

ANNEX VI

INTERIM NARRATIVE REPORT

1. Description

- 1.1. Name of beneficiary of grant contract: **Peace Institute, Institute for Contemporary Social and Political Studies, Ljubljana, Slovenia**
- 1.2. Name and title of the Contact person: Brankica Petković, Researcher, Media Program Director
- 1.3. Name of partners in the Action:
- Albanian Media Institute (AMI), Tirana, Albania**
Media and Civil Society Development Foundation “Mediacentar” (Media Center Sarajevo, MC), Sarajevo, Bosnia and Herzegovina
Investigative Journalism Centre (IJC/CIN), Zagreb, Croatia
Independent Journalism Foundation (Center for Independent Journalism, CIJ), Budapest, Hungary
Macedonian Institute for Media (MIM), Skopje, Macedonia
Novi Sad School of Journalism (NNSJ), Novi Sad, Serbia
- 1.4. Title of the Action: **South East European Media Observatory - Building Capacities and Coalitions for Monitoring Media Integrity and Advancing Media Reforms**
- 1.5. Contract number: **2012/306-658**
- 1.6. Start date and end date of the reporting period: **1 December 2012 – 31 October 2013**
- 1.7. Target country(ies) or region(s): In the reporting period: South East Europe, particularly Albania, Bosnia and Herzegovina, Croatia, Macedonia, Serbia. (Additional countries to be included in the extension phase 2015-2016: Kosovo, Montenegro, Turkey.)
- 1.8. Final beneficiaries &/or target groups¹ (if different) (including numbers of women and men): Media industry, journalists, state/government, media regulators, independent state bodies, self-regulatory bodies, other CSOs and general public. (It could be different from one to another target group, but proportionally half of them are women and half men).
- 1.9. Country(ies) in which the activities take place (if different from 1.7): In the reporting period, beside Albania, Bosnia and Herzegovina, Croatia, Macedonia and Serbia, also Slovenia and Hungary as countries where lead CSO and one partner CSO operate. (Additional countries to be included in the extension phase 2015-2016: Kosovo, Montenegro, Turkey).

¹ “Target groups” are the groups/entities who will be directly positively affected by the project at the Project Purpose level, and “final beneficiaries” are those who will benefit from the project in the long term at the level of the society or sector at large.

2. Assessment of implementation of Action activities

2.1. Executive summary of the Action

3. Please give a global overview of the Action's implementation for the reporting period (no more than ½ page)

The South East European Media Observatory has been successfully introduced as a regional instrument and civil society partnership aimed at informing and sparking public debates on media freedom and media integrity in South East Europe, especially in the five Action countries – Albania, Bosnia and Herzegovina, Croatia, Macedonia and Serbia. The inception phase was used for set up of the project management structure, for initial development of project tools crucial for searching the field of media integrity and for delivery and debate on the results. It was also spent for extensive internal and external consultations on the project strategy and main project tools. Main stakeholders in each country and on regional level have been informed and consulted about the Strategy. 60 of them directly participated in the consultation meetings. After the initial phase, the sub-granting to investigative journalists was realized enabling 6 journalists in 5 beneficiary countries to work on investigative stories on practices detrimental for media integrity. Research methodology was thoroughly elaborated and 3.5 out of seven research steps implemented. The overview of de jure vs. de facto situation with regulatory framework for media integrity and narrative elaboration of the main issues and actors in the area of media policy development and implementation have been completed. Two series of quarterly flash reports were produced focusing on the situation with PSB and other burning issues. Web site mediaobservatory.net was launched and has become a regional tool for delivery of the project ideas and findings, and for debate on the media integrity issues. The regional partnership and each partner have developed various synergies with other stakeholders and initiatives aimed at media reforms and strengthening media integrity.

3.1. Activities and results

Please list all the activities of the contract implemented during the reporting period as per Annex 1.

Activity 1: Establishment of the project governing structure

1.1 Establishment of the project governing structure (Steering Committee and Advisory Board)

At first the national and regional teams have been appointed in each of seven partner organisation, including **national project coordinators, researchers, advocacy coordinators, web coordinators and financial managers**, as well as **regional program coordinator, lead researcher, regional advocacy coordinator, regional web editor, regional book editor and regional financial manager**. **The project team includes in total 33 members from seven partner organisations**. The names and contact information of all members of the project team are compiled in one document and made available to the whole project partnership.

The governing body – **Steering Committee** – has been appointed prior to the kick-off meeting of the partnership, consisted from directors or board presidents of each of seven partner organisations and two regional coordinators (for research and advocacy).

The supervisory body – **Advisory Board** – has been appointed after the consultations between the partners at the kick-off meeting of the Steering Committee. It includes three members, renowned experts outside the project partnership.

The appointed **Steering Committee** members are: Remzi Lani (Albanian Media Institute), Ines Bamburać Alibašić (Media Center Sarajevo), Saša Leković (Investigative Journalism Center, Zagreb), Ilona Moricz (Center for Independent Journalism, Budapest), Biljana Petkovska (Macedonian Institute for Media), Dubravka Valić Nedeljković (Novi Sad School of Journalism, Novi Sad), Franja Arlič (Peace Institute), Brankica Petković (regional lead researcher and program coordinator) and Sandor Orban (regional advocacy coordinator).

The appointed **Advisory Board (AB)** members are: Sandra Bašić Hrvatin (Slovenia), Aidan White (UK) and Dušan Reljić (Germany and Serbia).

1.2. Further establishment of the project management structure by setting up Working groups.

Working group for research was established i.e. research team was recruited by partner CSOs and consisted from 9 members: 7 national researchers in partner CSOs in 5 Action countries (two in Croatia, two in Serbia and one in each Albania, BiH and Macedonia), a lead researcher (regional) and assistant to the lead researcher, both located at the lead CSO. **Working group for advocacy** was also established i.e. advocacy team consisted from 6 members: regional advocacy coordinator at the CSO in Hungary (program director of the regional network SEENPM) and 5 national advocacy coordinators in the partner CSOs in 5 Action countries. **Working group for sub-granting** was established in the inception phase as well, consisted from 3 permanent members (coordinator of the sub-granting schemes who is a project coordinator at the partner CSO in Hungary + regional program coordinator/lead researcher + regional advocacy coordinator); the sub-granting WG has been extended to 1 additional member from the partnership during the preparations and implementation of the sub-granting scheme for investigative journalists – a project coordinator of the partner organisation in Croatia, experienced in investigative journalism joined the Working group in that period.

Results: Through a) establishment of the project management structure with 33 members of the project team, including external experts engaged in the research team; through b) appointment of the governing body – Steering Committee - with 9 key representatives of 7 partner organisations and 2 key regional posts; through c) appointment of supervising body – Advisory Board - with 3 internationally recognized external experts; and through d) set up of working groups within the project team, partner CSOs and our regional network have been empowered and their capacities increased to monitor media integrity and influence media sector reform processes. External experts with high knowledge of media sector and especially media ownership and legislation were included in the strategy. Commitment by the partner CSOs and our regional network has been fully provided as it was assumed.

Activity 2: Project meetings

2.1 Project meetings in the inception phase – to consult on the Strategy

a) **Kick off meeting of the Steering Committee on 8 and 9 January 2013 in Ljubljana:** 9 participants (representatives of seven partner organizations + regional advocacy coordinator and program coordinator/lead researcher), topics: overview and initial discussion about the project strategy, overview of the job positions and tasks, overview and agreement on key project management, financial and administration issues, on visibility and communication strategy, discussion on whom to appoint to the AB.

2) Inception meeting of the Steering Committee and the Advisory Board on 13 May 2013 in Novi Sad: 11 participants (7 representatives of partner organisations including program coordinator/lead researcher representing the lead CSO; 1 regional advocacy coordinator and 3 members of the Advisory Board); topics: overview and evaluation of the tasks implemented in the Inception phase (first 6 months of the project); decision on the final project design (“strategy”) – whether to keep the

concept, structure and activities within the project as anticipated in the project proposal, or to change something; update on administrative and financial issues; reminder on next steps and overview of the action plan for next 6 months.

2.2. Project meeting in the implementation phase – to coordinate and evaluate the ongoing implementation of the Strategy

3) Interim meeting of the Steering Committee on 17 October 2013 in Sarajevo, organized as a side event of the SEENPM/UNESCO conference on hate speech online: 8 participants (7 representatives of partner organisations including program coordinator/lead researcher representing the lead CSO +1 regional advocacy coordinator); topics: overview and evaluation of the tasks implemented in the first 10 months of the project (focus on activities after the inception period), preparation for the interim report, discussion on instruments to measure success of the project, reminder on next steps, reflection on project management and communication.

Results: The 3 meetings of the governing body – Steering Committee – and 1 meeting of the supervisory body – Advisory Board, held together with the SC, engaging in the debate on the Strategy 12 people - 9 most senior and knowledgeable representatives of the partner CSOs and 3 most renowned external experts, have empowered partner CSOs and our regional network, and increased their capacity for monitoring media integrity, sparking public debates and influencing media sector reform processes. External experts with high knowledge of media sector and especially media ownership and legislation have been included in the Strategy development and implementation. Commitment by the partner CSOs and our regional network has been fully provided as it was assumed.

Activity 3: Participation in the launching and inception EC conference

3.1 Participation in the launching EC conference

Kick-off EC conferences, 21 January 2013 in Brussels: 6 members of the project team, representing each partner participated at the conference (the Sarajevo partner was missing because of the flight cancelation). The project strategy was initially presented at the conference by the project leader. An ad hoc meeting of the project partners was organised in one of the breaks during the conference.

3.2 Participation in the second EC (inception) conference to present the Strategy

Inception EC conference, 23 and 24 May in Belgrade: 7 members of the project team, representing each partner participated in the conference. The partnership presented the strategy, discussed joint issues with other partnerships, identified possibilities for cooperation, and held ad hoc meeting of the partnership.

Results: Participation of representatives of 7 partner organisations in 2 EC conferences where our Strategy was presented and discussed with representatives of the EC and dozens of representatives of other partnerships has been instrumental for revisiting key elements of the Strategy. In that way the partner CSOs and our regional network have become empowered to monitor structures and practices in the media sector relevant for its role in democratic processes (media integrity). Commitment by the partner CSOs and our regional network has been fully provided as it was assumed.

Activity 4: Outline methodology for monitoring media integrity as a key tool within the Strategy

The outline of methodology for media integrity research has been developed by the lead researcher at the lead CSO in Slovenia, elaborating theoretical and analytical framework, including 64 identified risks for media integrity. The methodology outline comprises 47 pages. The risks are organized in four risk areas: 1. media policy development and implementation; 2. media structures including media ownership, finances and public service broadcasting; 3. journalists; and 4. media practices reflected in the media content. Option to include supplementary research section highlighting experiences and views of media audience with media integrity has also been considered. The methodology outline introduces also key research questions, methods, sources, and timetable.

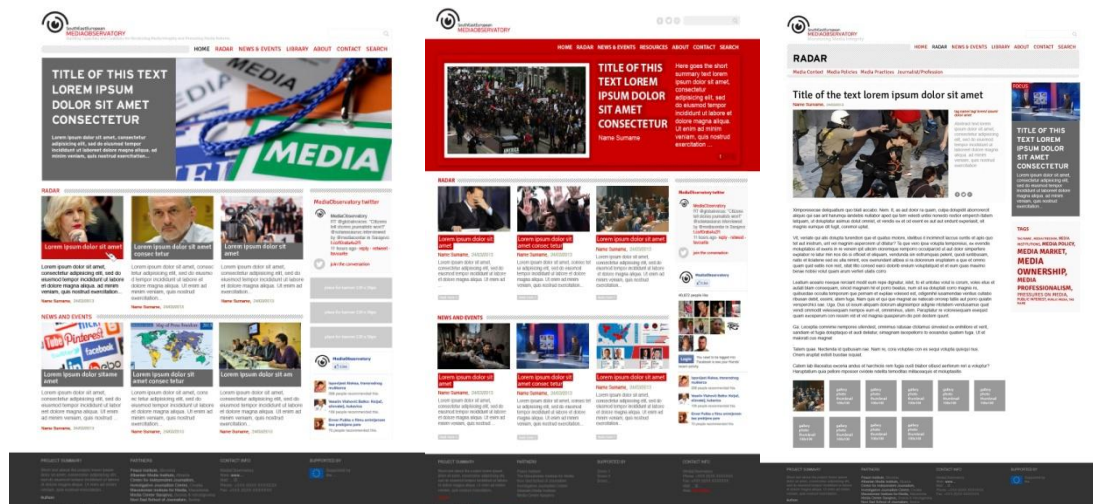
Results: Through outlining of innovative and complex methodology for monitoring media integrity the partner CSOs and our regional network have become empowered to monitor structures and practices in the media sector relevant for its role in democratic processes (media integrity). At the same time our CSOs and regional network has been strengthened to influence media sector reform processes. Commitment by the partner CSOs and our regional network has been fully provided as it was assumed.

Activity 5: Outline strategy for structure, tools and design of the regional observatory web platform as an important instrument within the Strategy

The strategy for the web site as an online platform of the SEE Media Observatory has been developed by the partner CSO in BiH. Web site is one of the main instruments within the project strategy. In the inception phase the activities within the web site strategy outlining included:

- a) **structure and sections** of the web site;
- b) **web site and web pages design**;
- c) **editorial guidelines**, including **action plan for contributions** to be provided by each project partner during the project period;
- d) potential **web site domains** have been identified;
- e) a strategy for location of the web site was introduced in a way to provide that it is simultaneously host by the MC Sarajevo at its own web platform “MC Online”, using the place for its English language version. Such solution would provide for the Media Observatory web site to share visitors of the MC web site, but also would provide sustainability of the MO web site after the end of the project.

Outline of the web site design and sections included considerations of some of the following solutions:



Results: Through outlining the strategy for structure, tools and design of the regional observatory web platform as an important instrument within the Strategy, the partner CSOs and our regional network have become empowered to monitor structures and practices in the media sector relevant for its role in democratic processes (media integrity). At the same time our CSOs and regional network has been strengthened to influence media sector reform processes. Commitment by the partner CSOs and our regional network has been fully provided as it was assumed.

Activity 6: Outline of visibility tools, logo etc.

Visibility tools have been outlined by the partner CSO in Serbia , starting with logo, but also including preliminary design for leaflet, folders and a roll up banner (to be used at all project events). The outline of the logo has been coordinated with the designer of the web site.

Outline for the logo of the action was:



Results: Through outlining the visibility tools for the regional observatory, the partner CSOs and our regional network has gained visual instruments for promotion of our Action. In that way the partnership has become empowered to monitor structures and practices in the media sector relevant for its role in democratic processes (media integrity). At the same time our CSOs and regional network has been strengthened to influence media sector reform processes. Commitment by the partner CSOs and our regional network has been fully provided as it was assumed.

Activity 7: Online consultations on outline of the methodology for monitoring media integrity, outline of the web site strategy, and outline of the visibility tools

7.1. Online consultations on the outline of methodology for monitoring media integrity as a key tool within the Strategy

The research team was consulted on the outline of methodology for monitoring media integrity through online communication in two circles: one prior to the first draft of the methodology – to collect ideas and suggestions, and second, after the first draft of methodology was distributed to them to collect reflections, comments and suggestions for improvements. Following two circles of online consultations within the research team, the final draft of the methodology was compiled by the lead research and sent to the Steering Committee and the Advisory Board prior to the Inception project meeting in Novi Sad in May 2013.

7.2 Online consultations on the outline of the strategy for structure, tools and design of the regional observatory web platform as an important instrument within the Strategy

Partner CSO in BiH initiated and coordinated the online consultations within the project partnership on the web site strategy. It included several rounds of comments, and contributions of all partners resulted in improved structure and design. The structure and the design of the web site have

intended to reflect the structure of the methodology for monitoring media integrity, but also other segments of the work of the regional Media Observatory. The core team working on the web site strategy and intense consultations included five people on the side of the partner CSO in BiH (1 externally hired web-designer, 3 members of the project team of the partner CSO, 1 representative of the web development company) plus around 10 project team members from other 6 partner CSOs who participated in the consultations, altogether around 15 participants took part in the consultations and web site strategy development.

7.3. Online consultations on the outline of the visibility tools.

Partner CSO in Serbia coordinated online consultations on the visibility tools. Logo was selected in the second round of the online consultations in which all partner CSOs (project coordinators and SC members) took part. Early in the inception phase the logo of the Action has been approved through the online consultations. Later in the inception phase the other visibility tools – leaflet, folder and roll up banner - have also been discussed through online consultations – to be ready for final decision at the Inception meeting of the SC and AB in May in Novi Sad.

Results: Through online consultations on outline of the methodology for monitoring media integrity, outline of the web site strategy, and outline of the visibility tools in which dozens of project team members took part through extensive online communication and exchange, the partner CSOs and our regional network has developed main tools for overall Strategy, becoming ready for its full implementation. In that way the partnership has become empowered to monitor structures and practices in the media sector relevant for its role in democratic processes (media integrity). At the same time our CSOs and regional network has been strengthened to influence media sector reform processes. Commitment by the partner CSOs and our regional network has been fully provided as it was assumed.

Activity 8: Consultations on the Strategy with stakeholders at national levels in 5 IPA countries and 1 regional consultations

The project idea, approach and main elements of the project strategy, including outlines of the main project tools (research, web site, sub-granting, national and regional debates, meetings and advocacy) were presented and discussed with stakeholders at regional and national level in 5 Action countries. Many constructive comments and suggestions have been elaborated by stakeholders during the consultations, all of them recognizing the importance and potential of the action and its strategy.

The consultations have been opportunity to present and discuss the strategy, especially the draft methodology for monitoring media integrity with main stakeholders. It also provided occasion for open debate about various issues and problems with media and democracy which are addressed by the strategy. The summary of five national and one regional consultations was compiled by the project leader and discussed at the inception meeting of the Steering Committee and Advisory Board. In the summary, we highlighted 15 general comments and suggestions, 18 related to the research component, 3 to advocacy component, 4 to regional meetings planned within the Strategy, 7 to sub-granting component, 16 to the regional web site component, and 3 to the language issue of the regional project. The summary of the consultations was submitted to the EC as an appendix of the Inception report in June 2013.

Overview of the dates of national and regional consultations and number of participants:

National consultations	Date	Number of participants
Albania	30. 4. 2013	16
Bosnia and Herzegovina	25. 4. 2013	12
Croatia	17. 4. 2013	8

Macedonia	25. 4. 2013	10
Serbia	23. 4. and 10. 5. 2013	8
Regional consultations	Date	Number of participants
Ljubljana	17. 4. 2013	6 (SEEMO, BIRN, OSCE, PSB SEE, CoE, OSF)
Total number of participants in external consultations		60

Modification: The partner CSO in Serbia held national consultations on the Strategy twice – on 23 April and 10 May 2013 because the partner recognized that relevant stakeholders were not able to attend national consultations on 23 April.

Results: Through external consultations on the Strategy with stakeholders at national level in 5 IPA countries and through 1 regional consultations, in which altogether 60 key representatives of media industry, state authorities, regulators, journalists associations, other CSOs, inter-governmental organisations and donors working on national or regional level took part, the partner CSOs and our regional network have informed key stakeholders and target groups about the Strategy, learning about their views and gathering their feedback. Through the external consultations, dialogue with stakeholders and their constructive reactions, the partnership gained recognition and support, and has become empowered to monitor structures and practices in the media sector relevant for its role in democratic processes (media integrity). At the same time our CSOs and regional network have been strengthened to influence media sector reform processes. At the same time, through the external consultations on the Strategy the decision makers on state and industry level have been initially exposed to pressure by CSOs and our regional network to approach the issues related to media integrity and presented in the Strategy through regulation, self-regulation or other instruments and measures.

Activity 9: Finalisation of the Strategy based on internal and external consultations

The Strategy was finalised after the inception period of outlining sub-strategies for main project components, development of key project tools and discussing them through internal and external consultations (external: with stakeholders on national level in 5 Action countries and on regional level). The final discussion and decision making on the Strategy was done at the inception meeting of the Steering Committee and Advisory Board on 13 May 2013 in Novi Sad. 8 members of the SC and 3 members of the AB were presented. The key project tools and sub-strategies for main project components, including the draft methodology for monitoring media integrity, have been presented by the program coordinator/lead researcher. Also, the document “Towards the final strategy: Issues to be discussed and decided” was compiled (containing 5 issues to be decided on the research component; 5 issues on the web site; 6 issues on sub-granting, several issues related to each Visibility, Publishing, Advocacy, Regional stakeholders meetings, Coordination with other stakeholders, Budget, and Project management; that document “Towards final strategy” contained also Lessons learned from other projects with 5 points raised in the evaluation document of a previous CSO partnership) and presented by the program coordinator/lead researcher. The members of the governing and supervising bodies have discussed one by one issue in that document and decided about the final format and content of the Strategy. As a result of the decisions made on the final Strategy the request for modification of the budget was submitted to the EC; it was approved and the addendum was signed accordingly.

Results: With the finalisation of the Strategy the partner CSOs and our regional network have become empowered to monitor structures and practices in the media sector relevant for its role in democratic processes (media integrity). At the same time our CSOs and regional network have been strengthened to influence media sector reform processes. Commitment by the partner CSOs and our regional network has been fully provided as it was assumed. Common vision of the Strategy by the partner CSOs have also been achieved as it was assumed. The EC has been responsive to the request

for budget revisions and justifications at the end of the inception phase, providing that assumption about timely financing by the EC is also proved correct.

Activity 10: Set up final methodology for media integrity research and guidelines for country researchers

The final methodology for monitoring media integrity and guidelines for country researchers, has been compiled by the lead researcher at the end of the inception period during which its summary was presented and discussed at the inception meeting of the Steering Committee and the Advisory Board, but also externally – at five national and one regional consultations with stakeholders. 79 people, including members of the research team, Steering Committee and Advisory Board members and 60 participants in national and regional consultations with stakeholders provided feedback to the outline of the methodology for monitoring media integrity. The final methodology was presented and discussed with the research team (research working group) at the research workshop at the beginning of the implementation phase of the project where some final fine-tuning was made. The final methodology document comprises almost 50 pages, and includes: 1) Introduction with elaboration of theoretical and analytical framework including media integrity concepts and definition; 2) Methodology chapter with 2.1) Introduction, followed by elaboration of 2.2) Library section with overview of relevant literature and the work already done (state of the arts), 2.3) Tables with Facts and figures on media system indicators, 2.4) Narrative section on media integrity risk area Media policy development and implementation, 2.5) Narrative section on media integrity risk area Media structures: ownership, finances and PSB; 2.6) Narrative section on media integrity risk area Journalists and journalistic/media practices; 3) Technical guidelines and timetable. The research period includes 5 full months.

Modification: During the development of the methodology for the research on media integrity and at the meeting of partners the research design was adopted without indexing or scoring media integrity. Although within the methodology a set of risks for media integrity have been identified in each of four risk areas – media policy development and implementation, media structures (ownership, finances, PSB), journalists and media practices, the methodological approach have been designed to elaborate the risks and the research findings through narrative reports rather than indexing. It was concluded that for holistic examination of the media integrity as a new concept it is at first necessary to elaborate context, processes and actors, while the approach with indexing and scoring could be implemented in the next stages. The idea of media integrity index should be revisited by the partnership in the extension phase of the project. It should depend on the experience with the media integrity research in the first period taking into account also how instrumental the narrative elaboration of findings will be for the debate and advocacy purposes.

Results: Finalisation of the media integrity research methodology has empowered CSO partnership to monitor structures and practices in the media sector relevant for its role in democratic processes (media integrity). At the same time our CSOs and regional network has been strengthened to influence media sector reform processes. Commitment by the partner CSOs and our regional network has been fully provided as it was assumed.

Activity 11: Regional workshop for research WG

Two regional workshops were held. The first one was planned, the second was organised as an additional activity.

11.1 First research workshop, Novi Sad, 2 July 2013, 9 participants.

Members of the research team, including country researchers appointed by the CSO partners in the Action countries Albania, Bosnia and Herzegovina, Croatia, Macedonia and Serbia, a lead researcher and an assistant researcher (coming from leading partner organization in Slovenia) met at the research workshop (a meeting of the research working group) at the beginning of the **January 2012**

implementation phase of the project to work on final refining the research methodology outline, discussing the established focuses in the research areas, methods and techniques, and to confirm the final methodology, including the timeline. The aim of empowerment for the research task was supported by the presence and contribution of an independent expert who is also member of the Advisory Board of the SEE Media Observatory.

At the research workshop all major dilemmas with regard to the scope of the research, sections and phases, methods, time table for research and reporting were addressed and clarified to make the research team, especially country researchers able to start the first phase of the research soon after the workshop.

The research team members – participants of the workshop: **Ilda Londo**, Albanian Media Institute, Tirana, **Sanela Hodžić**, Media Center Sarajevo, **Helena Popović**, Faculty of Political Science/Center for Investigative Journalism, Zagreb, **Snežana Trpevska**, School of Journalism and Public Relations/Macedonian Institute for Media, Skopje, **Jovanka Matić**, Institute of Social Sciences, Belgrade/Novi Sad School of Journalism, **Dubravka Valić Nedeljković**, Novi Sad School of Journalism/Faculty of Philosophy, Novi Sad, **Brankica Petković**, Peace Institute, Ljubljana, **Jovana Mihajlović Trbovc**, Peace Institute, Ljubljana. **Sandra B. Hrvatin**, Advisory Board member of the SEE Media Observatory, Professor at the Faculty of Humanities, Koper was also present.

11.2 Second research workshop, Novi Sad, 25 October 2013, 8 participants.

The second workshop of the research team (research working group) aimed at evaluation of the steps already done through discussion about the problems we faced in the first months of the research period in terms of collecting data and writing the reports. What we can do better and what we can learn from each other? The workshop also served as a preparation for the next steps since the research team members discussed next sections in the research report, especially the sections on ownership and finances. How to deal with challenges in terms of data collection, presentation and in analytical reporting of them?

8 participants: **Ilda Londo**, Albanian Media Institute, Tirana, **Sanela Hodžić**, Media Center Sarajevo, **Helena Popović**, Faculty of Political Science/Center for Investigative Journalism, Zagreb, **Snežana Trpevska**, School of Journalism and Public Relations/Macedonian Institute for Media, Skopje, **Jovanka Matić**, Institute of Social Sciences, Belgrade/Novi Sad School of Journalism, **Dubravka Valić Nedeljković**, Novi Sad School of Journalism/Faculty of Philosophy, Novi Sad, **Brankica Petković**, Peace Institute, Ljubljana, **Sandra B. Hrvatin**, Advisory Board, SEE Media Observatory/Faculty of Humanities, Koper.

Modification: Instead of one research workshop organised at the beginning of the implementation phase and the research period, we organised additional research workshop in the middle of the research period to discuss and exchange experience from the first research steps and work on the section reports, as well as to remind on next steps, clarify eventual open issues and reaffirm common understanding of the tasks. The second meeting of the research team was made possible because the costs of the first research workshop have been lower than anticipated in the project budget.

Results: Two research workshops empowered the research team and in that way also the CSO partnership to monitor structures and practices in the media sector relevant for its role in democratic processes (media integrity). At the same time our CSOs and regional network has been strengthened to influence media sector reform processes. Commitment by the partner CSOs and our regional network has been fully provided as it was assumed.

Activity 12: National research on media integrity

In the reporting period 3,5 steps in the national research have been realized with additional 3,5 steps still to be accomplished. The realized steps include: 1) Overview of relevant literature on media integrity in each of the Action countries. Out of that overview a Library section of the regional web site has been launched. 2) Field research done and reports submitted for the Research Section “Facts and Figures” with 7 Tables containing – for instance – facts about political system and political parties in the government responsible for media policy throughout 20 years, facts about media regulation (de jure vs. de facto), figures about media economy indicators, and figures about PSB. Tables with figures on media economy and PSB are completed but contain lot of “no answer” boxes since the researchers faced problems with collection of some of the data. Therefore these Tables will be completed and updated until the end of the research period. 3) Field work is completely done within the Research Section about media policy development and implementation; narrative section report were submitted and twice revised after overviews by the lead researcher and the Advisory Board member; 4) Field work within the Research Section about journalists and journalistic/media practices is in progress, but mostly finished in the reporting period (including dozens of journalists in interviews and focus group discussions). At the end of the reporting period, the national researchers in 5 Action countries worked on the narrative reports for that Research Section.

Through the research process a multitude of respondents were contacted and informed about the Media Observatory project. For instance a national researcher in BiH reports about 15 conducted interviews, plus around dozen telephone and e-mail contacts with relevant institutions, organisations and individuals during the reporting period. Similar is with researchers in other Action countries, contributing to the conclusion that through the national research in 5 Action countries in the reporting period around 100 individuals and institutions have been consulted as a source of data or respondents in qualitative research.

Modifications: a) Here the modification relates to the composition of the research team. Prior to the first research workshop, a partner CSO in Croatia informed the lead researcher that one of the appointed researchers from Croatia – Davor Glavaš - won't be able to continue his work on the project because of new full time engagement in other EU-funded project. It did not affect the implementation of the research component substantially because there was a pair of researchers in Croatia engaged by the Croatian partner CSO from the beginning. Another researcher – Helena Popović - took over all research tasks without hesitation.

b) The modification in the national research includes also a decision taken at the end of the inception phase by the partnership (Steering Committee) to implement the research component in a way to request from national researchers to submit a research report “section by section”, compiling the final, complete and compressed report at the end of the research period (as planned). The section by section reporting enables the lead researcher to exercise permanent supervision and revisions of the outputs, but it also fosters constant dialogue between the lead researcher and national researchers. Finally, such way of delivery of outputs also provides inputs for the regional web site from the national research even before the end of the research period.

c) Finally, the modification includes decision that “Facts and Figures” tables on media economy and PSB has to be considered a work in progress until the end of the research period, partly because they contain data which have to be regularly updated, partly because the national researchers have to invest additional efforts to collect necessary data. Data on media economy and PSB operations are in some countries difficult to collect, and researchers are searching for solutions to make it possible.

Results: The work on the national research on media integrity in 5 Action countries has empowered the CSO partnership to monitor structures and practices in the media sector relevant for its role in democratic processes. At the same time our CSOs and regional network have been strengthened to

influence media sector reform processes. Commitment by the partner CSOs and our regional network has been fully provided as it was assumed. Problems with transparency of information and with ability of the CSO partnership to gather information for the research purpose have appeared, as it was assumed. These problems have been addressed through use of access to information regulation, through synergies with other – often a state run - processes for which the same data has to be collected, through search for alternative sources of data which will make us able to provide at least estimations, etc.

Activity 13: Coordination of national research on media integrity

Lead researcher at the lead CSO in Slovenia has coordinated the national research on media integrity by providing regular updates, reminders and guidelines to national researchers on next steps; by providing them a backup information and references about other ongoing or concluded research projects relevant for our work; by reading, reviewing and providing comments and suggestions to draft reports on concrete research sections; by providing comparative set of data for some section reports enabling national researchers to check their data and analyses in comparison with colleagues from other Action countries, etc. The coordination included also work with the editor of the Observatory's web site (placed at the CSO in BiH) on the interim publishing of the research section reports during the course of the research. The Library section has already been published at the web site, while part of the Fact and figures and the narrative reports on Media policy development and implementations is being prepared by the lead researcher for the web editor based on the coordination of national research. The lead researcher is supported in the coordination of national research and compilation of comparative data by an assistant researcher at the lead CSO in Slovenia.

Modification: The dynamics of the submission of the national research reports has been modified in comparison with the one anticipated in the project application in a way to request from national researchers to submit research reports "section by section" during the research period, and then to compile and complete final report at the end of the research period. Such modified dynamics has influenced the intensity of work on coordination of national research for the lead researcher and the assistant to lead researcher.

Results: The work on coordination of the national research on media integrity has empowered the CSO partnership to monitor structures and practices in the media sector relevant for its role in democratic processes. At the same time our CSOs and regional network have been strengthened to influence media sector reform processes. Commitment by the partner CSOs and our regional network has been fully provided as it was assumed.

Activity 14: Production of flash reports

In the reporting period, 2 flash reports were produced by each partner CSO in 5 Action countries as regular quarterly, brief reflections on actual developments related to media integrity. Altogether 10 flash reports (up to 1500 words each) were produced plus 2 flash reports by partner CSO in Hungary (as an added value for regional comparison). The production and dissemination of flash reports is coordinated by the regional advocacy coordinator at the partner CSO in Hungary. The first series of flash reports (July/August 2013) addressed the situation with media integrity indicators in the Public Service Broadcasters in 5 Action countries + Hungary. The second series allowed to national flash reporters to select a burning policy issue relevant for media integrity in own country. It was produced in mid October 2013. The flash reports have been published on the web site of the Media Observatory.

Modification: In addition to flash reporting by partner CSOs in the Action countries, the project team in the partner CSO in Hungary has also provided flash report in the first two series, contributing to the broader regional and comparative perspective. The lead partner CSO in Slovenia has also planned to voluntarily join that good initiative but being very busy with overall coordination of the project and the research could not provide human resources to do that.

Results: The work on production of flash reports has empowered the CSO partnership to monitor structures and practices in the media sector relevant for its role in democratic processes. At the same time our CSOs and regional network have been strengthened to influence media sector reform processes. Commitment by the partner CSOs and our regional network has been fully provided as it was assumed.

Activity 15: Compilation of regional flash reports on media integrity based on national flash reports

In the reporting period, the first regional flash report was compiled by regional advocacy coordinator, summarizing main points of 5 national flash reports from Action countries (plus additional one from Hungary) on the current developments in the Public Service Broadcasters relevant for media integrity (topic of the first series of national flash reports). It was published on the regional web site of the Media Observatory and promoted accordingly.

Results: The work on compilation of the first regional flash report has empowered the CSO partnership to monitor structures and practices in the media sector relevant for its role in democratic processes. At the same time our CSOs and regional network have been strengthened to influence media sector reform processes.

Activity 16: Set up and launch of 1st sub-granting scheme for investigative journalists (5 grants on media integrity investigations)

In the reporting period, action plan for 1st sub-granting aimed at investigative journalists was **realized** as follows:

Drafting the call for proposals and other relevant documents by the partner CSO in Hungary, internal and external consultations on the drafts	March-May 2013
Finalisation of the sub-granting documents, legal checks	Early June 2013
Announcement of the call for proposals	15 June 2013
Promotion of the call for proposals by partners	15 June–15 July 2013
Application deadline	15 July 2013
Administrative review of applications by the partner CSO (HU)	15-23 July 2013
Expert review of applications and selection by the jury	23 July– 15 August 2013
Announcement of the beneficiaries	23 August 2013
Contracting sub-grantees, guidelines for reporting, pre-payment, introduction of supervision by jury members	31 August – 17 September 2013
Expert supervision of the project implementation	17 September-31 October 2013
Interim status reporting by sub-grantees	31 October 2013
Preparations for the regional meeting of investigative journalists (sub-grantees and others) to be held in Zagreb in November	October 2013

Next steps include:

Regional meeting of investigative journalists (sub-grantees and others) - to work and consult with the Guardian trainers and supervisors (jury members and the Hungarian CSO representative)	23-24 November 2013
Investigative stories written by sub-grantees published in the local media	31 December 2013
Investigative stories submitted to the SEE Media Observatory (partner CSO in Hungary who distribute it to 5 partner CSOs in the Actions) for English translations	31 December 2013
Legal check of the articles before publishing on the SEE Media Observatory web site and eventual international dissemination	January 2014
English translations and editing of the articles for the Observatory website and for further dissemination internationally	January 2014
Final report by sub-grantees submitted to the partner CSO in Hungary	31 January 2014

The sub-granting to investigative journalists has been realized professionally under thorough coordination of the partner CSO in Hungary – Center for Independent Journalism Budapest (CIJ). It engaged in the process of preparations and consultations all partners, Steering Committee, but also Advisory Board, and other stakeholders during external consultations. The Croatian partner – Investigative Journalism Center delegated one of the experts in the jury for selection of investigative journalism projects. In addition to that, two external experts have been engaged in the selection jury. Till the deadline of 15 July 2013, 23 valid applications were submitted, most of them by journalists from Macedonia (10) and Serbia (5). The international jury selected 6 proposals - one project from each Albania, Croatia, Bosnia-Herzegovina and Serbia, and 2 from Macedonia. The number of the selected projects is higher than expected (one project/country), but the overall amount of the requested sub-grants is below the EUR 25000 earmarked for these activities. That is why the evaluation panel was able to award a second sub-grant from Macedonia where the project received the largest number of proposals from and many of them were of good quality. The selected projects included investigative story proposals related to corruption in media; lack of transparency of media ownership; flaws of the media systems; economic dependence of journalists, political pressure on media. Several projects involve cross-country investigations by journalists.

It was agreed by the partnership that the three jury members would be requested to further work with the sub-grantees and to contribute to an independent journalistic supervision of the investigative story projects. This is to ensure the highest possible professional standards and also that the investigative stories are as close as possible to the applications. Each jury member agreed to work with two sub-grantees: they communicate online with the sub-grantees, write status reports to CIJ; and make alerts in case of delays or risks. The sub-grantees are also to report to CIJ which administers the grants. They submitted their interim reports at the end of October. This internal report includes a brief assessment of the data research/analysis; a description of already completed interviews; a financial report of the expenses incurred; a projection of the tasks what the selected journalist still needs to complete. This will be followed up by individual meetings between the sub-grantee journalists and CIJ director, jury members and trainers from the Guardian Foundation at the investigative reporting conference in Zagreb scheduled for 23-24 November.

Modifications: a) Instead of distributing 5 grants to investigative journalism projects in 5 Action countries, the partnership awarded 6 projects. It was made possible because the 5 projects selected by the jury did not request all available funds of 25000 EUR. In negotiations with the 6th ranked project, the budget for that one was slightly reduced to enable realization with the remaining funds available from our sub-granting scheme. b) Another modification was introduced in the process of supervision of realization of the selected investigative journalism projects. Beside administrative supervision executed by the partner CSO in Hungary (CIJ), the partnership introduced also expert supervision of the implementation of the projects to ensure the highest possible professional

standards and also that the investigative stories are as close as possible to the applications. c) In preparation for the regional meeting of investigative journalists scheduled for November 2013 in Zagreb, it was decided to invite to the meeting also two experts/jury members which have been engaged in supervising implementation of the selected projects, including them as trainers in the program of the meeting, especially in the part of the program dedicated to the work with selected investigative journalists.

Results: The set up, launch and implementation of the sub-granting to investigative journalists, being one of the most challenging tasks in the Strategy, have been successfully realized in the reporting period, based on professional work of the CSO in Hungary coordinating that activity, but also based on full commitment by the partner CSOs, which was assumed in the project application. Through that activity, given the fact that it is expected to result with investigative journalism stories on concrete processes, relations and practices in the Action countries detrimental for media integrity, the CSO partnership has been empowered to monitor structures and practices in the media sector relevant for its role in democratic processes. At the same time our CSOs and regional network have been strengthened to influence media sector reform processes.

Activity 17: Promotion of regional sub-granting call for applications for investigative journalists

All partners, especially 5 partner CSOs in the Action countries, promoted the call for applications extensively in four weeks (between 15 June and 15 July) through their web sites, platforms on social networks, massive e-mailing, personal contacts etc. Advisory Board members as well as other stakeholders in 5 Action countries also promoted the call.

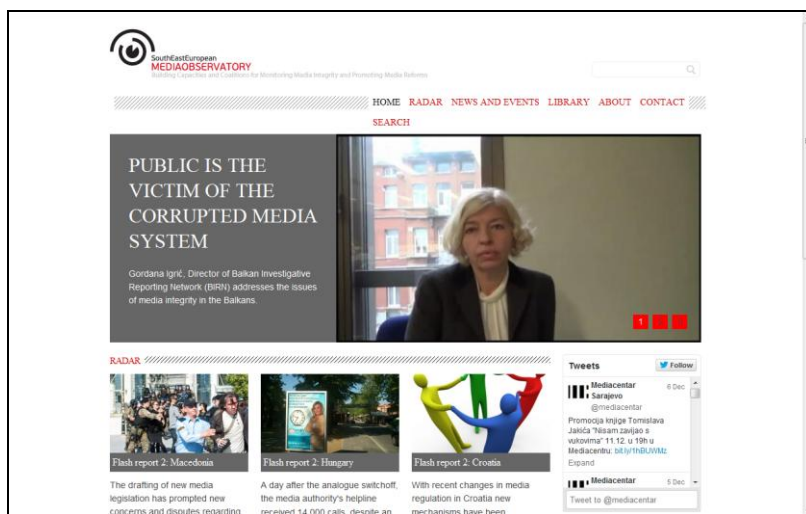
Results: The work on promotion of regional sub-granting call for applications for investigative journalists, being crucial for the success of the 1st sub-granting scheme, proved commitment and capacities of the CSO partnership. Through that activity the CSO partnership has been additionally empowered to monitor structures and practices in the media sector relevant for its role in democratic processes. At the same time our CSOs and regional network have been strengthened to influence media sector reform processes.

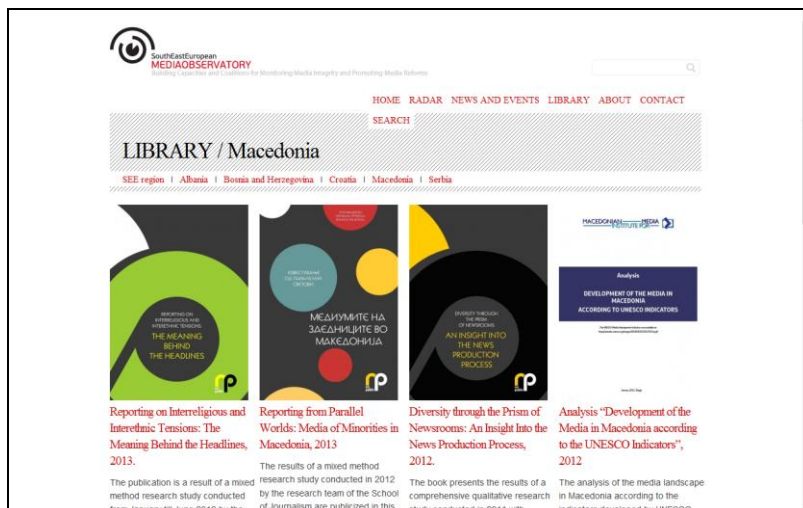
Activity 18: Final set up/launch of the Observatory web site, its maintenance and editing

After internal and external consultations on the strategy for the web site outlined by the CSO partner in BiH (Media Center Sarajevo, MC), including preliminary structure, design and editorial guidelines, the final set up of the web site of the SEE Media Observatory was approved at the inception meeting of the Steering Committee and Advisory Board. It was followed by the final steps in web development and establishing of the final structure with main sections and sub-sections of the web site. The domain www.mediaobservatory.net was bought. Under leadership of the web editor located in the MC Sarajevo, partners contributed initial content, including introductory texts "Why to observe media in SEE?" and "Who we are?", "Protecting and promoting media integrity", reports and video interviews from national and regional consultations, 1st Flash reports on PSB etc.. The web site was launched in July 2013 and the partnership decided to use the summer months for testing and improvements. The editorial board of the web site, consisted from web editor Aida Kalender, regional program coordinator/lead researcher Brankica Petković and regional advocacy coordinator Sandor Orban, held regular skype meetings. Since September the skype meetings were held every second week, in some periods every week. Content is regularly updated based on contributions provided by partners, and the research team. Most of the analytical content is placed in the section Radar which has five sub-sections to reflect methodology sections of the media research. In addition to that another important section News and events is reporting on the events of the Observatory and on the news generated or connected to its work, topics and focuses. The section Library is designed to integrate input from the research team with overview of relevant

literature for studying media integrity. Beside extensive bibliography provided for the research purpose, the researchers also provided 5 most relevant items with summaries for the web site section Library. Video statements and interviews have been performed by various stakeholders for the Media Observatory web site, produced by partner CSOs and particularly often by the regional program coordinator. Attending numerous regional events, she invited relevant stakeholders to debate media integrity issues in the video interviews which are published on the Media Observatory's web site. More than 15 videos have been posted on the web site in the reporting period. In that way the web site has become a regional platform for debate about media integrity. In the reporting period, the web site editor has also collected list and contacts of external authors, recommended by the partners and representing key stakeholders, whom she will commission articles on the topics relevant for advancing media integrity in the region.

Here are some pages of the Media Observatory's web site such as front page, Radar, Library:





In the reporting period an idea was explored to develop a newsletter for regular updating the target groups about the content published on the web site of the Media Observatory. Each partner submitted to the web editor a data base of around 100 e-mail addresses to which each of them recommends sending the Media Observatory's newsletters. The e-mailing list comprising around 700 recipients has been established. It will be further developed and updated. Complex work on the web site development, launch, editing and maintenance have requested lot of coordination and care for details, therefore some steps have been realized with small but not significant delays.

Modification: An idea to introduce a newsletter to regularly inform target groups through e-mails about new content on the web site of the SEE Media Observatory has been explored. It that way a newsletter will become new activity within the operations of the web site. The first steps in that direction has been made in the reporting period.

Results: The established and maintained web platform for the regional media observatory has empowered partners CSOs and their regional network for monitoring structures and practices in the media sector relevant for its role in democratic processes (media integrity). CSOs and their network have also been strengthened to influence media sector reform processes. Through some actions of the web site – video interviews, flash reports, work on the newsletter – the steps have been made for decision makers on state and industry level to become exposed to pressure by CSOs to approach the issues related to media integrity through regulation, self-regulation or other instruments. Also, the launch and day-to-day operations of the Observatory's web site have contributed to the expected result - raised awareness of the general public.

Activity 19: Web contributions on own web site and on the Regional Observatory web site

Each partner CSO has contributed to the regional web site initial and regular inputs, including reports from national and regional consultations, video statements and interviews with stakeholders, flash reports, news on the project actions and events, such as sub-granting call for applications and its results, etc. Also, each partner CSO has produced news and contributions for own web sites on the events and actions of the SEE Media Observatory. This activity is carried out by web coordinators and project coordinators in each partner CSO in coordination with the regional web site editor.

Result: With web contributions the partners CSOs and our regional network have become empowered for monitoring structures and practices in the media sector relevant for its role in democratic processes (media integrity). CSOs and our network have also been strengthened to influence media sector reform processes.

Activity 20: Regional advocacy and coordination of national advocacy activities

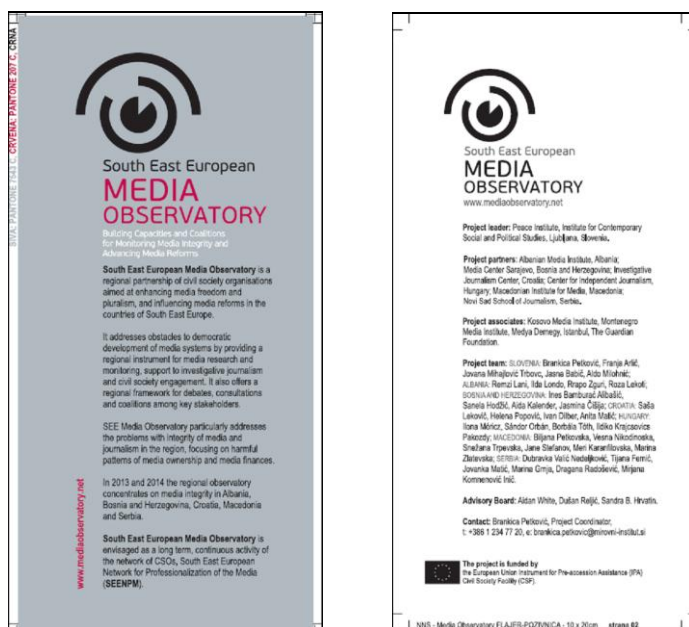
Although the reporting period with first 11 months of the project has not been main period for advocacy activities, a regional advocacy coordinator Sandor Orban used various regional and international events in that period to promote the SEE Media Observatory and its ideas, and influence decision makers or those who has influence on decision makers in our 5 Action countries. The list includes meetings on EU level, OSCE conferences, UNESCO events, IFEX meetings etc. During the reporting period, the regional advocacy coordinator developed, regularly updated and shared with partners “a calendar of relevant events” in the region and about the region which could be used by national advocacy coordinators or other project team members to promote the ideas and work of the SEE Media Observatory and advocate for measures which will implement those ideas.

Results: With preliminary advocacy activities in the reporting period CSOs and our network have also been strengthened to influence media sector reform processes.

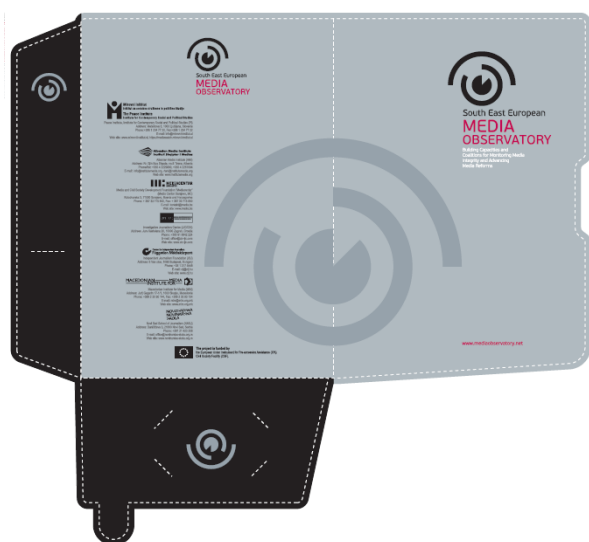
Activity 21: Production and distribution of promotion materials to achieve better visibility

The promotion materials have been produced by the CSO in Serbia to contribute to better visibility of the Action. After developing the logo of the SEE Media Observatory in the early phase of the project, the Serbian partner elaborated to the Steering Committee and Advisory Board at the inception meeting types and design of the promotion material. It includes leaflet, folder and roll up banner. Taking into account few suggestions made by the SC members, the partner developed final design and produced the material. It has been distributed to partners and they use them in contacts with stakeholders, at public events they organise or attend, etc.

The promotion materials include:



Leaflet



Folder



ROL AP BANER - 80 x 200cm

Roll up banner

Results: The promotion materials have contributed to visibility of the CSO partnership, influencing its recognition and perception as an actor empowered to monitor structures and practices in the media sector relevant for its role in democratic processes. At the same time our CSOs and regional network have been strengthened to influence media sector reform processes.

Activity 23: Communication with the EC

Communication with the EC on daily basis was coordinated by the project leader, who simultaneously shared information and gathered feedbacks from the project partners when necessary. Communication with the EC included initial submission of info sheet on the project, information about the project activities and consultations on administrative and financial issues. It also included communication about participation of representatives of the project partnership in several EC initiated or supported meetings/consultations relevant for civil society organisations in the region engaged in media freedom issues. Communication with the EC embraced also submission of the inception report, two requests for addendum to the grant contract because of the budget revisions, but also information provided to the EC by the project leader about important steps, events, accomplishments and overall progress in the project implementation.

Results: Communication with the EC has influenced proper functioning of the CSO partnership and its ability to realize the Action. Through timely and efficient communication with the EC our CSOs and regional network have been strengthened to influence media sector reform processes.

- 3.2. Please list activities that were planned and that you were not able to implement, explaining the reasons for these.

There are no activities that we planned but were not able to implement them. Still, there were some changes in number or format of the activities. For instance, at the end of the inception phase we decided to reduce number of project management meetings (meetings

of the Steering Committee and Advisory Board) because we found it not necessary to organize them quarterly but rather twice a year, since online communication have been quite efficient between the meetings. Also, there are other regional meetings not connected to our project in which many if not all partners participate, and those are being used to organise ad hoc project meeting with the partners presented there. It was the case with the Sarajevo meeting of the project partners (Steering Committee) in October 2013, held as a side event during the another regional conference of the SEENPM network. On the other hand, there was additional meeting of the research team (research workshop) organised because the budget for that activity made it possible to have two instead of one meeting, and because additional meeting after initial steps in the implementation of the research methodology has been very useful for the research process. Also, for the efficient implementation of the sub-granting to investigative journalists, the partnership identified the need to follow the work of journalists during the implementation of their projects in terms of interim reporting and consultations not only on administrative, but also professional issues. Beside already planned regional meeting of selected investigative journalists (as an interim opportunity to check how the selected project are advancing), we decided to introduce in the contracts with the sub-grantees a supervision of the implementation of the selected projects by the Hungarian partner responsible for sub-granting, but in terms of professional, journalistic supervision executed by the three experienced investigative journalists who were engaged as jury members for selection of the investigative journalism projects. So the experts engaged in the selection have continued to supervise the implementation and to support work of selected journalists during the whole period of their investigations with advises where necessary. These experts/jury members have been later (in November, a month 12 of the project which is not yet included in the reporting period) also invited to the regional meeting of investigative journalists to further work with the selected journalists (together with the Guardian journalists). On the other side, during development of the methodology for the research on media integrity and at the meeting of partners the design of the research was adopted without indexing or scoring media integrity. Although a set of risks for media integrity have been identified in each of four risk areas – media policy development and implementation, media structures (ownership, finances, PSB), journalists and media practices, the methodological approach have been designed to elaborate the risks and the research findings through narrative reports rather than indexing. Potential to transform the existing methodology with list of risks for media integrity into indexing and scoring is still there, but the idea of indexing should be re-visited by the partnership in the extension phase of the project. It should depend on the experience with the media integrity research in the first period taking into account also how instrumental the narrative elaboration of findings will be for the debate and advocacy purposes.

- 3.3. What is your assessment of the results of the Action so far? Include observations on the performance and the achievement of outputs, outcomes and impact in relation to specific and overall objectives, and whether the Action has had any unforeseen positive or negative results (please quantify where possible; refer to Logframe Indicators).

The activities realized in the reporting period have achieved the expected results and contributed to the overall and specific objectives as much as it is possible in the 11 months of the Action. Partner organisations and our regional network have strengthened their capacities and commitment to monitor structures and practices in the media sector relevant for its role in democratic processes (media integrity), to sparkle public debates and to influence media sector reform processes. These have been achieved through the establishment of the project team with 33 members in 7 partner organisations and development of the project management structure, which beside Steering Committee includes – for instance – a research team (working group) consisted of 7 most competent researchers in the region (in some of 5 Actions countries two researchers work in pair). At

the same time external experts with high knowledge of the media sector in the regional have been included in the project structure, contributing to its capacities: the project management structure includes 3 international experts engaged in the Advisory Board during the entire project period, 2 external experts have been engaged in the selection process within the investigative journalism sub-granting scheme and additional 2 European senior journalists (from the Guardian) were recruited in the reporting period to work with investigative journalists at the regional meeting scheduled for month 12. The capacity of the partnership for monitoring media integrity have also been increased through the project meetings of the partnership, especially through capacity building events such as two workshops for the research team in which a member of the Advisory Board also took part. The partnership has been empowered for monitoring and strengthened to influence reform processes also by implementation of the sub-granting to investigative journalists and selection of 6 investigative journalistic projects strictly aimed at disclosures of media structures and practices detrimental for democratic role of the media in the Action countries. The expected result to have investigative journalists from the region engaged in advancing media integrity have also been achieved through the grant-giving and support provided to the selected investigative journalists working on their stories. The innovative and complex methodology for monitoring media integrity (which identified 64 risks for media integrity in four risk areas) developed through extensive consultations within the research team, Steering Committee, Advisory Board, but also with stakeholders, have also strengthen capacity of the regional partnership to monitor, but also influence reforms of the media sector. During the course of the research in the reporting period, collection of data and analyses elaborated in the section research reports on media integrity have enabled the partnership to sparkle debate and push for policy changes in the next stages of the project when decision makers on state and industry level will be exposed to pressure by CSOs to approach the issues related to media integrity through regulation, self-regulation or other instruments. The two series of flash reports (12 flash reports covering 5 Action countries + partner country Hungary, and 1 regional flash report) focused 1) on PSB and 2) on current changes of media and freedom of information regulation have been already published on the regional web site and distributed, contributing to the debate and public awareness. However major advocacy activities which will use flash reports, research reports and investigative journalism findings will be realized in the next project period.

The representatives of stakeholders (60 of them), including public officials in the state bodies have already been exposed to ideas integrated in the project strategy during the national consultations in 5 Action countries and regional consultations held in Ljubljana, but also during the course of the research in the reporting period in which around 50 interviews have been realized, among them including also representatives of regulators and other state bodies. They have also been included in our debate on the web site through around 20 video interviews already published in which project team members ask various stakeholders on the media integrity issues. The regional web site whose structure have been developed by the partner in BiH through consultations in the inception phase, and was launched in July 2013 as main dissemination platform and communication tool of the partnership, has already published more than 70 items in different sections of the web site, including the section Library with selection of literature relevant for studying media integrity in their region. The web site team has collected through partners more than 700 addresses of stakeholders from 7 countries of partner organisations, but also from regional and European stakeholders, to which a newsletter on the content published at the web site will be regularly distributed. The newsletter is an additional activity of the partnership developed to provide better visibility and impact of our work. All these steps have empowered the partnership for monitoring and influencing media policies, structures and practices.

The unforeseen positive developments in the reporting period include, for example: 1) new actors of media policy development in Serbia expressed interest to use the findings and ideas generated through the SEE Media Observatory in their policy steps and public awareness work; 2) the EC included the partners and the regional partnership in the Multi-stakeholder Consultation on EU Support to Media Freedom and Media Integrity 2014-2020, indicating possibility to entrust the partnership with the task of producing regular assessment of the media freedom and media integrity situation in the Enlargement countries based on the Guidelines developed through the multi-stakeholder consultations; 3) the project coordinator has been invited to supervise production of the study on media freedom in the Western Balkans by the Center for Media Pluralism and Media Freedom (EUI Florence) for the European Parliament where it was possible to highlight issues and ideas integrated in the SEE Media Observatory strategy, and influence political debate on European level.

Please list potential risks that may have jeopardized the realisation of some activities and explain how they have been tackled. Refer to logframe indicators.

We faced some obstacles related to the assumption from the logframe that there will be transparency of information and ability of the partnership to gather data and information, especially on the media economy, necessary for the research and advocacy purposes. In some cases, the researchers could not yet collect all necessary data. This is not jeopardizing the research entirely, but put the researchers in the position to find alternative ways to collect data or at least provide estimations based on interviews etc.. This situation arises from non-transparency of the media sector in many of the Action countries, and will be highlighted in the research report and addressed in the advocacy actions.

If relevant, submit a revised logframe, highlighting the changes.

No need to revise the logframe.

Please list all contracts (works, supplies, services) above 10.000€ awarded for the implementation of the action during the reporting period, giving for each contract the amount, the award procedure followed and the name of the contractor.

No such contracts in the reporting period.

3.4. Please provide an updated action plan ²

Month 12 (Year 1) and Year 2														
	Sem. 2	Semester 3 (month 13-18)						Semester 4 (month 19-24)						
Activity	12	13	14	15	16	17	18	19	20	21	22	23	24	Implementing body
Coordination of national research on media integrity	x	x	x											Lead CSO (PI)
National research on media integrity and compilation of national reports	x	x	x											5 partner CSOs from IPA countries
Editing of national research reports, compiling regional overview				x	x									Lead CSO (PI)
Publishing of regional book and distribution					x	x								Lead CSO (PI)
National publication with translation of country report and regional overview in local language					x	x								5 partner CSOs from IPA countries
2nd National consultations with stakeholders - presentation of the national report and regional overview						x								5 partner CSOs from IPA countries
Press conference – presentation of the national report and regional overview for national press						x								5 partner CSOs from IPA countries
Set up and launch of 2 nd sub granting scheme for advocacy actions by media CSOs, call for appl., selection, administration of grants		x	x	x										Partner CSO from Hungary (CIJ)
Promotion of 2nd regional sub-granting call for applications for media CSOs (associations)			x	x										5 partner CSOs from IPA countries

² This plan will cover the financial period between the interim report and the next report.

Advocacy workshop for advocacy coordinators in partner CSOs + for sub-grantees (media/journalists associations)				x	x									Partner CSO from Macedonia (host)+ 5 partner CSOs in IPA + regional advocacy coordinator in CSO in HU (participants)
Advocacy on national level by advocacy coordinators and by other CSOs – sub-grantees	x	x	x	x	X	X	X	X	X	X	X	X	X	5 partner CSOs from IPA countries + sub-grantees
Central regional conference to present media integrity findings						x	X							Partner CSO from Albania (host)+6 partner CSOs+3 associates
Regional advocacy and coordination of national advocacy activities	x	x	x	x	x	X	X	X	X	X	X	X	X	Regional advocacy coordinator at CSO in HU
European/international advocacy by regional advocacy coordinator and lead researcher	x	x	x	x	x	X	X	X	X	X	X	X	X	Regional advocacy coordinator at CSO in HU and lead research at lead CSO
Investigative journalism reports written and published on the Observatory web site	x	x	x											Sub-grantees (investigative journalists) + partner CSO in BIH as host of regional web site
Articles and blogs written and published on the Observatory web site	x	x	x	x	x	x	x	x	x	x	x	x	x	Partner CSO in BIH as host of regional web site
Web contributions on partners own web sites and on the Observatory web site	x	x	x	x	x	x	x	x	x	x	x	x	x	All 7 partner CSOs
Maintenance and editing of the Observatory web site	x	x	x	x	x	x	x	x	x	x	x	x	x	Partner CSO in BIH (MC)
National flash reports			x			x			x			x		5 partner CSOs from IPA countries
Compilation and distribution of regional flash reports on media integrity based on national flash reports			x			x			x			X		Regional advocacy coordinator at CSO in HU

Regional meeting of stakeholders (independent state bodies – anti-corruption ect.)									x	X				Lead CSO in SLO (host) + 6 partner CSOs (recruit participants)
Distribution of promotion materials	x	x	x	x	x	x	x	x	x	x	x	x	x	All 7 partner CSOs
Steering Committee meetings			x				(x)			x				All 7 partner CSOs
Advisory Board meetings – with SC			x											Lead CSO in SLO
Participation at EC conference											x			All 7 partner CSOs
Communication with EC	x	x	x	x	x	x	x	x	x	x	x	x	x	Lead CSO in SLO
Evaluation of 24 months of the project											x	x	x	Lead CSO in SLO
Mid-term review by EC (implementation phase)							x	x	x					Lead CSO in SLO
Financial and narrative reporting to EC	x											x	x	Lead CSO in SLO + 6 partner CSOs (contribute)

4. Partners and other Co-operation

- 4.1. How do you assess the relationship between the formal partners of this Action (i.e. those partners which have signed a partnership statement)? Please provide specific information for each partner organisation.

The cooperation with the project partners was smooth throughout the reporting period. This cooperation is based on a multi-year, trusted partnership within the South East European Network for Professionalization of Media (SEENPM). This helped the joint work tremendously. The partners have appointed reliable and experienced coordinators and other members of the project team. We, as the project leader, have provided regular updates to the partners summarizing almost on weekly basis an information on the project implementation such as “where we stay now” and “next steps”, providing that all information are shared, and that each partner follow and understand what is going on in the project as a whole. On the other hand, all partners have regularly provided detailed and accurate information to the project leader and to the whole partnership on the developments on their side, and on the actions implemented by them. The project coordinator at the Peace Institute has been also often asked to advise the partners on some strategic or substantial issues related to actions assigned to partners.

The partners also provided their assessment of the relationship, saying for example that “the relationship is based on effective cooperation, mutual understanding and reliability between the partners. They are aware on their responsibilities and act accordingly, supporting each other, sharing information, experiences and cooperating on different levels” (Macedonian Institute for Media) or that the relationship between partners “was marked by the intensive two-ways communication on each aspect of the project; the relationship was highly professional and constructive, enabling and continuously contributing to the quality of both the strategy of the project and the implementation process” (Media Center Sarajevo).

The partners are mostly very experienced and skilled in project management and action research.

Albanian Media Institute’s member in the Steering Committee (director) has provided important strategic, but also practical input, using his knowledge and connections to accustom the project to important stakeholders. At the same time the coordinator who is at the same time also the researcher acts as a valuable and reliable producer of both administrative and scientific documents and actions.

Media Center Sarajevo in BiH has also excellent team of efficient and reliable colleagues; the coordinator is also at the same time a researcher, realizing research tasks thoroughly and overcoming difficulties with collecting data from complex structure of state and media institutions. The Sarajevo partner coordinates the project web site where the editor invests lot of creativity and simplicity in the process of production of complex regional online platform.

The Croatian partner - Investigative Journalism Center is less experienced in CSO project management, being primarily engaged in investigative journalism projects in the past. Within our project its director, an investigative journalist himself, is coordinating activities in Croatia, but also taking major role in all regional activities related to investigative journalism – in selection of investigative journalists in the sub-granting scheme, preparation and realization of the regional meeting of investigative journalists (scheduled for November) etc. Lack of management skills are somehow compensated with substantial contribution in that segment and with excellent connection in the journalists communities around the region. In daily coordination, and in the financial management, the Croatian partner needed more support of the project leader in advising and supervising the main steps.

The Hungarian partner – Center for Independent Journalism has played a crucial role in designing and administering the sub-granting to investigative journalists. Using most professional manners in terms of organisation and communication with partners, selection committee, applicants and grantees, its coordinator has provided smooth realization of such challenging task. The Hungarian partner naturally engaged also in preparation of the regional meeting of investigative journalists (sub-grantees) providing valuable support to the Croatian partner. The Hungarian partner also hosts the regional advocacy coordinator of the project who is at the same time program director of our regional network SEENPM. His relationship with the project leader and all partners as well as his work on promotion of the project and its ideas in the regional and European structures, on coordination of flash reports and participation in the editorial board of the project web site has been very constructive.

The Macedonian partner – Macedonian Institute for the Media is one of the strongest partner in terms of capacities, and its contribution has been always substantial and on time. It is especially valuable taking into account difficult situation with media freedom in Macedonia. MIM's researcher provides very valuable input in the research component not only undertaking field research in Macedonia and contributing profound section reports for Macedonia, but also supporting exchange and mutual learning among members of the regional research team.

The Serbian partner – Novi Sad School of Journalism played a crucial role in providing visibility tools for the partnership with excellent solutions, but also in hosting three regional project events. It offered to host a project management meeting at the end of the inception phase, but also managed to realize not only regular workshop for the research team, but even an additional one (made possible because of rational use of the budget). The coordinator proved excellent organizational and communication skills. The Serbian partner also recruited a remarkable media researcher contributing essentially to the strength of the research team and quality of the outputs. The Serbian partner is located in Novi Sad which brings specific and valuable perspective to the regional project, but also requests additional efforts to connect the project with the stakeholders located in Belgrade.

4.2. How would you assess the relationship between your organisation and State authorities in the Action countries? How has this relationship affected the Action?

The project leader, being located in Slovenia, has no frequent contacts with the State authorities in the Action countries, but it does not mean it is unknown actor to them. Through previous regional projects, and especially through regional meetings the project coordinator established good relations with some representatives of the state bodies responsible for the media and human rights, including representatives of regulatory bodies and other actors in the state structures of the Action countries. Constructive debates with some of them took place also during the OSCE regional conference, Speak Up!2 conference and some other regional meetings this year. On the other hand, the partner organisations in the Action countries in the interim reports on their activities emphasize their good contacts with the State authorities re-established also through initial activities within this regional project. The most relevant state bodies for media policy took part in national consultations on the project strategy, held in each Action country in the inception phase.

Representatives of the state bodies have been also involved as respondents in the media integrity research conducted in the reporting period. Moreover, the Croatian partner, for instance, met the President of the Republic and presented the ideas and scope of the project to him. In most occasions, the representatives of the State authorities openly expressed appreciation for the project and its objectives. In Macedonia where media freedom situation is often subject of critical assessments, the partner has “decent cooperation” with the state authorities, despite it has been taking critical stances towards some policy initiatives of the authorities. It is also relevant to add that a member of the project Advisory Board, who is taking active role in supervision of the research component of the project, closely works with the State bodies responsible for media policy in several Action countries, as a part of the TAIEX support to these countries.

4.3. Where applicable, describe your relationship with any other organisations involved in implementing the Action:

- Associate(s)

In the reporting period, the associate “Guardian Foundation” has been involved in preparation of the regional meeting of investigative journalists scheduled for November (Month 12) in Zagreb. The associate in cooperation with the lead CSO and partner CSO in Croatia selected two senior journalists from the Guardian and the BBC (David Leigh and Jonathan Stoneman) to take part in the regional meeting as trainers. The communication and all arrangements with the Guardian Foundation went very well. The Guardian Foundation contributed to the project by paying the fee for both trainers as well as their international travel costs.

Relationship with another associate “Montenegro Media Institute” was also specific in the reporting period since at the end of that period a director of the Montenegro institute (which is otherwise a member of the SEENPM network as it is the case with all partner CSOs) expressed an interest to start implementing some of the main (monitoring and advocacy) activities of the project also in Montenegro even before the extension phase of the project. The Montenegro institute plans to raise funds for that purpose and the project coordinator at the lead CSO provided to the associate all relevant information and project documentation, including the methodology for monitoring media integrity.

- Sub-contractor(s) (if any): No.
- Final Beneficiaries and Target groups

In the reporting period the partnership has developed constructive relationship with journalists, media industry, government, regulators, self-regulatory bodies and other CSOs in the Action countries. It was done through national consultations on the strategy (the project), through contacts with them as sources in the research, and in the debates through video interviews for the web site. The target groups welcomed the initiative, provided their input when requested, and expressed support and interest for synergies with their own actions.

- Other third parties involved (including other donors, other government agencies or local government units, NGOs, etc):

The partnership has developed good relationship (exchange of information, consultations on possible cooperation and synergies) with inter-governmental organisations (OSCE, Council of Europe, UNESCO) working in the field of the media in the Action countries and in the SEE as a whole, as well as with some donor organisations (Open Society Foundations, Konrad Adenauer Stiftung etc.) and other regional networks (SEEMO, BIRN, association of public broadcasters in the region, etc.). Good relationship is established also with the regional CSO partnership aimed at monitoring public procurements “Balkan Tender Watch”. Good relationship is established also with some academic institutions having current research or publishing activities on the media in the region – Oxford University, European University Institute’s Center for Media Pluralism and Media Freedom, and academic journal South East Europe. The research methodology of the SEE Media Observatory has been for instance presented by the lead researcher and discussed by media scholars experienced in the media research in CEE at the Oxford conference in July 2013.

4.4. Where applicable, outline any links and synergies you have developed with other actions.

We have developed links with all relevant national and regional actors, networks, donors and inter-governmental organisations working in the region. After regional consultations we have continued exchange and discussion with OSCE, Council of Europe, Open Society Foundation, BIRN, SEEMO and regional network of public broadcasters which all participated and expressed support to our work in that initial stage. Later this year, OSCE invited the project coordinator to chair the panel on media transparency at the Third regional media conference in Tirana in September 2013 thus influencing the debate with stakeholders presented there; CoE, after launching new regional project on media freedom in the region in autumn 2013 (supported by the Norwegian government), has started discussion with us on potential complementary or joint steps and actions in 2014; we have attended final event at the BIRN regional summer school for investigative journalists in Bled (Slovenia) in August 2013, and exchanged ideas and information which partly influenced the design of the investigative journalists regional meeting within our project (held later, in November 2013 in Zagreb). The regional network of public broadcasters invited the Media Observatory’s project coordinator and some researchers from our team to the Media Law Academy in Sarajevo in September 2013; the regional conference of UNESCO and SEENPM on hate speech online in October 2013 have also integrated some aspects of the SEE Media Observatory. There are also synergies with the actions undertaken by the European Commission, for instance through the work on the Guidelines for the EU Support to Media Freedom and Media Integrity 2014-2020 and possibility of engagement of the SEE Media Observatory in monitoring media freedom and media integrity in the Enlargement countries. Most concrete example of synergy is the meeting of three teams working on the regional web sites on media-related issues scheduled for 11-12 December 2013 in Belgrade, organised on our initiative by the Konrad Adenauer Media Program for SEE. KAS is planning to launch new media policy resource web site for our region. After learning that, we suggested to meet: KAS web site team, the SEE Media Observatory web site editor and editor of the BIRN web site “Balkan Media Watch” to discuss what we can learn from each other, how to complement our work, avoid overlapping and develop synergies. Synergies on national level are built by partners in the Action countries, especially with actions related to the ongoing national media regulation changes, with our partners taking part in coalitions with other stakeholders, for instance in Macedonia, Serbia and BiH.

Another internal example of good synergies is the positioning and operations of the web site of the Media Observatory within the editorial and production team of the MC Online, a web platform of the MC Sarajevo. The content is regularly exchanged between two web

sites, and mutually promoted through social networks, contributing to widening of the audiences and impact.

- 4.5. If your organisation has received previous EU grants in view of strengthening the same target group, in how far has this Action been able to build upon/complement the previous one(s)? (List all previous relevant EU grants).

The previous EU grants received by the lead CSO – Peace Institute, Ljubljana – were aimed at strengthening media and democracy in Slovenia, and not in the Action countries, but the ideas, methodologies, contacts, knowledge accumulated during these projects are used now in the ongoing project SEE Media Observatory.

1. Media for Citizens (2006): The project focused on monitoring, policy research, advocacy, training/education and publishing activities with purpose to contribute to public awareness as well as to changes in media policy and media practices in Slovenia towards increase of media content diversity, pluralism of media ownership, media accountability and better access of minority groups and citizens to the media in Slovenia. The project included empowerment activities to increase critical and active relations of citizens and minority groups to the media. See: <http://mediawatch.mirovni-institut.si/media4citizens/indexen.html> and <http://mediawatch.mirovni-institut.si/eng/mw18.html>.

2. RARE - Responsibility and Responsiveness - Promoting Mechanisms to Respect Voice of Citizens in the Media (2008/2009): The project connected research of media reception among three social groups with activities promoting and advocating media self-regulatory mechanisms (in partnership with the Guardian Foundation) and initiate citizens' organisation in Slovenia, such as Voice of Listeners and Viewers (in partnership with EUVALVA). The project attempted to develop further our expertise in the media research of media reception, and make the findings from that field part of the debate on the media system in Slovenia, its openness for citizens' rights and interests. It also aimed at improvements in self-regulation in newspaper industry in Slovenia and at self-organisation of citizens interested in the media quality and responsibility. See <http://mediawatch.mirovni-institut.si/eng/mw21.html>.

In addition to the leader CSO, most of our 6 partner CSOs have received previous EU grants for projects aimed at strengthening media and democracy in their countries, especially targeting journalists or minority groups. The partners use the knowledge, experience, platforms and contacts developed and gained in those projects to support goals of the project SEE Media Observatory. For instance, in the case of Media Center Sarajevo, the educational and informational web platform for media professionals "Net novinar" was initiated through the CARDS program titled "Online Journalism Resource Center" implemented in 2005. The platform was later integrated in the current website MC online, and the capacities and practices of producing educative and informative content for the media community were maintained and further developed since. The regional web platform built by the MC Sarajevo within the SEE Media Observatory project is a step forward in the web presence, given that it enables contributions from the multitude of authors from the region, as well as because the reach is potentially expanded to English speaking community. The regional platform is also a subsection of the English version of MC online and is going to be sustained by Mediacentar Sarajevo in the future.

Another example is our partner CSO in Macedonia – Macedonian Institute for Media (MIM) has been implementing the project "Strengthening cooperation between CSOs and media for

promotion of human rights, freedom of expression and independent media”, supported by EU through EIDHR, since December 2012 (to Feb 2014).

Also, the list of relevant previous EU grants to our Albanian partner CSO – Albanian Media Institute (AMI) – includes the following projects: “Media policies and media professionalism in the digitization and globalization era”, “Improving professional capacities of Albanian media”, “Media freedom, media transparency, and media independence in Albania” and “Consolidation of local media through professional journalism training and democratic dialogue”, all of them supported by the EU Delegation in Tirana.

5. Visibility

How is the visibility of the EU contribution being ensured in the Action?

The visibility is provided throughout our main project documents, promotion material (leaflet, folders, roll up banner), web site, contacts with stakeholders and all activities. It is clearly visible both on the [Media Observatory website](#), as well as at web sites of all partner CSOs that the project is funded by The European Union Instrument for Pre-accession Assistance, Civil Society Facility. Through the presentation of the project during the national and regional consultations the major stakeholders were familiarised with this fact, as well as the respondents of the research, so far involving journalists, representatives of professional associations and officials of state institutions. All information circulated within media community, for example a call for investigative journalists, requests for information and requests for interviews involved clear statements that it is implemented owing to the EU fund, CSF programme. In communication with regional organisations, international inter-governmental organisations working in the region, with donors and academic institutions a reference to the EU support to the project SEE Media Observatory is strictly made.

The European Commission may wish to publicise the results of Actions. Do you have any objection to this report being published on the EuropeAid website? If so, please state your objections here.

Name of the contact person for the Action: Brankica Petković

Signature:

Location: Ljubljana

Date report due: 31 October 2013

Date report sent: 9 December 2013