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For immediate release

Leading Media Networks Establish a Media Advisory Group under EU- funded MedMedia project

Five international media networks and two intergovernmental organisations have agreed to establish a framework aimed at optimising engagement with key stakeholders and supporting media reforms across the Southern Mediterranean region.

Launched as part of MedMedia, an EU-funded project designed to facilitate an exchange of experience between the EU and the partner countries, the Media Advisory Group comprises representatives from UNESCO, the International Federation of Journalists (IFJ), the

Federation of Arab Journalists (FAJ), the European Broadcasting Union (EBU), the Arab States Broadcasting Union (ASBU), COPEAM and the European Union (EU).

The move came off the back of an inaugural meeting in May, around UNESCO's World Press Freedom Day event in Paris, which brought together delegates from journalists' organisations, broadcasters, the donor community, implementing agencies and civil society organisations.

The MedMedia project will support policy-makers and media professionals in their efforts to reform legislative and regulatory frameworks whilst helping public service media to develop programming which better reflects the interests and concerns of their audiences.

The Group, which will meet periodically and on an ad-hoc basis, will advise on major issues related to media policy and reform in the Southern Mediterranean region, maximise the involvement of national stakeholders and ensure the long-term sustainability of the initiative.

Background notes

- Med Media aims to create an enabling environment for media reforms in the Southern Mediterranean region. The project will focus on media legislation, regulation, programming, strategy and leadership with a view to helping state media fulfil their public service mandate and compete with the commercial sector. It will also work to build public trust by strengthening the media's role as an independent watchdog and a forum for democratic debate.
- The project is being implemented by a consortium led by BBC Media Action and comprising the International Federation of Journalists, the Federation of Arab Journalists, IREX Europe, the Blanquerna School of Communication and the Jordan Media Institute.
- The project is funded under the European Neighborhood Partnership Instrument. Started in January 2014, it will run for a period of four years.



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