



S E C R E T A R I A T

International seminar

**South East Europe 20 Years On:
Transformation from State to Public Broadcasting**

Sarajevo, 14 November 2011

Talking points

Panel: *European Association of Public Service Media in South East Europe:*

Regional cooperation in practice

Dinka Zivalj, Spokesperson/Head of Media Unit,
Regional Cooperation Council

Dear colleagues, ladies and gentlemen,

- Thank you for coming to this international seminar,
- The mission of the RCC is to promote mutual cooperation and European and Euro-Atlantic integration of South East Europe in order to inspire development in the region to the benefit of its people,
- This is why the strategic goal of the media development work of the RCC Secretariat is to bring about a change which would foster transition and development of the media sector in South East Europe towards free and professional media in the region.
- In doing so, the RCC Secretariat keeps in mind European standards and values, the reality, needs and aspirations of the countries of South East Europe, and its own resources.
- After a careful needs assessment in the region, the RCC Secretariat has come to focus primarily on supporting freedom and independence of public

service media in South East Europe, keeping in mind also the European Commission's recognition of key RCC role in guiding and monitoring regional cooperation.

- We believe that regional cooperation in the field of public service media can contribute to increasing their efficiency, independence and sustainability, and help them overcome various challenges by joining forces, sharing experience and know-how, and avoiding duplication,
- This is why we have initiated a successful cooperation with the European Broadcasting Union (EBU) last year, when we for the first time brought together broadcasters, government officials, regulators and experts from the enlargement countries and wider South East European region to an international conference in Sarajevo in October 2010,
- In line with the conclusions of that conference, a follow-up meeting, organized by the Croatian Radio-Television in Novi Vinodolski in November 2010, established an Association of Public Service Media in South East Europe. The Association was founded as a non-profit professional body of public service media in the region, supported by the RCC and the EBU,
- As a concrete result of work of the Association, a Protocol on Regional Cooperation in Education and Training among 12 members of the European Association of Public Service Media in South East Europe, facilitated by the RCC Secretariat, was signed in Sarajevo on 30 September 2011;
- Throughout this time, the RCC Secretariat has continued close cooperation with the EBU, in an effort to raise interest of relevant national and international players, including the Commission, to support independence and sustainability of public service media in a long run,
- Recognizing these regional efforts, the European Commission has decided to co-finance our next activity, today's seminar, to discuss needs, modalities and possible future activities towards boosting freedom, independence and regional cooperation among public service media;
- At the RCC Secretariat, we would like to see a pool of educated investigative reporters created at each public service broadcaster in South East Europe, who would join forces at a regional level and create a

permanent mechanism of exposing the most endemic problems of the region, such as corruption.

- We would also like to see minority journalists empowered to become full-fledged reporters covering a wide range of topics, including corruption, thus putting their role and contribution in a society on equal footing.
- Finally, we would like to see reconciliation, dialogue and understanding in the region further deepen in South East Europe, and view public broadcasters as ideal and probably the most powerful channel for this purpose. In this respect, we have been working on a documentary coproduction of South East European public service media to be financed by the European Commission and implemented with the Central European Initiative, with the Association of Public Service Media producing and airing the documentaries;
- In conclusion, we believe that such efforts would strengthen the independence of public service media in South East Europe, improve overall media scene in the region and at the same time support further development of democratic, pluralistic and inclusive societies in South East Europe.
- Thank you.