

Project title: Local media financing models

Project promoter: The Croatian Journalists Association

Partner: The Union of Croatian Journalists

Project implementation period: 25 April 2022 – 24 July 2022

Total project value: 5.000,00 €

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Link to relevant website: <https://www.hnd.hr/>

Project summary:

The aim of the project is to develop concrete models for financing local media in small, medium and large local self-government units, which will be built by media experts, and presented by the professional and trade union organization to the public and representatives of local self-government. The current practice, but also the solutions offered by the Law on Electronic Media, do not guarantee support for quality, professional journalistic content. Following the local elections, representatives of several local self-governments requested the assistance of the HND in developing a model for the transparent allocation of funds to local media. Existing models are based on direct, non-transparent and suspicious public money financing. The project also aims to end non-transparent funding and set up an independent public support mechanism to strengthen the capacity of the media and journalism. In particular, the preparation of the program document and tender forms, which will include the objectives of grants, award criteria, the procedure for establishing an independent committee, the method of tendering and evaluation of the use of funds, will set a standard in allocating public money to the media. It is planned to develop three specific financing models - for small, medium and large local governments, because their capacities for conducting tenders differ. The models will be developed by a team of independent media experts in cooperation with members of the NDH and SNH. Models of financing local media will be presented to the general public and representatives of the Association of Cities and Municipalities, the Association of Counties and representatives of LGUs and will be published on the websites of HND and SNH, and expert associates of the two organizations will be available for consultations application of the model. Project beneficiaries will have at their disposal three models of financing local media through a transparent process of allocating public funds based on professional criteria. The application of these models will be an important step forward in strengthening the independence of local media and quality journalism, which are the goals of the work of applicants and partners.