



ASSOCIATION OF EUROPEAN JOURNALISTS

EU STRATEGY FOR INDEPENDENT & SUSTAINABLE MEDIA

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FINAL DRAFT REPORT

POSITIONING REMARKS

This paper will remain a DRAFT, in limited circulation, until it is amended after the Commissioners' hearings in Sept/Oct and then supported, if agreed, by the Association of European Journalists, AEJ, Congress in Vienna in Oct 2014. The AEJ's statute includes references that the healthy condition of the media sector and media freedom are matters of basic concern for the association.¹

At its November 2013 Congress, following a debate on EU media projects such as Presseurop.eu, the AEJ voted to create a working group on issues of public interest and support to independent media coverage of EU policies. This was intended, right from the start, to include other experts, not only representatives of the AEJ sections that took an interest in the matter e.g. academics, publishers, journalism training institutes etc.

An off-the-record workshop was held on 26 June 2014. The Working Group, WG, is listed in Annex I a). Fondation EurActiv provides journalism training and guidance on editorial independence; in the past, it issued 'Yellow Paper on EU Communication' (2006) to coincide with a Commission White Paper and an earlier position paper "Can EU Hear Me?" (2004). Therefore it offered to be the convener and secretary of the Working Group. The Working Group chair is the media founder who drafted the initial AEJ motion in Nov 2013, now mandated by AEJ Belgium, Christophe Leclercq².

The window of opportunity to influence the debate on an EU MEDIA STRATEGY for 2014-2019 is notably around the European Parliament hearings of incoming Commissioners in September. See Annex I b) for a list of experts consulted in July 2014 and Annex I c): for a list of prospective recipients of the questions and draft positions.

¹ "The Association of European Journalists, AEJ, which represents its members in relation to all outside organisations and institutions, has as its aims: □ to take an active part in the creation of a sense of European awareness □ to deepen understanding of European affairs and to inform public opinion about the activities of the European institutions □ to improve its members' access by all relevant means to sources of information about Europe □ to promote mutual knowledge and understanding of the problems of each country □ to advance the ethical and material status of the occupation of journalism, particularly within the frame of the European Union and the Council of Europe."

² Working Group contacts:

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Background: Timely for EU Renewal

“At a time when internet technology should be allowing journalism to flourish, independent journalism is embattled on almost all fronts,” Chris Stone, President of the Open Society Foundations, a major donor with a budget of \$12.8 million for journalism in 2014.

The EU needs a healthier media sector, primarily at national level

The media sector, for all its economic weaknesses and shortcomings, is indispensable for Europe. No democratic setup ever survived without a healthy press. The EU is no different, but its 'fourth estate' is fragile. As channels to and from countries' public debate, Europe needs sustainable and independent journalists, editors and publishers able to explain challenge and engage.

Council conclusions of a meeting within the Council, on media freedom and pluralism in the digital Environment on 25 & 26 Nov 2013, invited the Commission³, within its competence, to

- “continue to support projects that aim at enhancing the protection of journalists and media practitioners;
- continue to support the independent monitoring tool for assessing risks to media pluralism in the EU (Media Pluralism Monitor), which is implemented by the European University Institute of Florence, and encourage its further use by Member States and all relevant stakeholders”.

The May 2014 European elections provided a recent update on European public attitudes to the EU: not a great endorsement, fewer than 50% voted in 21 countries, static overall turnout, growth in eurosceptic votes and declines in seats won by mainstream parties. Social media helped to relay some debates but mainly negative stories. Its rise in parallel to populism should be noted.

RATIONALE: COMPLEMENT PRESS FREEDOM & SUSTAINABILITY

AEJ and its country sections have been strong and effective advocates for press freedom in recent years. In addition to addressing breaches in several members of the Council of Europe, it is also committed to press European and EU institutions to remove arbitrary and unnecessary laws and practices, which are eroding Europe's reputation as a model of freedom of the media and freedom of speech.

It has long been accepted that a vibrant democracy depends on three pillars:

- Strong and effective political parties;
- An independent judiciary;
- Free and independent media.

Thus the media have an increased responsibility to hold those in power to account and to report the opinions of many interest groups across Europe.

- The Eurozone's slow growth and associated EU policies are impacting more citizens than ever, meanwhile trust in traditional political parties and their share of the vote has declined in the May elections.
- Many print media are suffering from the switch to digital, while national subsidies are under budgetary pressures in many countries.
- EU institutions devote major resources to 'communication' but these rarely support quality trusted journalism.

³ See : http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/educ/139725.pdf
EU Strategy for Independent & Sustainable Media, FINAL DRAFT 17 Sept '14 NOT for further distribution

ISSUES

“One Commissioner for communications, another for the media sector”

During the summer the President of the European Commission will be seeking to build a cohesive team of 28 Commissioners ready for greater public impact for the five year term starting on 1 November '14. Communication at large will remain a challenge. In line with the European Council's five strategic priorities published after the June summit, there is talk of clustering main EU policies under some vice presidents. To support the five-year mandate, to engage national public opinions, one could improve the organisation of the Commission services for EU communication (currently lumped into one Commissioner's portfolio, with Justice and Fundamental Rights), **while re-grouping separately the policies sustaining an independent media sector**⁴.

For more details see reference to [Opinion](#) , also quoted in Annex III

MEDIA STRATEGY OVERSEEN by an INDEPENDENT BOARD⁵

Two non-exclusive organisational options to support media are considered:

1. Formal: autonomous agency, made up of EU officials, with its own independent head.
2. Quicker: independent media boards for projects by existing EU staff at existing EU institutions.

This paper advocates the second option. The first option, in our opinion, could take longer to agree and anyway would most likely behave more like an EU agency than an independent body. There are several examples such as the Social Platform, AGE-Platform and Cultural Platform that operate along these lines in other EU policy arenas: why not a Communications Platform?

Recommendation: to ensure that the next Commission delegates more and decentralises more independent boards are proposed to decide on media strategy and implementation. They could take inspiration from the 5 principles and 5 programmes (see ACTIONS pp 9 & 10).

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⁴ Scoops about the Juncker Commission composition indicate (as of 4th Sept 2014) that i) Communication is not mentioned in a Commissioner's portfolio, therefore assumed led by the President's staff; ii) several Commissioners could have a say on media sector policy: Commissioner for "culture and internet" (notably DG EAC, which used to include media policy under Commissioner Mme V. Reding, 2004/09) and a Commissioner (Vice President designate) for Digital and Innovation.

⁵The boards would not be statutory with their own staff but rather supervise units within existing organisations (secretariat provided by the EU). Wherever feasible it should be replicated at national level initially on a simplified pilot basis (later if some 75% to 80% of the EU population is covered this should be sufficient). Members of boards should be independent persons appointed for 3 year terms, (rotating one-third per annum). Members will be drawn from journalist associations and trade unions eg IFJ, AEJ etc plus academics, professional media ethics experts and publishers. The Secretariat would convene meetings and ensure legal and accounting compliance but would not be entitled to choose among programme priorities and then beneficiaries for EU funding: this would be the prerogative of the boards.

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EU DIRECT SUPPORT: MIXED RESULTS...

Examples of more or less successful attempts to support European media include:

Parliament supported:

[EuroParl TV](#): broadcasts in 22 languages but is regarded as having failed to reach the anticipated audiences; launched in 2008 by the European Parliament. Voted down by the parliament's Plenary but now re-focused as the EP Video Service. It remains uncertain whether the new parliament will extend the current contract.

Commission supported: (DG COMM)

[PressEurop](#): provided translations into ten languages from up to 200 publications from 2009 until late 2013, when the contract from the European Commission ceased. Potential renewal tender issued by DG Comm was heavily criticised for lack of media independence and subsequently withdrawn in 2013. [VoxEurop.eu](#) is a volunteer run replacement service launched in May 2014.

[EuradioNantes](#), led by a journalism school and successful, is being discontinued as of June 2014, with no immediate replacement foreseen.

[Euranet](#): provides radio broadcasts from some 26 countries with a contract from the European Commission.

[Euronews](#): currently broadcasts in 13 languages and is also supported partially by contracts from several European Commission Directorates-General, under an *ad hoc* framework contract. **LATEST: DG COMM unit in charge of media network and contracts moves to DG CONNECT, which already has media policy and relevant R&D projects. This may facilitate the 'EU media strategy' this working group is calling for, but does not guarantee it. In mission letter from President Juncker to Commissioner-Designate G. Oettinger, (Digital Europe) contains following 'Developing and promoting a sustainable business model for Euronews, including by further developing its public service remit, by helping to identify new partners and by making better use of digital transmission technologies, in full respect of the editorial independence of Euronews'.**

In summary, the recent history of EU creating or providing support for a variety of multilingual and cross-border media communication projects is mixed; but at least the incoming Commission recognizes the condition of 'full respect of the editorial independence' for beneficiaries.

In order to overcome this gap it may be worthwhile to promote cross-border co-operation and collaboration between media, while maintaining strong competition within countries. Sharing content, syndicating content, co-creation are 3 variants that are worthy of further exploration.

Recommendation: EU institutions to consider support other than direct grants or subsidies - e.g. partial support and active incentives for media to collaborate in cross-border sharing of editorial research, surveys, polls, interviews, and visits and always with respect for editorial independence.

RESOURCES: Too LITTLE for MEDIA versus CONSULTANCIES & Too Little for Sustainable Innovative Multilevel Journalism

The European economic outlook seems likely to result in lower growth and a continued need for EU budgets to remain heavily constrained. This paper argues that by switching priorities within existing budget lines there should be plenty of scope to ensure a more focused and strategic media policy over the next five years than achieved in the 2009-2014 period.

Apart from direct subsidies, the EU institutions also spend considerable amounts on communication. While it is difficult to obtain total figures it is well known that amounts running into millions of Euro are disbursed via Europe Direct and via tenders let to the top ten or so PR & PA consultancies. In the past few years Mostra, Tipik, ESN among others have collected up to €50m per annum together; relatively few media companies bid for or are awarded large framework tenders.

Overall, in EU circles, there are more and more communicators, but fewer and fewer journalists able to cover the EU in an independent way.

Recommendation: Reduce funding amounts for large framework or consulting contracts, while increasing number of smaller projects suitable to attract independent media, with partial funding only.

Calls for Tenders versus Calls for Proposals

One modest but powerful way in which more media could be involved would be to change the method by which the European institutions implement communication framework contracts.

Recommendation: One relatively simple step could be to switch from single framework tenders where the 'winner takes all' to Calls for Proposals when there can be 2 to 5 contracts signed for a single call. This could ensure a wider distribution of 'winners' and less concentration among a few Brussels-based consultancies and more opportunities for media companies and groups to participate.

This may well lead to having several media projects competing with one another for readers and for other revenues in a normal healthy market environment.

Social media + open government = improved transparency + more efficiency

Social media have transformed the way in which Europeans access news and opinions in the past five years. It is also changing the relationships between editors and readers or users. This revolution has not stopped or reached its full potential but EU policies and practices in relation to media seem stuck in a previous decade or at least late to join. There are a few notable exceptions (e.g. President of the European Council, Van Rompuy, tweeted the decision that J-C Juncker was to be recommended as next President of the Commission on 27 June. It is inconceivable that this would have happened five years earlier).

The EU Ombudsman⁷, speaking to investigative journalists at DataHarvest +, 9 May 2014 said:

“Just yesterday I took part in the first European seminar of the Open Government Partnership, a global initiative, started in the US, but now spreading worldwide, whose aims are precisely what I have just described, to bring the citizen inside the Government tent, to make citizen participation a living, breathing, transformative reality.

Countries seeking to join have to produce National Action Plans detailing concrete actions they propose to take in areas of transparency, accountability, anti-corruption measures and, critically, open data initiatives.”

Recommendation: EU institutions to share much more of the public data they currently hold with the public, rather than have it accessed piecemeal by freedom of information requests or sporadic investigative journalist ventures, without any explicit open government strategy. The EU could also invite investigative journalists and bloggers to many more events, conferences and public consultations.

Training journalists to understand and cover EU better

‘Erasmus for Journalists’: was a recommendation made by the European Journalism Centre, EJC, in 2010/2011. (EJC is a recipient of EU grants to promote training and better quality journalism). However, this was blocked by the Commission for fear that it would be criticised as propaganda by the popular press in some countries. Similarly, when ‘Erasmus for All’ was launched a couple of years later, it was quickly made clear that ‘All’ did not include journalists: why not?

There are many courses provided by the EU institutions themselves or via EJC under contract, which offer short 1/3 day or one-week courses. There are many fewer mid-career training programmes for “tomorrow’s editors” and/or publishers. A fellowship of six weeks whereby ‘up-and-coming’ journalists are selected to ‘shadow’ and be coached by other Brussels-based journalists has been operated successfully in recent years, but without EU funding.

Recommendation: EU institutions should radically review current training support for journalists and consider including more social media training, more support for innovation in 21 century journalism techniques such as curation, more journalism fellowships “on the ground” for media lacking a Brussels correspondent.

⁷ <http://www.ombudsman.europa.eu/en/activities/speech.faces/en/54281/html.bookmark>

ACTIONS FOR INDEPENDENT & SUSTAINABLE MEDIA

FIVE POLICY PRINCIPLES:

1. Provide a strategic industrial policy for media sector sustainability

- The right to be informed is a fundamental right: engaging citizens implies critical debate - best driven by a media plurality reflecting Europe's diversity.
- Good journalism has a systemic role to play in the functioning of democracies; it is a public good equivalent to good education.
- Under the leadership of the Commissioner in charge of the media sector, set-up a High Level Working Group on Media Sector Strategy and sustainability.
- Encourage healthy media to innovate and provide palliative aid for dying media as done successfully for coal, steel, textiles and automobiles in previous decades

2. Separate an active EU media strategy from PR & communication

- Measure, evaluate and challenge the amounts spent on communication
- Traditional print media will evolve or die largely due to market forces; but strategic nudges and selective R&D investments by the EU can facilitate transition to the digital era. Measure - where appropriate - co-funding (with resources taken from Communication)
- Have a different Commissioner for media sector strategy on one hand, for Communication and Press Relations on the other, avoiding interference with any partially funded media projects; apply similar principles at the European parliament.

3. Support creativity and avoid trying to 'pick winners'

- Journalism is innovative and has shown flexibility through time.
- Support cross-border collaboration and content sharing between journalists and networks of journalists, setting broad objectives rather than micro-managing the content.
- Evaluate EU media supported projects strictly but openly and require beneficiaries to measure impact and engagement with target groups.
- Distinguish between media without journalists (aggregators) and curated content media, but do not base decisions on media history or nationality.

4. Champion editorial independence & press freedom sustainably

- EU should not itself try to create additional (EU owned) media. It should consider more independent projects with existing media and start-ups, supporting their sustainability.
- Provide explicit recognition & support for media freedom and independence at all levels.
- Aim for self-sustainable revenue models of media based on advertising, any subscriptions, events and sponsoring and any public procurement.

5. Promote quality journalism projects at national and local levels

- Invest more in education and training of publishers, editors and journalists: support media groups and schools that already train other journalists.
- Support journalists who make "local stories European and European stories local"
- Aim over the next five years to promote more interactive dialogues from local journalists to national and EU levels and vice-versa.
- Support quality journalism and let editors and journalists to choose their own editorial priorities, rather than those selected by committees of officials or MEPs.

FIVE PRACTICAL PROGRAMMES:

1. R&D STRATEGY for media values in social media

- Promote social media/quality/curation & media transformation
- Beyond the media sector, but building on its quality and trusted brands, curation projects could “bring back to Europe” the dynamism of social media.
- Invest in digital media capacity in Europe now to avoid a bigger crisis in future.

2. SHIFT from ‘Communication’ to ‘Media’

- Shift funding from communication tenders, meant chiefly for consultancies, to calls for proposals - inspired by R&D funding - meant for independent media and their partners.
- Favour ‘Calls for Proposals’ providing multiple awards and only co-funding to allow more media to participate, over Tenders where ‘winner-takes-all’, typically 100% funded..
- Provide a media tool-box to sector DGs, so that their own communication tenders include a clear module to be (sub-) contracted to media organisations.

3. ENCOURAGE Syndication & translation

- Promote diversity and multilingualism, both via *ad hoc* syndication and translation.
- More generally, building on translation projects, reduce cost of syndication and translation for mainstream media by co-funding it, not choosing topics.

4. DECENTRALISE more & LOCALISE via networks

- Allocate a greater proportion of communication funding and of media project funding to country level (e.g. via Rep offices etc.).
- Support permanent networks promoting localisation and two-way dialogues & debates.
- Shift media projects from Communication departments to a sectorial Directorate General.
- Re-consider expanding “Erasmus for All” to include journalists. Furthermore, the EU should re-enforce the training of national and regional journalists, both via ERASMUS-like exchanges, formal 'sit-down' vocational training, and practical placement of journalist to 'shadow' more experienced Brussels colleagues.

5. FOCUSED support for the BRUSSELS press corps

- Make total costs of maintaining national correspondents lower, to get more media groups to send correspondents
- Support Brussels press corps (EU National correspondents) with funds for relocation, travel, schooling, digital and language training.
- Such support should not include direct subsidy to journalist wages, but be optional, and applications should be decided by a body independent of the EU institutions.

QUESTIONS FOR COMMISSIONERS-DESIGNATE

Five questions on Communication strategy:

1. Before the EP elections, how well have the media and social media played their roles?
2. Have the EU institutions' communication departments done all they could to cooperate, decentralise their efforts and support the media and public debates?
3. How well did the media projects, initiated and funded by the EU institutions, perform in terms of costs and impacts?
4. Should there be closer cooperation or common reporting between some Commission services, for example, between Communication & Press relations (beyond the administrative set-up)? Or, between Communication and language services?
5. Should the same Commissioner and the same Directorate-General be in charge of communication and of projects that may lead to direct or indirect funding, at a risk to their independence?

Five media policy principle questions:

1. Given its technological transformation, financial crisis and role as a pillar for democracy, should there be a European strategy for the media sector?
2. Are you satisfied with the European Commission's current strategy for the media sector?; what are its strengths and what are its weaknesses? Which policy changes might help?
3. How would you ensure that media interest groups are better informed and consulted during 2014-19? Would you support a High-Level Group on media sector strategy, focusing on independence, sustainability and innovation?
4. How would you support press freedom and choice of editorial content across the EU?
5. Regarding EU communication budgets, vast amounts are contracted to consulting companies for public relations, EU-triggered events and EU-controlled websites: little goes indirectly to fund media debates. Should one shift part of this funding to partnering with existing event organisers and existing independent media focusing on the national level?

Five questions on practical programmes:

1. Regarding the technology transformation of the media sector, projects under the Research & Innovation framework programmes may be relevant. What proportion has actually gone to media organisations, and to social media organisations during "FP7"? How can it be increased under "Horizon 2020"?
2. Regarding EU media projects led by the Directorate General for Communication, could they be refocused on co-operation with existing media organisations at national level?
3. Syndication and translation in other languages could drive a better understanding of Europe and efficiently increase published content. In addition to integrated "EU level" media networks could a syndication and translation scheme facilitate a widening of the coverage of Europe by mainstream media companies?
4. National and regional journalists would benefit from increased exposure to the EU institutions while avoiding 'brainwashing' courses or propaganda. How could the EU support more training and temporary placements with other media represented in Brussels?
5. In addition to journalists at national and regional levels the Brussels press corps plays an important role to challenge the EU institutions with specific expertise. It appears not to be the largest in the world any longer. While respecting independence via self-governance, and not subsidizing wages, what practical measures could be taken to lower the costs for publishers of posting correspondents in Brussels?

Supplementary questions for MEPs at September Hearings

General EU policies & programmes on communication:

How can abstention rates be reduced? Can the proportion of young people under 26 voting be increased?

Open Calls for Proposals

Would you favour a wider use of Calls for Proposals to avoid the tender process (where 'winner takes all') to ensure a bigger spectrum of contractors?

Aggregation and competent translation of European coverage

Do EU institutions communicate adequately of what is happening across borders?

Incentives for cross-border syndication

Should the EU continue to provide direct 100% support to media projects it supports? Could some of these resources not be better used by promoting content syndication and sharing cross-border?

Training support for journalists, editors & publishers

Are current journalist training resources provided by EU institutions adequate, sustainable and well-targeted given the range of policies and the needs of key stakeholder groups to be well informed?

Open, authentic social media communication strategy

Will you establish a database of social media 'best practices' in Europe and ensure that these are then implemented consistently across the European Commission and its agencies?

Make journalists and editors more aware of what happens in neighbouring countries and more competent in covering them

As media diversity and the range of press agencies have declined how can the EU institutions better raise awareness of media trends and content in other member states through its representation and information offices?

ANNEX I: Working Group, consulted experts & prospective recipients

I a) WORKING GROUP

Andrzej Krajewski*, Advisor to Polish Broadcasting Authority, AEJ Poland

William Horsley*, AEJ Media Freedom representative, UK

Eric Maurice*, ex Editor Presseurop, AEJ France

Fabrice Pozzoli-Montenay*, European Journalist, AEJ FR

Eileen Dunne*, President AEJ

Wilfried Rütten, Director European Journalism Centre

Caroline Pauwels, Free University of Brussels

Frédéric Simon, Publisher, EurActiv.com

Convener & secretary: Julian Oliver*, Secretary General, Fondation EurActiv

Chair: Christophe Leclercq*, Founder, Fondation EurActiv (appointed for this project at AEJ Belgium's General Assembly on 24 June '14)

NB persons listed serve in a personal capacity and do not necessarily represent the organisation with which they are affiliated

* Members of Working Group who are members of Association of European Journalists' sections. Most other members are current or former journalists.

I b) Experts consulted but not necessarily agreeing: July/August 2014

- Lieven.Taillie, President AEJ Belgium
- Bertrand Pecquerie, CEO, Global Editors Network, Paris
- Max Abendroth, EMMA and European Future Media Lab
- Francine Cunningham, Executive Director, European Newspaper Publishers' Association
- Angela Mills Wade, European Publishers Council
- Peter Kramer, European Business Review
- Pier Luigi Parcu, Centre for Media Pluralism and Media Freedom, EUI, Fiesole
- Ann Cahill, Presidente, Association de la Presse Internationale, API
- Markus Lux, Robert Bosch Foundation
- Larry Kilman, Sec Gen, WAN-IFRA
- Philippe Cayla, President, Euronews Development
- Tatiana Repkova, Media Managers Club, Paris
- Heinz-Werner Nienstedt, Media Professor, Gutenberg University, Mainz
- David Levy, Director, Reuters Institute for the Study of Journalism
- Peggy Valcke, Research Professor at the Katholieke Universiteit, Leuven
- Christophe Deloire, Director General, Reporters without Borders, Paris
- Pierre Lemoine, Rédacteur-en-chef, Europolitique
- Renate Schroeder, Director, European Federation of Journalists, IFJ
- Tibor Macak, Secretary General, AEJ Europe
- Ides Debruyne, JournalismFund.eu
- Alexandre Heully, Executive Director, Café Babel
- Quentin Dickenson, Radio France International
- Fabien Cazenave, independent journalist, Adviser to Euranet.

Plus Fondation EurActiv Orientation Committee, Fondation EurActiv Advisory Council members and Fondation Board.

I c) PROSPECTIVE RECIPIENTS OF FINAL POSITION DRAFT (Sept 2014)

(additional names welcome for addition to Final Position paper)

First wave to be informed via postal mailing early Sept, before Commissioners' hearings:

- Commissioner currently in charge of Communication, Maros Sefvovic (+ Chef Adjoint de Cabinet,)
- Commissioner currently in charge of Digital Agenda, Neelie Kroes (+ Chef Adjoint de Cabinet)
- Jean-Marie Cavada, MEP & former Chair of previous Media Intergroup & members
- Marc Jouland, MEP (+Quentin DESCHANDELLIERS assistant)
- Olli Rehn, MEP, former Commissioner & former Head of Cabinet
- Viviane Reding, MEP, former Commissioner for Communication
- Robert Madelin, Director General, DG Connect, European Commission
- Martine Reicherts, Dir Gen Office Publications, interim Commissioner for Luxembourg
- Henri Malosse, President, EESC
- Jane Morrice, Vice President Communication, EESC
- Richard Sambrook, Prof of Journalism, Director Centre for Journalism, Cardiff Univ.
- Prof Timothy Garton Ash, Oxford Univ.
- Christophe Deloire, DG, Reporteurs Sans Frontières,
- Oliver Gadja, Co-founder and Chair of European Crowdfunding Network
- Laurent Thieule, Director Communication, Committee of Regions
- Christophe Pouillon, Rapporteur on Communication, Committee of Regions
- Members of CULT committee of European Parliament

Second wave to be informed just before the relevant hearings

- **President Jean-Claude Juncker, European Commission** (+ Chef de Cabinet designate)
- **Vice President designate Andrus Ansip, Digital Single Market** (+ Chef de Cabinet designate)
- **Commissioner-Designate for Digital Economy & Society: G. Oettinger** (+ Chef de Cabinet designate)
- **Commissioner-Designate for Education, Culture, Youth & Citizenship: T. Navracsics** , (idem)
- Chairs & Dep Chairs of EP Committees CULT, ITRE, LIBE & JURE
- Gregory Paulger, Director General, DG Communication, European Commission
- Sixtine Bouygues, Director Strategy & Corporate Communication, European Commission
- Ylva Tiveus, Director, European Commission
- Juana Lahousse-Juárez, DG for Communication, European Parliament
- Jaume Duch, Director, DG Communication, European Parliament
- Stephen Clark, Director Relations with Citizens, DG Communication, European Parliament
- Reijo Kemppinen, DG Communication, Council of European Union
- Aurelie Valtat, Digital Communications, Council of European Union
- Elisabeth Guigou, former minister, chair of parliament committee for foreign and European affairs..
- Jon Worth, Blogger,
- Maria-Teresa Ronderos, Open Society Foundation, Independent Journalism, London
- MEPs and Committee chairs & deputies of CULT, ITRE, LIBE, & JURE with communication and/or media experiences and/or interests

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ANNEX II: ADDITIONAL TOPICS RAISED by Working Group

These topics are noted here but not handled any further in this paper

- General media trends and data privacy
- EU definitions of media & communication\
- EU Communication policy: diversity between institutions
- Press Freedom issues: Council of Europe (Malinowski & AEJ)
- Schemes funded by member states to support media / press
- Non-profit funding
- Crowd funding
- Value-Added Taxation for online media
- Cases versus Google: alleged abuse of a dominant position vis a vis media publishers, misuse of copyright and 'right to be forgotten'

ANNEX III: FURTHER REFERENCES

This is a provisional list: more references may be added later by WG members and other consulted experts. Full documents can be obtained from the quoted organisations.

- EP Rapporteurs on media issues Renate Weber MEP, her report on structure-setting for media freedom and pluralism across the EU was adopted: <http://www.shoeman.eu/ep-media-freedom-and-pluralism/>
- Marietje Shaake, MEP, [strong report on EU's role promoting on media freedom in the world](#)
- EUI report on EU competences in Media freedom and Pluralism (2013) <http://cmpf.eui.eu/publications/policyreport.aspx>
- [Opinion](#) Open Letter to Mr Juncker, published by EurActiv on 9 July 2014
- AEJ DRAFT MOTION: ACTION PLAN FOR PUBLIC SUPPORT TO INDEPENDENT MEDIA COVERAGE OF EU POLICIES 23 Nov 2013
- EUROPEAN MEDIA FUNDING: AJE France, Jan 2014
- Mediapart investigation on '[European media: the maze of public finance](#)', interview with Christophe Leclercq
- [EIGHT WAYS THE EU CAN HELP JOURNALISM](#) European Journalism Centre
- [WHITE PAPER ON COMMUNICATION](#), DG Communication, 30 Sept 2006
- [YELLOW PAPER ON EU COMMUNICATION](#), Fondation EurActiv, 30 Sept 2006
- ["CAN EU HEAR ME?" position paper](#), October 2004, EurActiv with Friends of Europe and Gallup Europe
- Evaluation Report of Presseurop, early 2013, commissioned by the European Commission
- Evaluation Report of EuroParlTV, by the European parliament
- Intervention devant Europartenaies de Philippe Cayla, President Euronews Development
- ["Public Support for the Media"](#) Reuters Institute for the Study of Journalism, Oxford
- [Commission sees need for 'moral compass' on media freedom](#)
- [Interview of Director-General Robert Madelin, EurActiv, 5 Sept 2014](#)
- [Summary of the replies to the public consultation on the independent report of the High Level Group on Media Freedom and Pluralism](#)
- [Jean-Claude Juncker Mission letter to Commissioner-Designate Oettinger](#)
- [EC seminar on transparency of media ownership](#)
- [Council conclusions and of the representatives of the Governments of the Member States, meeting within the Council, on media freedom and pluralism in the digital environment](#)
- [European Commission DG Connect webpage on media freedom and pluralism](#)

ANNEX IV: Suggested Hearings Questions to Commissioners-Designate for Communication & Spokespersons' service; Digital Single Market and Digital Economy & Society

Five questions on Communication strategy

1. Before the EP elections, how well have the media and social media played their roles?
2. Have the EU institutions' communication departments done all they could to cooperate, decentralise their efforts and support the media and public debates?
3. How well did the media projects, initiated and funded by the EU institutions, perform in terms of costs and impacts?
4. Should there be closer cooperation or common reporting between some Commission services, for example, between Communication & Press relations (beyond the administrative set-up)? Or, between Communication and language services?
5. Should the same Commissioner and the same Directorate-General be in charge of communication and of projects that may lead to direct or indirect funding, at a risk to their independence?

Five media policy principle questions

1. Given its technological transformation, financial crisis and role as a pillar for democracy, should there be a European strategy for the media sector?
2. Are you satisfied with the European Commission's current strategy for the media sector?; what are its strengths and what are its weaknesses? Which policy changes might help?
3. How would you ensure that media interest groups are better informed and consulted during 2014-19? Would you support a High-Level Group on media sector strategy, focusing on independence, sustainability and innovation?
4. How would you support press freedom and choice of editorial content across the EU?
5. Regarding EU communication budgets, vast amounts are contracted to consulting companies for public relations, EU-triggered events and EU-controlled websites: little goes indirectly to fund media debates. Should one shift part of this funding to partnering with existing event organisers and existing independent media focusing on the national level?

Five questions on practical programmes

1. Regarding the technology transformation of the media sector, projects under the Research & Innovation framework programmes may be relevant. What proportion has actually gone to media organisations, and to social media organisations during "FP7"? How can it be increased under "Horizon 2020"?
2. Regarding EU media projects led by the Directorate General for Communication, could they be refocused on co-operation with existing media organisations at national level?
3. Syndication and translation in other languages could drive a better understanding of Europe and efficiently increase published content. In addition to integrated "EU level" media networks could a syndication and translation scheme facilitate a widening of the coverage of Europe by mainstream media companies?
4. National and regional journalists would benefit from increased exposure to the EU institutions while avoiding "brainwashing" courses or propaganda. How could the EU support more training and temporary placements with other media represented in Brussels?
5. In addition to journalists at national and regional levels the Brussels press corps plays an important role to challenge the EU institutions with specific expertise. It appears not to be the largest in the world any longer. While respecting independence via self-governance, and not subsidizing wages, what practical measures could be taken to lower the costs for publishers of posting correspondents in Brussels?