

# BRINGING PLURALITY AND BALANCE TO THE RUSSIAN LANGUAGE MEDIA SPACE

FEASIBILITY STUDY ON RUSSIAN LANGUAGE MEDIA INITIATIVES (RLMIs) IN THE  
EASTERN PARTNERSHIP AND BEYOND

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PLURALITY

FREE MEDIA

TRUTH

INDEPENDENT

PLURALITY

PROPAGANDA

TRUST

BALANCE

# Key Questions

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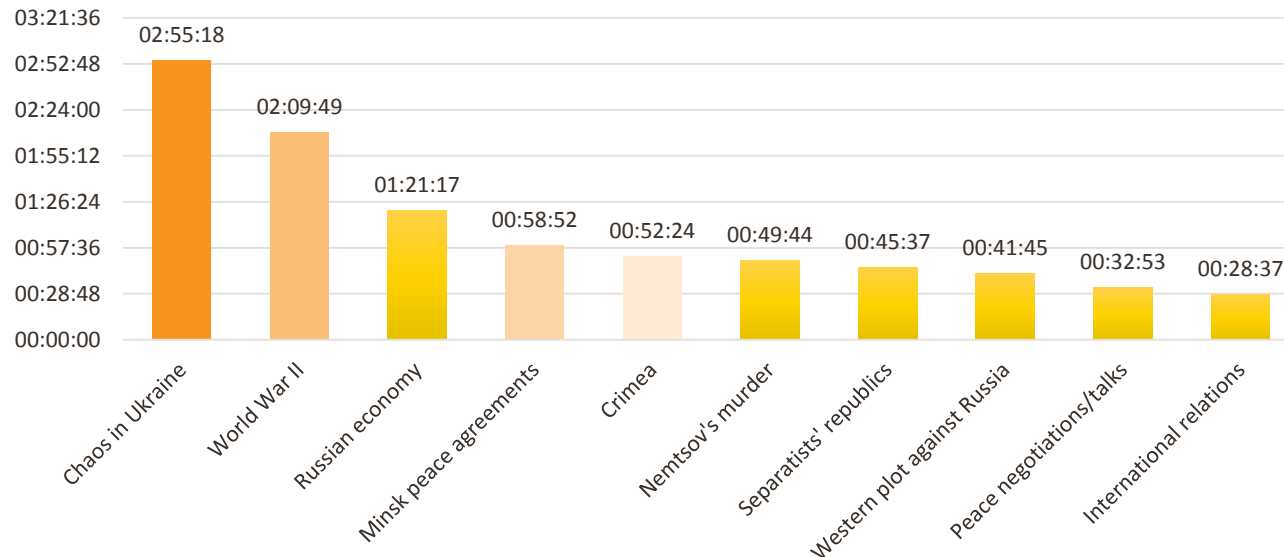
- **Why** do Russian-speakers across borders believe in propaganda?
- **Who** are Russian-speakers: do they form a homogenous community?
- **Where** are the biggest gaps in content of Kremlin media?
- **How** much is the donor support to RLMIs coordinated?
- **What** will happen if we leave everything 'as it is'?



*Picture by AFP*

# Key Messages

March 2015 | TOP STORIES  
Pervyi Kanal



**We ought to act now, or we will lose a generation of Russian-speakers to media manipulations and social engineering**

- Russian-speakers are different, yet many are attracted to propaganda **on emotional level**
- Kremlin media have a flaw: they lack **relevant local content** (domestic; national; news and non-news)
- Both propaganda and **counterpropaganda** increase the level of distrust to media as such
- **TO WIN TRUST, produce:** domestic & local news, high quality entertainment with social topics
- **Local media** can produce such content but they lack coordination, distribution channels and funds

# Key Challenges

- Lack of **co-ordination**
- Lack of **research**  
and tailor-made **training**
- Limited **market capacity**
- Low **media literacy**
- Donor support **unstable**



# Important Considerations

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- Can – and should – **new media** initiatives emerge without weakening of **existing ones**?
- Can – and should – we aim for financial **sustainability** of Russian language media?
- Can – and should – we **counter the propaganda** without counterpropaganda?

# Recommendations

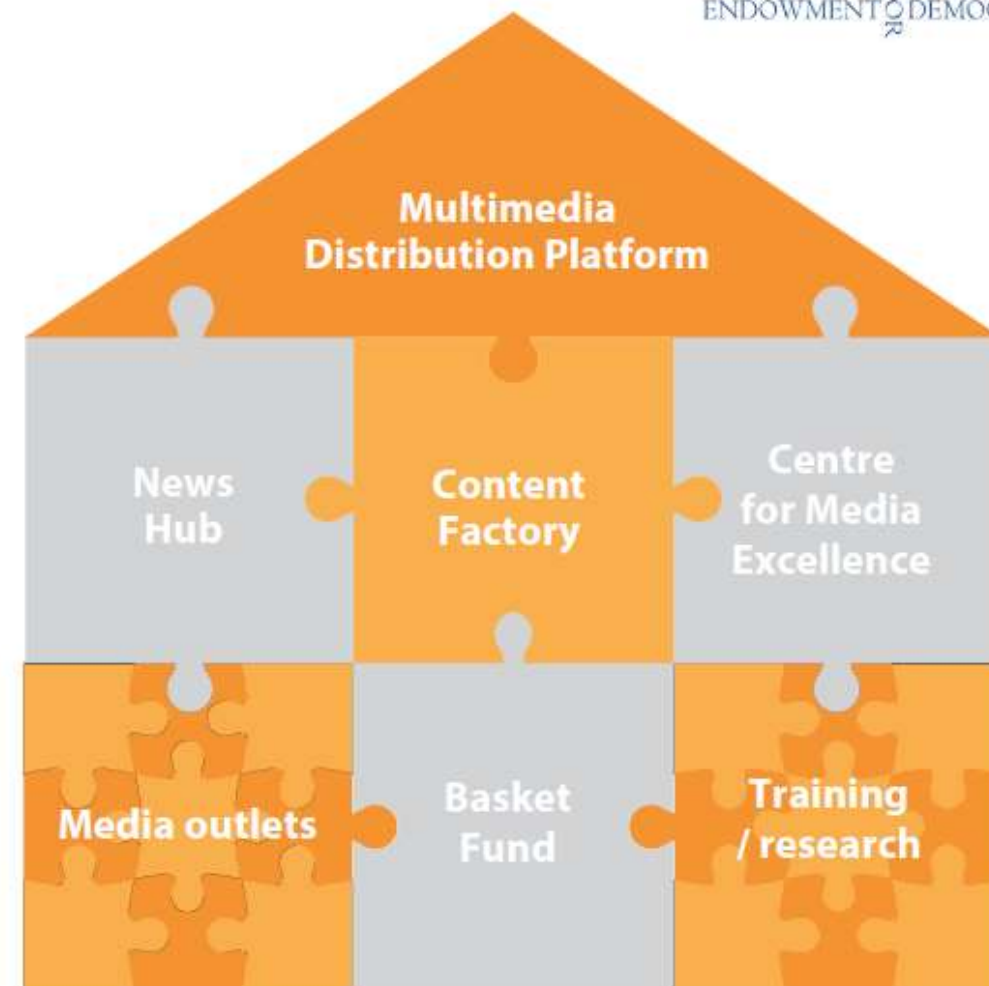
Use **co-operation potential** of local talents:

- Financially stimulate production of local news, as well as news-based and non-news exchanges
- Improve it with in-house and outsourced research and demand-driven training

Add **co-ordinated** long-term strategic funding:

- This funding should be available to smaller outlets and their partnerships and to “building blocks” start-up

Combined efforts will allow to build a **cost-effective** multimedia distribution platform



*Plurality “building blocks”*

# Plurality “building blocks”

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- **News Hub**

embodies the values of fairness, accuracy and watchdog reporting, and builds a network of partners to leverage high-quality news content to wider audiences across regions and platforms.

- **Content Sharing Platform (Content Factory)**

encourages the production and distribution of high-quality entertainment programming on television and online, with particular emphasis on **content that reflects local issues and local lives**.

- **Centre for Media Excellence**

co-ordinates the work of governments, NGOs and educational institutions in ongoing media monitoring and market research; media literacy programmes; and professional training.

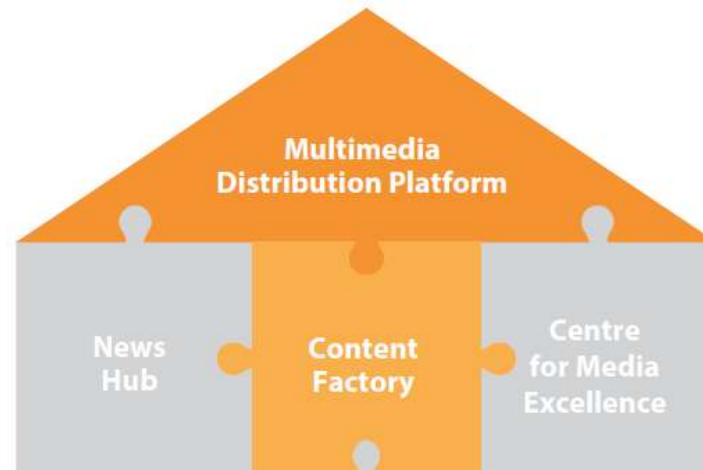
- **Multimedia Distribution Platform**

ensures content generated by the news exchange and content factory reaches the widest possible audience. It will consist of a pan-regional brand that fronts both a **linear channel** of television output across various platforms, as well as **content blocks** available for consumption on demand.

# How can we support that?

## Basket Fund ~ Eur 10m annually for projects:

- 50% to support main 'building blocks' start-up costs
- 50% to support other media outlets/partnerships in EaP



## EU Internal and external funding:

- Project-based and tender-based funding
- Longer-term commitments

## Direct funding (bilateral or multilateral):

- Main 'building blocks' can be supported directly by EU/overseas governments
- Multimedia Distribution Platform (incl. TV channel) can be an initiative of likeminded governments





# Q&A

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Do we recommend setting up **new** entities or using the potential of **old** ones?

Both. **Each** of the elements can be created on the basis of existing organisation – and **all** of them can be set up as new entities.

Are we setting up a **new TV channel**?

**No(t yet).** We propose a cost-effective and sustainable approach to setting up a “TV” (or multimedia) channel and platform.

What is our recommendations **added value**?

We bring **strategic approach** in support to media working for Russian-language audiences allowing to fill the gap in **quality journalistic content**.

Thank You!

