

FOSTERING QUALITY IN MEDIA THE MEDIA PROGRAM OF THE KONRAD-ADENAUER-STIFTUNG

CHRISTIAN SPAHR, SOFIA, 14 DECEMBER 2016



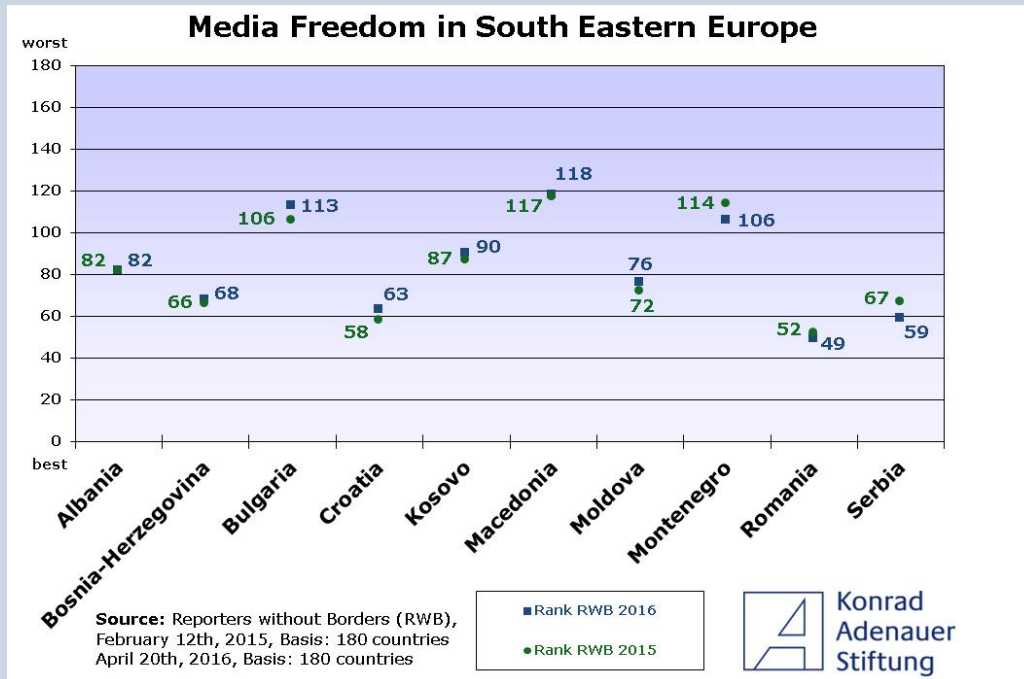
MEDIA PROGRAMS OF KAS

★ KAS Media Program
South East Europe
(2007), Sofia, Bulgaria

★ KAS Media Program
Asia (1996),
Singapore

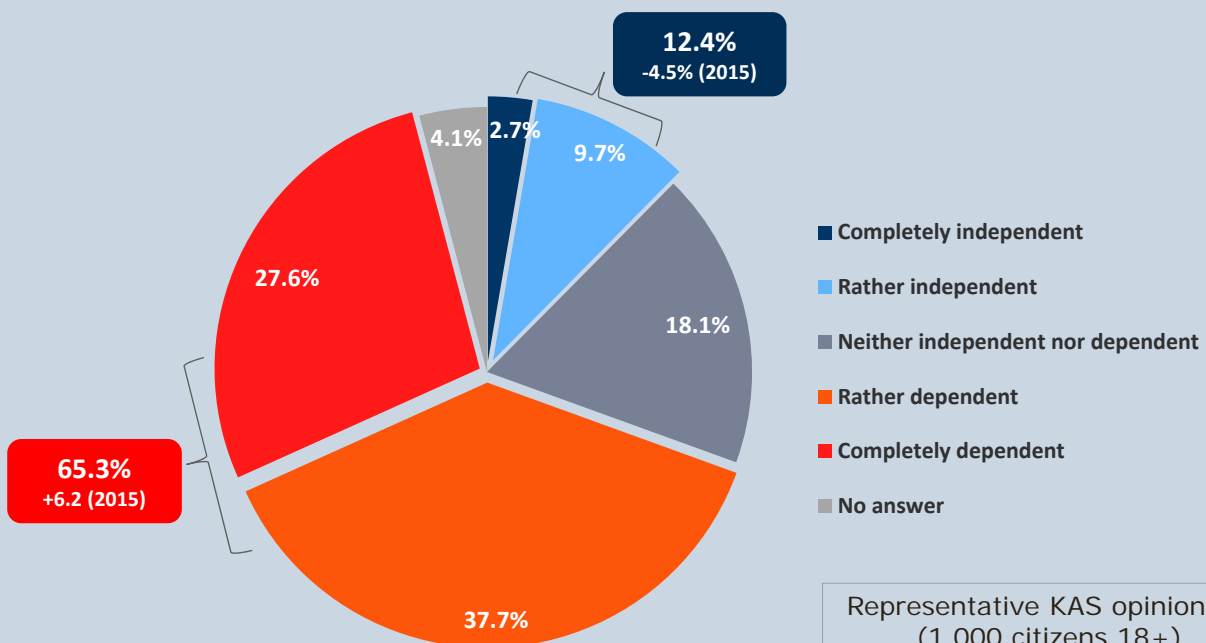
★ KAS Media Program
Sub-Sahara Africa
(2002), Johannesburg,
South Africa

MEDIA FREEDOM – NEGATIVE TREND IN S.E.E.



Only one in eight Bulgarians thinks the media are free

How dependent or independent are the media in the country?



OBSTACLES FOR MEDIA FREEDOM & DIVERSITY

- Media owners pursue **political interests** (internal censorship)
- → participation of media in political **campaigns**
- **Monopoly** tendencies in print media
- Non-transparent **ownership** and financial sources of media
- State authorities are the biggest **advertisement clients** of print media
- Partly unequal **access to distribution networks**
- Insufficient **legal guarantees** for freedom of reporting
- Unattractive **working conditions** of journalists (due to economic crisis)
- Weak **self-regulation** and lobbying of media outlets and journalists
- Lack of consensus about **ethical standards** of reporting

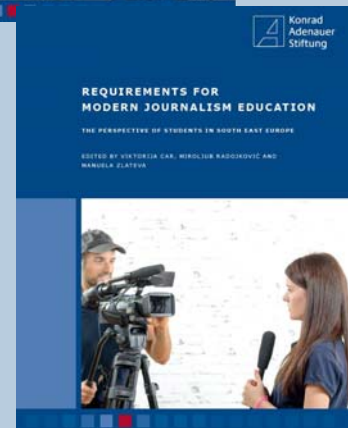
KAS MEDIA PROGRAM S.E.E.: ACTIVITIES IN JOURNALISM

- South East Europe Media Forum (annually):
Addressing the **relationship media/politics**
- Workshops for journalists, e.g. trainings in
investigative reporting and European politics
- Experts workshops, e.g. on **media law**,
self-regulation and journalism education
- Workshops for young journalists, e.g. on
entrepreneurial journalism and media ethics
- **Journalism awards**, e.g. CEI SEEMO Award for
Outstanding Merits in Investigative Journalism



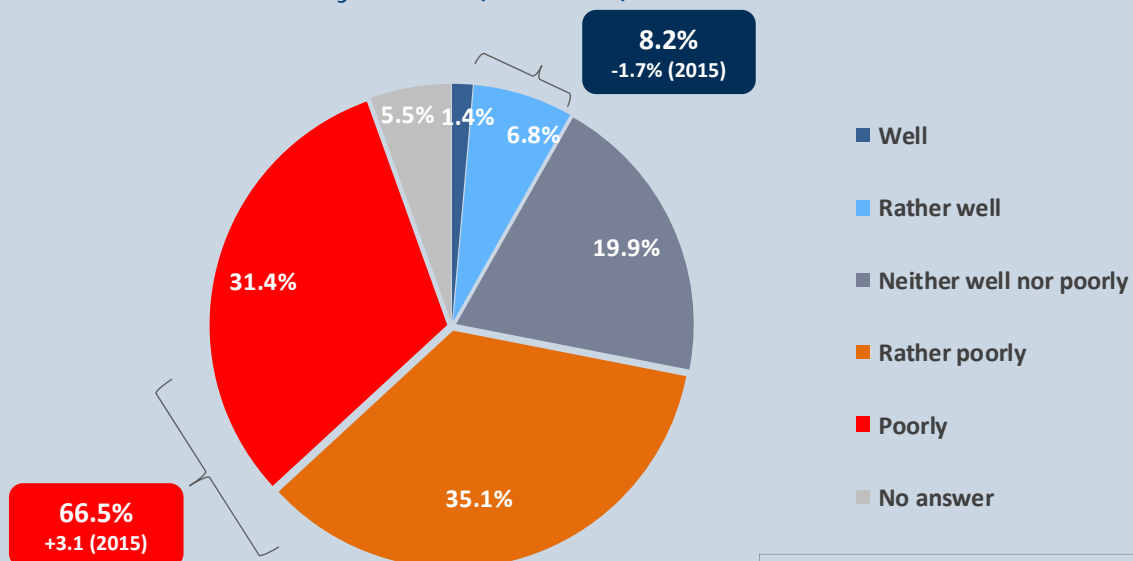
KAS MEDIA PROGRAM SEE: PROJECT EXAMPLES

- Publication on conflict reporting (2016)
- Survey among journalism students in 5 SEE countries about journalism education (2016)
- Study on influences on Bulgarian media (2014)
- Online platform on media and democracy in South East Europe: <http://balkanmedia.org>



Low trust in political communication (Bulgaria)

How well or poorly are Bulgarian politicians informing the citizens about the decisions they make? (1 answer)



Representative KAS opinion poll (1,000 citizens 18+), December 2015, Bulgaria

KAS MEDIA PROGRAM S.E.E.: POLITICAL COMMUNICATION

- Government PR: "South East Europe Public Sector Communication Association" (SEECOM)
- SEECOM conference (60 top experts) (1/year)
- Seminars/workshops for press spokespersons and PR managers of political parties
- Cooperation with „Club of Venice“ and other organisations on the European level
- KAS headquarters and country offices offer additional expert conferences and trainings



THANK YOU FOR YOUR ATTENTION

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