

INNOVATION. MEDIA. **MINDS.**

EU SUPPORT TO PUBLIC
SERVICE JOURNALISM
IN WESTERN BALKANS

#EU4MediaMindsWB



COMMUNICATIONS & VISIBILITY GUIDELINE

"INNOVATION. MEDIA. MINDS.:
SUPPORT TO PUBLIC SERVICE
JOURNALISM IN THE WESTERN
BALKANS"



EU Program

INTRODUCTION:

The purpose of this guideline is to support all beneficiaries, grantees and in communicating the goals of this program and meeting European Union visibility requirements.

This document is developed in line with Communicating and raising EU visibility: Guidance for external actions – 2022

This guideline includes four sections:

1. About the IMM
2. IMM Program objectives
3. Visibility
4. Guidelines on how to communicate

1. About the IMM:

- EU Program “Innovation. Media. Minds.: Support to Public Service Journalism in the Western Balkans” is managed by the Goethe-Institut on behalf of the European Commission and in collaboration with its implementing partner DW Akademie.
- By fostering creativity, innovation and regional cooperation aimed at enhancing content and engaging audiences, IMM works to ensure that public service media remain at the forefront of quality journalism.
- Key beneficiaries: citizens, i.e. overall current and potential audiences, journalists, and policy makers.
- IMM provides grants for co-financing newly developed project ideas, that address specific needs and challenges faced by public service media and media professionals in the Western Balkans.
- The Program is worth 3.3 million EUR and is taking place from September 2023 to August 2026

2. Specific Objectives

SO1: Improved internal governance and organisational performance of public interest journalism

SO2: Enhanced professional capacity of journalists, both women and men equally, in public broadcasters

SO3: Expanded cooperation and partnership between public service media in the Western Balkans

SUPPORT TO PSM BROADCASTERS

Cooperative needs analysis

Capacity buildings

Study visit

In-house support

SUPPORT FOR JOURNALISTS

Innovation labs

Hackathons

Multimedia workshops

Training of trainers

FINANCIAL SUPPORT

Innovation labs

Seed funding

Independent investigative media

Regional cooperation

International mobility grants

3. Visibility requirements

1. The EU emblem and the funding statement are essential in acknowledging EU support. As a rule, they always go hand in hand and must not be separated.
2. All materials, (letters, power point presentations, agendas, concept notes, reports, banners, roll ups, certificates, digital collateral, videos, all online material) should have a visible EU logo as provided in this visibility guideline.
3. The EU logo and the funding statement should be visibly and prominently displayed and/or printed on all materials, online and offline. This ensures that everyone receiving the materials, but also participants and attendees of online and in person events are aware of the EU's financial support.
4. The EU funding must be mentioned each time when communicating about the IMM Program.
5. All materials produced as part of the IMM Program should include the three logos: by the European Union and the funding statement, Goethe Institut and DW Akademie, along with the disclaimer provided on page 8 of this document
6. Link to download all three logos:
7. All visibility materials must be approved by the Goethe Institute.

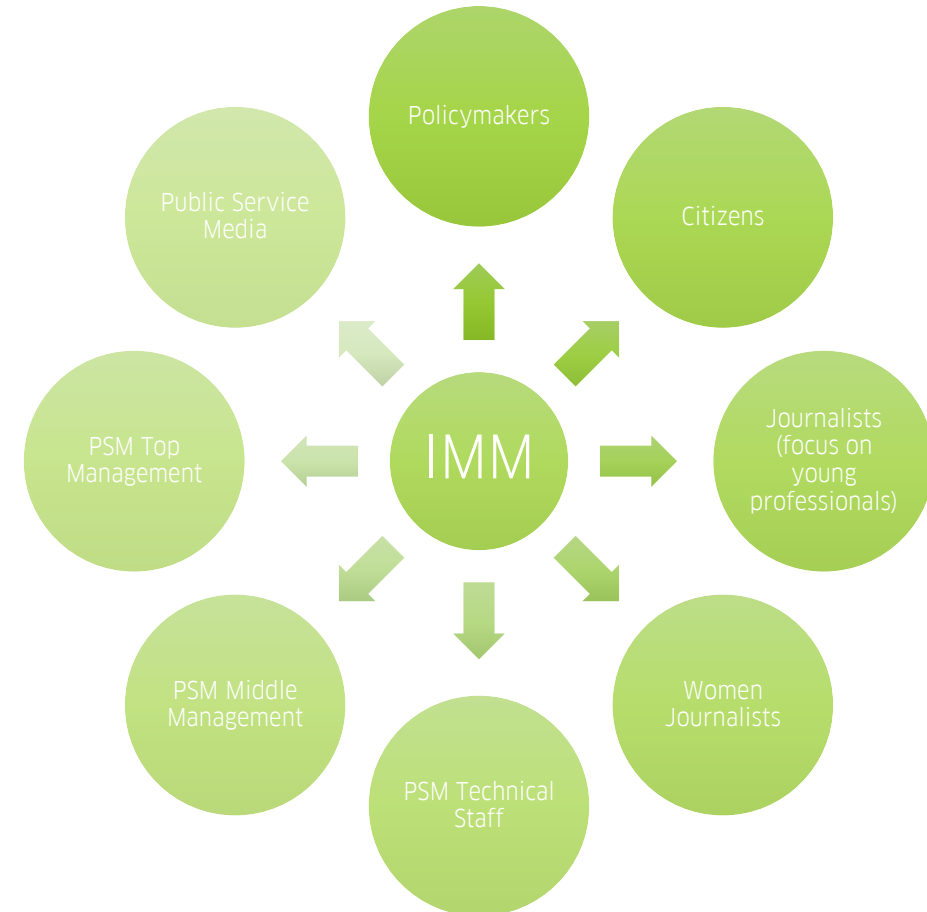
4. Communications guidelines

Target groups:

- Nine Western Balkan Public Service Media
- Top management
- Middle management
- Journalists, with a focus on young professionals
- Technical staff

Final beneficiaries:

- Audience
- Journalists
- Policymakers



KEY MESSAGES:

- **IMM is helping PSMs** improve their audience engagement and reach, by providing them with innovative skills and tools, supporting them in becoming more sustainable and resilient and helping them promote social cohesion.
- This program is a **valuable source for policy makers** in strengthening PSMs, by helping them develop policies that support the enhancement of PSMs, as well as raise awareness on the importance of PSMs in the region.
- IMM a **valuable resource for media industry** in the region, with findings and recommendations that are helping media professionals improve their skills and knowledge. It provides a platform for dialogue between the media industry and the PSMs, as well as help them foster cooperation and collaboration between different sectors of the media industry.
- IMM is **valuable source for the general public** in the Western Balkans, as the research and findings are helping raise awareness on the importance of the PSMs. Events and activities that are part of the Program are promoting public dialogue about media issues and helping foster more informed and engaged citizens.

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