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*Reclaiming public service values
in media and journalism*

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**MEDIA
INTEGRITY
MATTERS**

**RECLAIMING PUBLIC SERVICE VALUES
IN MEDIA AND JOURNALISM**

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PREFACE

This book is an attempt to address obstacles to a democratic development of media systems in the countries of South East Europe by mapping patterns of corrupt relations and practices in media policy development, media ownership and financing, public service broadcasting, and journalism as a profession. It introduces the concept of media integrity to denote the public-service values of media and journalism. In analyzing the current situation of the media, the focus was on the assessment of factors that have been identified as posing a risk to media integrity, with an overview of past developments if relevant for understanding the current situation.

Five countries were covered by the research presented in this book: Albania, Bosnia and Herzegovina, Croatia, Macedonia and Serbia. The research – conducted between July 2013 and February 2014 – was part of the regional project South East European Media Observatory – Building Capacities and Coalitions for Monitoring Media Integrity and Advancing Media Reforms. The project is a joint effort of seven civil society organisations from the five countries mentioned above plus Slovenia and Hungary. They have been for more than a decade part of a broader regional network – South East European Network for Professionalisation of the Media (SEENPM), systematically raising voices to promote and protect values of free, independent and responsible media in their countries and on the regional level.

This book and the project South East European Media Observatory build on the legacy of previous research and advocacy actions of the SEENPM, especially the 2003/2004 research and book on media ownership and its impact on media independence and pluralism. In fact, the present media integrity research has been an elaboration of the situation “ten years after.” Some of the researchers have been involved in both. We also use the same regional book design to indicate the connection between the two researches.

The following centers and country researchers contributed to the research presented in the book.

COUNTRY	PARTNER ORGANISATION	COUNTRY RESEARCHER
ALBANIA	ALBANIAN MEDIA INSTITUTE – TIRANA	ILDA LONDO
BOSNIA AND HERZEGOVINA	MEDIA CENTER – SARAJEVO	SANELA HODŽIĆ
CROATIA	INVESTIGATIVE JOURNALISM CENTER – ZAGREB	HELENA POPOVIĆ
MACEDONIA	MACEDONIAN INSTITUTE FOR MEDIA	SNEŽANA TRPEVSKA IGOR MICEVSKI
SERBIA	NOVI SAD SCHOOL OF JOURNALISM	JOVANKA MATIĆ DUBRAVKA VALIĆ NEDELJKOVIĆ

During the research period, two workshops for the research team were organised in Novi Sad (in July and October 2013) by the Novi Sad School of Journalism, importantly contributing to the refinement of the research framework.

The project advisory board assisted in drafting and implementation of the research by reviewing the methodology and sections of the research reports. The board included Sandra B. Hrvatin, University of Primorska, Slovenia, Dušan Reljić, German Institute for International and Security Affairs, Germany, and Aidan White of Ethical Journalism Network. Sandra B. Hrvatin also participated in both research workshops and significantly contributed to the theoretical and comparative overview.

The research was led and coordinated by the team at the Peace Institute in Ljubljana consisting of Brankica Petković as a lead researcher, and Jovana Mihajlović Trbovc and Maja Ladić as research assistants.

With this research and the book, the South East European Media Observatory moves closer to its goal of providing a regional instrument for media research and monitoring, and a regional framework for debates, consultations and coalitions among key actors, seeking to inform and influence media reform processes.

The project has been financed mainly by the European Union's program "Civil Society Facility" aimed at the enlargement countries, which explains the selection of countries for this research. In addition, in 2013 and 2014 the SEE Media Observatory activities have been supported by the Open Society Foundations Program on Independent Journalism, Konrad Adenauer Stiftung Media Program for South East Europe, Open Society Foundation Serbia, Office for Cooperation with NGOs within the Government of the Republic of Croatia, the Government of the Autonomous Province of Vojvodina in Serbia, Central European Initiative, Technical Assistance for Civil Society Organisations, and the Guardian Foundation.

The reports in this book and effort invested in their preparation and presentation rest on the belief that media integrity matters. Public service values in media and journalism are endangered and therefore need to be monitored and protected.