

SUPPORTING PRESS COUNCILS IN SOUTH EAST EUROPE AND TURKEY



What is the role of a press council?



Administration of an agreed code of of journalistic ethics



Investigation of complaints about a breach of the code of ethics

Why supporting press councils in this region?

- They promote **media quality and reliable journalism**
- They help readers to **access the media and request ethical journalism**
- They give evidence of **media accountability**

How are we supporting press councils?

Trough a UNESCO-EU project

Building trust in media in South East Europe and Turkey

The project sponsors activities to:



Inform the media users about their role and functioning



Improve their digital presence



Take part in training about media ethics



Network with EU peers



Participate in conferences on media ethics

What do we want to achieve?



Improved functioning and long term sustainability of press councils



Increased number of citizens using press councils by filing complaints



Increased fit of press councils to the digital era

