broadcasting. Under the CARDS programme launched in 2000, the EC promotes free and independent media in the Western Balkans. In 2001, the CARDS national support to direct media was little with a total budget of 7.5 millions for support public broadcast media reform in Bosnia and Herzegovina, independent media in Serbia and radio/television in Kosovo. The CARDS regional programme 2002 allocated €1.5 million to promote free and independent media, i.e. editorial independence, professional associations and institutions, local journalism, management of training capacity, implementation of legal framework in line with European standards and regional cooperation between media organisations. In Bosnia Herzegovina and the former Yugoslav Republic of Macedonia. The European Initiative for Human Rights programme provided support in the field of media with the objective to enhance professionalism of local community of media, the quality and coverage of human rights and democratisation issues in the media and the defence of independent media through legal procedure.

Furthermore, apart from the European Commission, a number of other actors were and are involved in supporting media in the Western Balkans. For example, the Council of Europe has developed a media strategy for 2001-2004 which covered a large range of issues such as the rights and responsibilities of journalists, regulation of the press, radio and television and access to information. OSCE provided advisory assistance on media regulation and legislation in all region, helped to set up and transform radio and television services. Stability Pact support for media was carried out by the Media Task Force which adopted an overall strategy for media assistance in October 2001 up to end of 2006, elaborating actions plans and launched project in cooperation with various donors including EU Members states, non EU countries and international organisations, as well as groups of local media experts. UNESCO was also very active in supporting the independent media in several Western Balkan countries providing technical assistance to national and international authorities in drafting of legislation and broadcasting laws, setting up a programme bank which ensures quality productions to all TV stations and ensuring emergency assistance during the conflict period.

Important efforts have consistently been made by various donors in creating diverse media, strong enough to check state authorities and responsible to act on behalf of the public, serving the public interest. The EU member states have had a long tradition in democracy and freedom of expression, but the countries of South East Europe are at the beginning. They need precise and coherent regulations in their media laws and no interference from political authorities or other strong interests. With the fall of the Communist regimes in South-East Europe, attention was paid to the development of the media as a precondition of steady democratisation.

The EC supports particularly the preparation of the beneficiary countries for their future membership in the EU. The first efforts were made to support media initiatives and to train journalists in basic skills, and later more sophisticated training was made available to journalists and attention was paid to the opportunities for networking of the media professionals and media organisations. These initiatives have contributed greatly to the rise in the professional conscience of media professionals.

While restrictive legislation, punitive actions of governments and aggression against the journalists call for immediate action, the issue of responsibility and self-regulation are regarded as a natural counterbalance for the greater freedom that the media professionals should enjoy. Enhanced ethical and professional standards as well as improved and consistent self-regulation is viewed as important with specific initiatives introduced to harmonise media activities with accepted European norms and values and to act as an alternative to judicial redress. A summary of the self-regulation situation in some candidate and pre-candidate countries is provided by the study *Media Self-regulations Practices and Decriminalisation of Defamation in the Countries of Southeast Europe*, published in 2006.

Little has been done to secure a consistent implementation of codes of conduct. Major problems include weak institutional capacities of the professional organisations, including bodies monitoring media activity, the low rate of acceptance by certain stakeholders, especially publishers, the low awareness of the public on their existence and function, and the small impact on the media.

Ethical conduct and good practice in journalism take time to consolidate.

### **3.2 Assessment of project impact, catalytic effect, sustainability and cross-border impact:**

#### **3.2.1 Activity 1**

The current project aims at broadening the debate on media responsibility and public trust in order to incorporate more than just codes of ethics and press councils, so that the effects may be more consistent, more sustainable and not dependent upon single bodies and/or associations. The project includes activities aimed at promoting a newsroom ombudsman (or readers' editor).

The newsroom ombudsman is a function meant to represent the consumers' interests in front of the newsroom. The ombudsman is called to monitor the editorial content after it was published/broadcast and spot the violations of the good practices and ethical conduct. It is his/her task to bring these violations in front of the persons in charge of the editorial control and make sure they are no systemic, there are proper redress mechanisms and corrective actions are taken. The ombudsman also receives the letters from the public and makes sure that the topics the public are interested in are represented in the paper/programs. In some newsrooms, the ombudsman issues a periodical column, tackling one of the moral dilemmas in the media (in the given period), or discusses an issue relating to the editorial treatment of the topic of the day. The ombudsman is not a censor, as s/he cannot decide on what is published or not, but can be a very good feedback loop, with a strong educational role. Moreover, the public presence of the ombudsman (via published materials) consolidates the public's perception of a responsive and responsible media outlet, well connected with its own public and paying attention to its public's interest. The ombudsman functions as a "moral instance" inside the newsroom, being able to influence not the editorial content directly, but the way journalism is practiced. This way, this function's impact on the editorial content is more solid, sustainable and has a long lasting effect by avoiding (rather than just correcting) the mistakes. The ombudsman function is one important element of the Media Accountability System (MAS), a collection of

standards and mechanisms that guarantee the predictable character of the editorial quality of a media outlet.

The newsroom ombudsman model has been only tentatively approached in the region (Croatia, Turkey), despite its apparent advantages:

- it is easy to implement and maintain; the operation is responsible for the funding of the position and benefits directly from the advice given;
- it links the newsroom with its own public, thus making the debate more targeted;
- it has an educative role, “teaching” media consumer what good journalistic practices;
- it creates a sense of ownership of the public over the respective medium;

Once the documentation and materials have been produced and transmitted to participants, they are free to use them at their own pace as they see best for their environment. Moreover, the same documents will be left with the local organisation (as “keepers of standards”), which may further the effort of establishing newsrooms ombudsman functions in the future. While the ombudsman model may be the focus of the proposed project, due attention will be given to the consolidation of the existing implementation mechanism, e.g. press councils.

The press councils have different ways of functioning, but they are generally perceived as bodies in charge of identifying and sanctioning the violations of the codes of ethics or conduct at a larger level (usually nationally). A functional press councils requires a mature media community, able to select (or accept) representative figures as council members and ready to accept their authority in media issues. Such bodies have a general visibility, promoting the image of the media profession and demonstrating the power of the profession to regulate itself and to protect the commonly shared values. The council’s rulings have a sanctioning value (rather than an educative one) and the role of the Council can be that of the keeper of standards.

In this project, the highlight would be their connection with similar bodies in Europe so that the media professionals have direct access to the experience of their better established counterparts and have a voice in the European debate before accession occurs. Thus, harmonisation of standards will precede accession and make integration easier.

Working at these two levels the project will help create a two-pillared self-regulating mechanism developing in parallel for the benefit of the media and the public. The “institutional level” (the councils) may serve as a resource for the “newsroom” level (the ombudsman), while the latter will consolidate the need for a professional response. Self-regulation has to be improved in each beneficiary country as being the only way to have open, free and democratic media.

Another area of interest with a potential immediate impact on the quality of news media will be assistance to developing media glossaries or style books in which politically or culturally “loaded” terms and concepts are described and the media’s own policies in the use of the terms is laid out clearly for all the journalists and editors. In many established European media organisations the local style-books prevent abuse of terms such as “terrorist”, “rebel”, “criminal” or religious and ethnic denominations and thus contribute to minimize the risk for the media playing a willing or unwilling role in incitement. On the contrary, solid style-books can actively help media to contribute to conflict resolution and reconciliation as well as dialogue and mutual understanding; an issue of the highest importance in the region. The current project will help producing a “how to” manual for developing style books. As these style books are newsroom-specific and language-specific, they require a very individual approach when it comes to their content. Still, the process of

developing such an editorial tool is pretty much standardized. The experts in the program will be involved in formalizing the process, in a form that is replicable and easy to use by every newsroom in the targeted countries.

For all the three above mentioned concrete paths for better professional standards and more quality journalism the regional scope of the project as such is a key feature as it is through regional discussion and exchange these various concrete steps forward can gain critical mass and push journalism forward. Self-regulation has to be improved in each beneficiary country as an important tool to open, free and democratic media.

### 3.2.2 Activity 2

This activity will build on the exchange of information on European standards and media policy, and the dissemination of good practice among government representatives and senior, prominent, influential media persons from each beneficiary country who have the expertise and knowledge necessary to identify local needs, concrete possibilities of EC support for additional legislative reform and implementation. It should aim at communicating existing European instruments with concrete challenge faced in the broadcasting and audiovisual sectors, including the continued necessary reform of the broadcasting services and the development of local audiovisual content.

## 3.3 Results and measurable indicators:

### 3.3.1 Activity 1

Results	Indicators
<p>R1.a - Greater competence and awareness among participating councils on how to implement the EC acquires, models and self-adopted standards that affect the media;</p> <p>R 1.b – Greater connectivity of the local press councils with European well-established bodies;</p>	<p>I1.a At least nine participants from beneficiary countries at annual meetings of the AIPCE</p> <p>I.1.b – At least two joint projects or project ideas for coordinated action will result (one per annual meeting)</p>
<p>R2.a - A reference on media accountability/self-regulation exists and is used by the stakeholders;</p> <p>R2.b -A virtual network of professionals with an interest in Media Accountability Systems is created</p>	<p>I.2.a – At least 2,000 hits on the website during the life of the project.</p> <p>I2.b – At least two professionals per country contribute with relevant materials on the website</p> <p>I2.c – One international conference on media accountability and self-regulation is organised, attended by at least 50 professionals in the region.</p>

R3.a - Increased awareness of publishers and media newsrooms of alternative forms of accountability	I.3.a – One regional workshop dedicated to newsroom-based accountability systems is organised, attended by at least 20 publishers and heads of newsrooms
R3.b - Increased confidence in newsroom-based self-regulation	I.3.b – at least 16 newsrooms engage in the showcases and monitoring.
R3.c - A reference document on media ombudsman function and a roadmap to developing a style book are available	I.3.c – The publication is available on-line
R3.d - Increased capacity of local media centres to start, assist and monitor the setting-up of newsroom-based mechanisms of accountability	I.3.d – At least five centres in beneficiary countries incorporate the newsroom ombudsman project in their portfolio, for further dissemination.

### 3.3.2 Activity 2

Based on previous seminars, the European Commission expects that this activity will create new and/or strengthened framework and environment for developing and/or amending broadcasting and audiovisual legislation in line with the EC acquis.

One indicator will be the adoption and implementation of related legislation creating the basic conditions for a progressive and effective alignment of the participant countries with the relevant *acquis* in the media sector. In addition, a clear benchmark will be the possibility of participating in the Media 2007 programme provided that the requirements of the programme are fulfilled. The level of audience from relevant governmental and media sectors of the region will be an important factor in sustaining the impact of the Conferences in the region in addition to a changed approach in promoting media landscape, increased impact on main stakeholders in the participant countries and the better organisation of future conferences

## 3.4 Activities

### 3.4.1 Activity 1

A contribution agreement will be signed with Unesco and actions to be taken under this Activity will include:

- **Connecting the local Press Councils with the self-regulation process at the European level**

The project will assist representatives of the press councils (or other similar organisations or media development organisations interested in facilitating the establishment of reforming press councils) in the beneficiary countries to connect with the Alliance of the Independent Press Councils in Europe (AIPCE).

- **Establishing a reference for media accountability systems/self-regulation and a virtual network of interested professionals in the region**

The creation of a website dedicated to media accountability systems/self-regulation (MAS/SR) issues in the region should contain information on: media legislation and regulations at European level (EU, Council of Europe), models for setting up and managing press councils, funding ideas and success stories, descriptions of the councils at the national

level (statutes, attributions, funding, decision mechanisms, links to their sites, contact persons, etc), collection of codes of ethics or codes of conduct throughout the region, rulings of press councils (or similar bodies) on infringements of journalistic ethics, virtual networks of professionals with an interest in the issue (ombudsmen, press councils members, journalists, academics), tools for teaching/implementing ethical conducts in the media.

- **Promoting alternative, newsroom-based forms of accountability/self-regulation**

A widespread, honest and efficient implementation of such newsroom-based methods (newsroom ombudsman, internal style books) may diminish the number of ethical violations and help press councils to gain a more strategic status. The current programme proposes a coordinated effort to promote basic accountability, mechanisms that can secure editorial predictability, self-replication and feedback from the audience.

### **3.4.2 Activity 2**

Three specific contracts under the relevant Framework contract will be launched for the implementation of this activity and three conferences will be organised based on the initiative launched in 2004-2006. The conferences will be devoted to the ongoing process of modernisation of European audiovisual policy, in particular through the new Audiovisual Media Services Directive for which a Political Agreement was achieved on 24 May 2007. They will be an exchange of information on standards and state of play of media policy in the participatory countries and will be more focused on particular needs. The first conference will focus on an overview of the (latest) developments of European audiovisual policy. The second will cover basic principles and common policy objectives of the new rules on European audiovisual policy. The third conference will follow up the development of audiovisual media services in the new environment.

### **3.5 Conditionality and sequencing**

N.A.

### **3.6 Linked activities**

Self-regulation is a new activity and setting up the code of ethics is the first step. The activity will also be an opportunity to raise the importance of building up a network of correspondents to ensure sound and reliable information.

Past EC conferences have been organised to allow the exchange of experiences among regulatory authorities and representatives of the government of the Western Balkans together with the identification of needs and the possibilities of international and EC support for legislative reform and implementation. The 2004 and 2006 Conferences led to e.g. the 2005 Law of Public Broadcaster in Kosovo, the Broadcasting law of the former Yugoslav Republic of Macedonia, and the 2007 Law on Digital Television in Albania. The conferences will be devoted to the ongoing process of modernisation of European audiovisual policy, in particular through the new Audiovisual Media Services Directive for which a Political Agreement was achieved on 24 May 2007.

### **3.7 Lessons learned**

In terms of activities, overall donor experience and support to the media sector as mentioned in section 3.1 shows that there has been a certain amount of support for the reform of the legal framework and the transformation of state-owed broadcasting into public broadcasting as well as direct financial assistance to private media outlets. However, a number of key aspects have received little or no attention: strengthening professional associations, improving the professional standards of investigative journalism as well as exchange of news at local and regional levels. Additional support is needed to continue to align the media sector with European standards particularly regarding self-regulation and media

accountability which should not be linked to one single donor. Activities supported by various organisations will increase awareness-raising.

Commission services including DG Info, DG Relex, DG Enlargement and EuropeAid organised regular Conference in the field of alignment to the EC acquis with the key public and private media representatives in the region which shows the interest of the process in the region and the need for a strong and continue support in the field for strengthening experience and best practices.

#### 4. Indicative Budget (amounts in €)

Activities	TOTAL COST	SOURCES OF FUNDING										
		EU CONTRIBUTION			NATIONAL PUBLIC CONTRIBUTION				PRIVATE			
		Total	% *	IB	IN V	Tot al	% *	Central	Regional	IFIs	Total	% *
Activity 1 Contract 1.1 Contribution Agreement	222,222	200,000	90	200,000	-	-	-	-	-	-	22,222	10
Activity 2 Contract 2.1, 2.2 & 2.3 Framework Contracts Commission	120,000	120,000		120,000	-	-	-	-	-	-	0	-
<b>TOTAL</b>	<b>342,222</b>	<b>320,000</b>		<b>320,000</b>	-	-	-	-	-	-	<b>22,222</b>	-

\* expressed as % of the Total Cost

#### 5. Indicative Implementation Schedule (periods broken down per quarter)

Contracts	Start of Tendering	Signature of contract	Project Completion
Contract 1.1		Q4 2008	Q4 2010
Contract 2.1 First Conference	Q1 2008	Q2 2008	Q3 2008
Contract 2.2 Second Conference	Q1 2009	Q2 2009	Q3 2009
Contract 2.3 Third Conference	Q4 2009	Q4 2009	Q1 2010

#### 6. Cross-cutting issues (where applicable)

Developing free, democratic and professional media cannot take place in isolation. It has to be seen as part of the wider objective of democratisation and is best achieved in the framework of integrated approach encompassing parliamentary bodies and civil society organisations at all levels. In addition, the media sector should cover all issues of relevant importance for the population of the region, i.e. EU rapprochement, reform and transition, reconciliation, minority rights, women's rights, privatisation, environmental protection, etc.

##### 6.1 Equal Opportunity:

In recent decades there has been increasing attention paid to the gender dimension of poverty and development in transition economies, particularly in relation to the leadership of women in the professional framework. The project should integrate gender mainstreaming in its aims and activities, specifically in subject matters and areas of where women are forgotten and they can play a greater role.

**6.2 Environment:**

Project beneficiaries shall ensure that during the implementation of the projects due attention is paid to and relevant information is provided where necessary on specific environmental problems. Any related initiatives might consist of awareness-raising events, press releases, training activities, as well as television programmes that target a very broad audience.

**6.3 Minorities:**

Rights of minorities should be taken into account when evaluating the quality of all projects proposed under the programme.

**ANNEXES**

1. Log frame
2. Amounts contracted and disbursed per quarter over the full duration of the programme.
3. Details per EU funded contract

ANNEX 1: Logical framework matrix in standard format

LOGFRAME PLANNING MATRIX FOR Project Fiche: Alignment to European Standards on Media.	Programme name: Regional programme on Civil Society – Media component in South-East Europe	CRIS Number: 2007/019-636
	Contracting period expires: 30/11/2008	Disbursement period expires: 30/11/2011
	Total budget: €342,222	IPA budget: €320,000

Overall objective	Objectively verifiable indicators	Sources of Verification	
To encourage and accelerate media reform in beneficiary countries, consolidate European standards and bring about more media protection, professionalism and independence.	<ul style="list-style-type: none"> <li>- Effective regulatory and self-regulatory mechanisms functioning the target countries</li> <li>- A framework for the exchange of views and sharing of experiences regarding European media standards exists and functions</li> <li>- A functioning network of interested and expert bodies exists and is functioning</li> <li>- Authorities in the target countries take active role in supporting the networking of the stakeholders;</li> </ul>	<ul style="list-style-type: none"> <li>- country reports of the international and national organisations;</li> <li>- activity reports of the self-regulatory bodies;</li> <li>- national legislation and regulations;</li> <li>- the MAS/SR (Media Accountability System/ Self-Regulation)website traffic meter</li> <li>- articles on the MAS/SR site</li> </ul>	
Project purpose	Objectively verifiable indicators	Sources of Verification	Assumptions
<b>Activity 1:</b> to increase the efficiency of existing self-regulatory mechanisms in the media sector, ensure a respect for the code of ethics, improve the profile of the media community and industry, and increase public awareness. In addition, self-regulatory mechanisms are to contribute towards building networks to accelerate reforms in the media sector by means of regional cooperation.	<ul style="list-style-type: none"> <li>- process through which complaints can be heard is established and functions in each target country;</li> <li>- the members of the self-regulatory bodies in the target country attend two annual meetings of the AIPCE (Alliance of the Independent Press Councils in Europe)</li> <li>- At least 9 such systems successfully function (one per target country);</li> <li>- media legislation and norms on regulatory bodies abide by the European Standards</li> <li>- Regional conferences on the state of advancement to European media standards and norms is held and attendance is</li> </ul>	<ul style="list-style-type: none"> <li>- reports of the self-regulatory bodies</li> <li>- reports of the media centres in the target countries;</li> <li>- media reports;</li> <li>- proceedings and documents of the international conference "Beyond the Code of Ethics – Building Media Accountability and Public Trust";</li> <li>- documents of the AIPCE;</li> <li>- reports of the participants;</li> <li>- reports of the task force created to prepare, monitor and evaluate the ombudsman function exercise;</li> <li>- MAS/SR website articles: reports by editor</li> </ul>	<p>Genuine support of the media community for accountability and self-regulation.</p> <p>A shared agreement between UNESCO and its partners on goals, procedures and responsibilities.</p> <p>Commitment of and efforts made by regional deciders to comply with European standards</p>

<p><b>Activity 2:</b></p> <ul style="list-style-type: none"> <li>• to reinforce the basic conditions for a progressive alignment with the relevant acquis in the media sector;</li> <li>• provide a comprehensive picture of EC media legislation and standards, and initiatives taken by the Council of Europe;</li> <li>• discuss media issues requiring further reform in the light of the relevant acquis and 'best practices';</li> <li>• debate the conditions and means to support the improvement of audiovisual content;</li> <li>• continue the exchange of information and experiences among representatives from public service broadcasters and associations of private broadcasters and NGOs and reinforce the “networking effect”;</li> <li>• identify necessary steps for the implementation of European standards in media regulation, progressive alignment to relevant EC directives and needs of innovative support, the blueprint of the continued assistance being part of the Stabilisation and Association process (SAp) and the European Partnership.</li> </ul>	<p>relevant;</p> <ul style="list-style-type: none"> <li>- National legislations and practices reflect largely the European standards</li> </ul>	<ul style="list-style-type: none"> <li>- Country reports by international and national organisations;</li> <li>- national legislations;</li> <li>- country reports by international and local organisations;</li> </ul>	
<p><b>Results</b></p>	<p><b>Objectively verifiable indicators</b></p>	<p><b>Sources of Verification</b></p>	<p><b>Assumptions</b></p>
<p><b>Activity 1:</b></p> <ul style="list-style-type: none"> <li>- Greater competence and awareness among participating councils on how to implement EC acquis, models and self-adopted standards that affect the media;</li> <li>- Greater connectivity of the local press councils with European well-</li> </ul>	<ul style="list-style-type: none"> <li>- At least nine participants from beneficiary countries at annual meetings of the AIPCE</li> <li>- At least two joint projects or project ideas for coordinated action will result (one per annual meeting)</li> </ul>	<ul style="list-style-type: none"> <li>- papers of AIPCE</li> <li>- narrative and financial reports of the participants/commissioned organisation</li> <li>- the MAS/SR website traffic meter</li> <li>- the MAS/SR website content;</li> <li>- report by website editor;</li> <li>- proceedings and documents of the international</li> </ul>	<p>Genuine support of the media community for accountability and self-regulation.</p> <p>A shared agreement between UNESCO and its partners on goals, procedures and responsibilities.</p>

<p>established bodies;</p> <p>-A reference on media accountability/self-regulation exists and is used by the stakeholders;</p> <p>-A virtual network of professionals with an interest in Media Accountability Systems is created</p> <p>- Increased awareness of publishers and media newsrooms of alternative forms of accountability</p> <p>- Increased confidence in newsroom-based self-regulation</p> <p>- A reference document on media ombudsman function is available</p> <p>- Increased capacity of local media centres to start, assist and monitor the setting-up of newsroom-based mechanisms of accountability</p> <p><b>Activity 2:</b> - create and/or strengthen the environment for developing and/or amending broadcasting and audiovisual legislation in line with the EC acquis.</p>	<ul style="list-style-type: none"> <li>- At least 2000 hits on the website</li> <li>- At least two professionals per country contribute to the website</li> <li>- One international conference on media accountability and self-regulation is organised and attended by at least 50 professionals in the region.</li> <li>- One regional workshop dedicated to a newsroom-based accountability system organised. Publishers and heads of newsrooms attend</li> <li>- At least 16 newsrooms engage in showcasing and monitoring</li> <li>- The publication is available on-line in at least five local languages</li> <li>- At least 5 centres in the target countries incorporate the newsroom ombudsman project in their portfolio, for further dissemination.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>- Three international conferences are held yearly, aimed at articulating existing European instruments with concrete challenges faced in the broadcasting and audiovisual sectors</li> <li>- amendment of legislation aligned to EC acquis</li> </ul>	<p>conference "Beyond the Code of Ethics – Building Media Accountability and Public Trust";</p> <ul style="list-style-type: none"> <li>- Proceedings and documents of the workshop; reports of the task force created to prepare, monitor and evaluate the ombudsman function exercise;- reports by participating newsrooms;</li> <li>- reports by media centres;</li> <li>- country reports by national and international organisations;</li> <li>- the proceedings of the conferences;</li> <li>- the country reports by national and international organisations;</li> <li>- national and regional reports</li> <li>- European Partnership Annual report</li> </ul>	<p>Will of national authorities to proceed to the relevant reforms</p>
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	<ul style="list-style-type: none"><li>- determination of real needs in the media Sector</li><li>- participation in the Community Programme MEDIA 2007.</li><li>- important of audience during the Conferences</li></ul>		
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Activities	Means	Costs	Assumptions
<p><b>ACTIVITY 1</b></p> <p><i>Activity 1.1</i> – Connecting the local Press Councils with the self-regulation process at the European level</p> <p><i>Activity 1.2</i> - Establishing a reference for media accountability systems/self-regulation and a virtual network of interested professionals in the region</p> <p><i>Activity 1.3</i> – Promoting alternative, newsroom-based forms of accountability/self-regulation</p>	<p>A contribution agreement will be signed with Unesco</p> <ul style="list-style-type: none"> <li>- communications;</li> <li>- logistic capabilities for arranging the participation in the AIPCE meetings</li> <li>- web designing capacities;</li> <li>- web building/maintaining capacities;</li> <li>- editorial capabilities;</li> <li>- communications (including broad Internet access)</li> <li>- communications;</li> <li>- logistic and organisational capabilities for organising an international workshop;</li> <li>- communications;</li> <li>- organisational and logistic capabilities for organising the conferences;</li> </ul>	<p>€200,000</p> <ul style="list-style-type: none"> <li>- Professional media sector reports</li> <li>- EU monitoring project report</li> <li>- Conferences report</li> <li>- National Legislation</li> </ul>	<p>Genuine support of the media community for accountability and self-regulation.</p> <p>A shared agreement between UNESCO and its partners on goals, procedures and responsibilities.</p> <p>Commitment of national authorities for policy reform in media sector</p>
<p><b>ACTIVITY 2</b></p> <p>Organising three regional conferences in three beneficiary countries in June 2008, 2009, and 2010:</p> <p><i>Activity 2.1:</i> conference on overview of the (latest) developments of European audiovisual policy</p> <p><i>Activity 2.2:</i> conference on the basic principles and common policy objectives of the new rules on European audiovisual policy (the new Audiovisual Media Services Directive for which a Political Agreement was achieved on 24 May 2007)</p>	<p>Three specific contracts under the relevant Framework contract will be launched from 2008-2010 for the implementation of this activity</p>	<p>€120,000</p>	

<p><i>Activity 2.3: conference on the development of audiovisual media services in the new environment.</i></p>			
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**ANNEX II: Amounts (in €) contracted and disbursed by quarter for the project**

<b>Contracted</b>	Q1 2008	Q2 2008	Q3 2008	Q4 2008	Q1 2009	Q2 2009	Q3 2009	Q4 2009	Q1 2010	Q2 2010
Contract 1	200,000	-	-	-	-	-	-	-	-	-
Contract 2.1, 2.2 & 2.3	-	40,000	-	-	40,000	-	-	40,000	-	-
<b>Cumulative</b>	<b>200,000</b>	<b>240,000</b>	<b>240,000</b>	<b>240,000</b>	<b>280,000</b>	<b>280,000</b>	<b>280,000</b>	<b>320,000</b>	<b>320,000</b>	<b>320,000</b>
<b>Disbursed</b>										
Contract 1	36,000	-	-	-	82,000	-	-	82,000	-	-
Contract 2.1, 2.2 & 2.3	-	20,000	-	20,000	20,000	-	20,000	20,000	-	20,000
<b>Cumulative</b>	<b>36,000</b>	<b>56,000</b>	<b>56,000</b>	<b>76,000</b>	<b>178,000</b>	<b>178,000</b>	<b>198,000</b>	<b>300,000</b>	<b>300,000</b>	<b>320,000</b>

**ANNEX III: Details per EU funded contract**

Activity 1 will be contracted through a Contribution Agreement with UNESCO.

Activity 2 will be contracted through three specific contracts under the relevant Framework contract which will be launched for the implementation of this activity.