

OUR FOCUS GROUPS

In its efforts to strengthen freedom of the media, KAS collaborates with individuals and institutions that are involved in professional media work.

These include:

- journalists and media representatives
- publishers, management staff of media companies
- trade organisations and NGOs
- professionals in media law and media scientists
- communication experts

In addition, KAS supports politicians, political parties and their PR staff in professionalising their communication.

OUR EVENTS

In collaboration with national and regional partners, the Media Programme organises and supports educational events and dialogue programmes. Our consulting activities include national and international conferences, seminars, workshops, training sessions as well as the preparation of studies, analyses and other print and multimedia products.

The cross-country approach of the Media Programme is intended to deepen regional cooperation and to facilitate an exchange amongst the countries in the region. To this end, KAS provides support to regional networks and platforms for dialogue. In addition, KAS invites representatives on fact-finding trips to Germany and offers support to young talents in the region through educational programmes and fellowships.

CONTACT

The international media work of the Konrad-Adenauer-Stiftung is handled by three regional media programmes that are thematically complementary to the KAS country programmes in the individual regions:

- **Media Programme Sub-Sahara Africa**
(Johannesburg/South Africa) www.kas.de/medien-afrika/en/
- **Media Programme Asia**
(Singapore) www.kas.de/medien-asien/en/
- **Media Programme South East Europe**
(Sofia/Bulgaria) www.kas.de/medien-europa/en/

Their work is coordinated from the central office in Berlin:

- **Media Programme Coordination**
(Berlin/Germany) www.kas.de/wf/en/71.11595/

Moreover, in Latin America, the Konrad-Adenauer-Stiftung runs a regional project focussing on political communication and the promotion of political parties:

- **Regional Project Political Parties and Democracy in Latin America**
(Montevideo/Uruguay) www.kas.de/parteien-lateinamerika/

Further information is available from

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WELL INFORMED –
ACTING RESPONSIBLY

THE INTERNATIONAL MEDIA PROGRAMME
OF THE KONRAD-ADENAUER-STIFTUNG



KONRAD-ADENAUER-STIFTUNG

The Konrad-Adenauer-Stiftung (KAS) is a German political foundation with nearly 80 offices abroad being in charge of more than 200 projects in over 120 countries around the world.

Our mission is based on Konrad Adenauer and his principles working towards peace, freedom and justice through the means of political education at the national and international level.

Our goals are:

- European and international cooperation
- to provide political education and consulting in Germany and abroad
- to offer support to gifted young people
- to conduct research on Christian Democracy

KAS has been active in the field of international cooperation for over 50 years – committed to strengthen democracy and the rule of law, European unity, transatlantic relations and development cooperation.

THE MEDIA PROGRAMME

Freedom of the press and freedom of speech are fundamental values for a functioning democracy. Journalists play a crucial role in informing the public; they enable debates and discussions, guarantee transparency and can trigger change and democratic development.

In many parts of the world, freedom of the press and freedom of speech are endangered by censorship, corruption and threats to journalists who voice criticism. Pluralism of opinion is further jeopardised by increasing media consolidation and opaque ownership structures.

Promoting democracy ultimately means establishing free and independent media. For this purpose, the foundation has set up regionally operating Media Programmes in Johannesburg, Singapore and Sofia since 1993. Each programme's activities are aimed at supporting the development of freedom of the press and freedom of speech.

OUR OBJECTIVES

- Promote independent, high-quality and value-based reporting
- Help journalists to improve their professional skills
- Increase quality of reporting
- Improve general conditions for an independent and diverse media landscape
- Establish ethical standards amongst media
- Establish and develop journalist networks at the national and regional level
- Improve political communication of politicians and political parties
- Facilitate networking between media professionals and actors of political communication