

## The Global Media Programme



## The KAS Media Programmes in Sofia, Singapore and Johannesburg

- support independent, high-quality and value-based reporting
- help journalists to improve their professional skills
- increase quality of reporting in countries in transition
- improve general conditions for an independent media landscape
- promote ethical standards amongst media
- establish and develop national and regional professional networks
- advocate modern communication of governments and political parties
- facilitate exchange between media professionals and political actors

## Our work – Scan the QR code for more information!

Book  
"Blurring the Truth. Disinformation in Southeast Europe"



Book  
"Three Decades Later – The Media in South East Europe after 1989"



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the

KONRAD  
ADENAUER  
STIFTUNG

**MEDIA  
PROGRAMME**

South East  
**EUROPE**

**WELL INFORMED –  
ACTING RESPONSIBLY**

# Konrad-Adenauer-Stiftung

The Konrad-Adenauer-Stiftung (KAS) is a German political foundation with more than 100 offices in over 120 countries around the world.

KAS has been active in the field of international cooperation for over 50 years – committed to strengthen democracy, the rule of law and free media as well as European integration.



Our mission is based on the principles of the first Chancellor of the Federal Republic of Germany, Konrad Adenauer. He was standing for peace, freedom and justice through political education. Moreover, Adenauer encouraged the recognition of Israel, the German-French reconciliation and the European integration project.

# The Media Programme South East Europe

10  
COUNTRIES  
one programme

We work together with journalists, editors-in-chief, media owners, politicians and communication experts to develop a shared understanding for the role of media in civil society.

Founded in 2005, the KAS Media Programme South East Europe actively supports free and independent media in Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Kosovo, Montenegro, North Macedonia, Republic of Moldova, Serbia and Romania. Our regional approach is based on closed cooperation with partner organisations and media experts from all over South East Europe and beyond.



# What we do

- 1 Discussing the role and responsibility of media in society
- 2 Developing business models for media
- 3 Self-critically assessing the quality of journalism

- Media analyses
- Conferences
- Public debates
- Scholarships