



Annual Report 2021

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Committed to creating resilient, inclusive and tech-savvy media, and knowledgeable and inquisitive audiences in the Baltics, Eastern Partnership and beyond

The Baltic Centre for Media Excellence (BCME) is an independent non-profit organisation, founded in November 2015. From its birth as a grassroots initiative of the Baltic journalistic community, BCME has grown into a powerful hub for smart journalism in the Baltics and beyond. It promotes professional growth, media intelligence and critical thinking, and strives for positive change in journalism and the communities it serves. BCME focuses on the needs of independent media outlets in the region and provides them with tools essential for sustainable development: hands-on vocational training and mentorships in journalism and media management, quality media market research and audience analysis, as well as meaningful coordination of the donor community involved in media support across the region. We advance tech-savvy professionalism, resilience and inclusiveness among media creators, but BCME is equally focused on educating and empowering media audiences. By promoting media literacy and critical thinking, especially among those groups most vulnerable to disinformation and propaganda messages, BCME contributes to establishing knowledgeable and inquisitive audiences and a demand for quality journalism. Disinformation resilience has become one of the main priorities of BCME as it is an important part of all the activities mentioned above. This report covers the main activities of the BCME in all these core areas during 2021. The latest information about BCME projects is available on the centre's website – www.bcme.eu

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At the time of writing this introduction, a war has begun in Ukraine and everything that happened in 2021 has suddenly been rendered unimportant. Media outlets, which in recent years have been continually forced to adapt to the rapid changes in funding models, changes in audience habits and the consequences of the *Covid-19* pandemic, have ended up on the front line of an information war. No sooner had the wave of *Covid-19* disinformation, which was one of our biggest challenges in 2020 and 2021, fallen silent than Russia launched a campaign of lies on an unprecedented scale, extending beyond all boundaries of good and evil.

In this context, reflecting on the past year, I think that we have accomplished a lot to strengthen the durability of the media and society. Entering the second year of *Covid-19*, the centre has demonstrated its ability to organise high level online events in the form of large scale public conferences and discussions, as well as models devised and tailored for specific editorial teams, drawing together hundreds of participants from regions in the Baltics and neighbouring Eastern European countries.

We urged our media partners to adapt to the current situation and continually devise new solutions. However this was not always successful. In some cases local and ethnic minority media outlets, which are still compelled to fight for their survival, find themselves in great difficulty. Despite this, we believe that there are solutions to this problem and we will continue to work on this.

The role of media literacy in strengthening the resilience of societies against disinformation and propaganda continues to grow. Reflecting our awareness of this, we implemented extensive measures intended for the Baltics and neighbouring Eastern European countries, and published a number of studies. Our attention was focused on the desire to achieve closer strategic cooperation between partners in both the public and NGO sector, and we will continue this work in 2022.

The repressions in Belarus and the exacerbation of the situation in other neighbouring Eastern European countries induced us to form closer coordination between donors, media development organisations and media outlets themselves, seeking the best solutions to support independent journalism in this region.

In light of the events of February 2022, all the aforementioned developments demonstrate even more clearly the importance of freedom of speech, independent journalism and the public's ability to distinguish lies from the truth. Defending these values remains the centre's main priority in all the projects we undertake.

Gunta Sloga

28.02.2022

Chayka.lv – Daugavpils’ success story

In 2021, the Baltic Centre for Media Excellence continued its close collaboration with Latvia, Lithuania and Estonia’s local and regional media outlets, which have been severely affected during the crises of the past few years and continue to work relentlessly for the benefit of their communities. One of the success stories is the Daugavpils independent media outlet Chayka.lv.

Inna Plavoka and her allies started work on the Daugavpils news portal Chayka.lv in 2018. Although she had long been a member of the community of journalists in this eastern Latvian city, which is mostly inhabited by Russian speakers, one factor precluded her working for the existing media outlets any longer. To a greater or lesser extent, almost all of them were linked to the city’s political and economic interest groups. Inna and her team decided to start from scratch and create a new, independent information portal in Russian. Nearly five years later, Chayka.lv has succeeded in significantly growing its audience and increasing trust in its content.

However, this is not an easy undertaking, both due to the fact that competition for the audience is intense, and also because it is difficult to secure a steady income. For the time being, the lion’s share of the media budget is sourced from funding from various foundations and participation in projects. Under such circumstances, financial stability is a pipe dream. Nevertheless, as Inna observes rhetorically – is there anything stable these days? She derives satisfaction from her contribution to raising the prestige of the journalistic profession. Including in her own eyes.

“Ten years ago, in one of my former workplaces, I would most likely have given a new employee a list of people with whom we were friendly, and of those with whom we were not on good terms,” says Inna, noting a typical trait of a local media outlet. But now she can no longer conceive of a situation in which she could favour the owners’ friends or harm their enemies. “Apparently I had come of age professionally,” she now concludes about her decision to quit one of Daugavpils’ biggest media outlets five years ago.

“As an editor, I believe that we should firstly focus our attention on creating quality content and doing investigative journalism,” says Inna, outlining her lines of work. “Secondly, journalists should continually enhance their know-how. This makes it easier to secure funding, as does showing that the portal’s audience is growing and trusts the editorial team.” According to Inna, one example of this trust is the growing interest among journalism students in opportunities to do internships at Chayka.lv.

With financial support from the Baltic Centre for Media Excellence and the U.S. Embassy, and thanks to insights gleaned from the Internews organisation’s mentoring programme, Inna and her allies set up their portal. Even before they had created the website, profiles for the new media outlet were created on social media forms. “When we launched the Chayka.lv site in March 2019, we already had a stable network of 3,000 subscribers on Facebook. And we’d also developed a similar platform on Instagram,” Inna says. This is how the Chayka.lv audience base was built.

Despite the fact that Chayka.lv is independent and its content is different, it has not succeeded in turning its audience into financial supporters of the new information portal. Although the first thing that appears when you open the portal is a call to support independent journalism with donations, we see that there are just 19 regular donors, and the total donations come to EUR 52. At first, it appeared as if there was a lack of information about the possibility to make a donation, but then it transpired that the ads imploring people to provide financial support had been



watched by thousands of people. “There is no such tradition,” reflects Inna. “When talking to focus groups, we discovered that many people do not have a clue about why they should pay for content, when they can access it free of charge. Likewise, it simply never occurs to others that journalists should also be paid salaries.” Therefore the portal’s financial base is sourced from advertising revenue (which, due to the impact of Covid-19, does not amount to much – just 30% of the total), various grants (mostly funding from British and U.S. donors), and project income. “We take part in every project possible,” admits Inna. “The editorial team has two full-time positions, and the remaining employees are freelance writers. Fortunately, on those occasions when we’ve not been in a position to pay [people] on time, everyone has been patient and understanding.”

“News media creators have got to realise that their media outlet is a product and that they have to treat it as such,” says Sergei Yakupov. “Sometimes this means radically changing your thinking, for example, by rejecting the belief that print media outlets will be ‘cannibalised’ by their digital equivalents or by information being posted on social media sites such as Facebook and Instagram. Back in the day, the conventional opinion was that it was necessary to keep ostensibly elementary things like regular content and cash flow planning, as well as the editorial team, separate from the sales department, etc.”

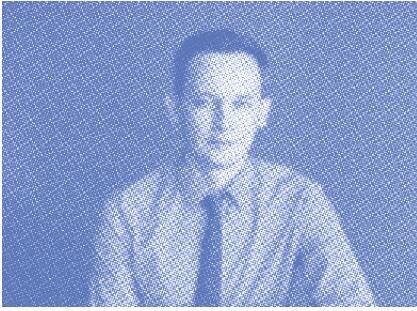
Editorial office of Daugavpils media outlet
Chayka.lv. Photo credit: Irina Maskalenko

To survive, you have to learn to sell content

The biggest weakness of Baltic regional media channels is their inability to sell themselves or their product. This is the harsh conclusion of media expert and trainer Sergei Yakupov, who worked with many Baltic local media outlets in mentoring projects organised by BCME in 2021. Although much has been accomplished, a lot more remains to be done.

In Latvia, Chayka.lv in Daugavpils and *Dzirkstele* in Gulbene, and *Vestnik Tartu* in Estonia’s second biggest city are just a few of the BCME projects which Sergei Yakupov helped to develop in 2021. His main mission was media digitalization and monetization, with the aim of increasing the ability of small, regional media outlets to earn money from the content they produce. Yakupov believes that, currently, small regional media outlets find themselves in a vicious circle in which they are continually struggling to overcome financial difficulties and are dependent on donors’ money because of their inability to make a profit.

In his opinion, the vicious circle can be overcome by increasing understanding of opportunities to generate revenue through quality journalism. According to Sergei Yakupov, financial instability is one of the main problems threatening the survival of small, local media outlets. “Media outlets



"If a manager is busy writing projects and is entirely preoccupied with doing it correctly in order to secure funding, he's not thinking about the news service," stresses Sergei Yakupov. "This means that, thereafter, instead of being created according to what the audience wants or what journalists themselves would like to do, media content is generated according to the requirements of the project."

are usually formed by journalists, but sometimes the idea that they should charge money for their work strikes them as being unethical," stresses Yakupov. "However, we are not talking about attempts to sell a cat in a bag. If you've got quality content, you have to adopt certain approaches to reach a bigger network of readers. As long as this is not happening, it is hard to secure financial independence and the independent content that goes hand in hand with it."

Sergei Yakupov acknowledges that the media advertising market, which would be the main source of profit, is small and dominated by international and national media outlets. As a result, many Baltic regional media outlets find themselves financially dependent on participation in various projects, with the consequence that the instrument which should serve as the fishing rod has become the fish.

In the quest for financial independence, what is the solution? Yakupov believes that it lies in collaboration between regional media outlets. In other words, an advertiser is not necessarily going to view a small media outlet as a good way to reach a wide audience. In contrast, a group of several media outlets or a cooperation network may seem a lot more attractive – most likely the advertiser will appreciate the opportunity to position itself across various types of media platforms, including print and digital, and across a broader region.

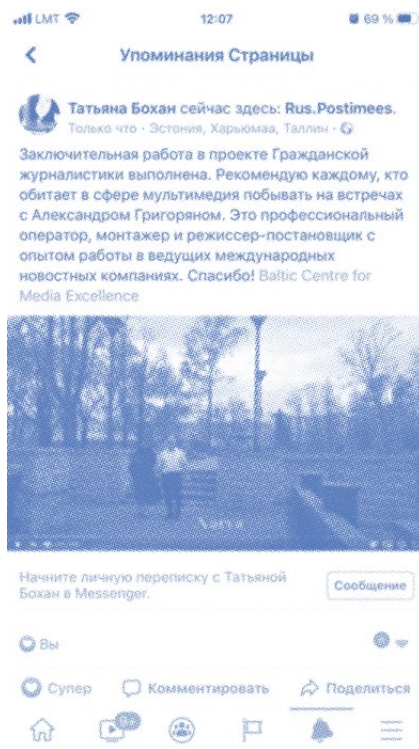
Support for Estonia's ethnic minority media

The Baltic Centre for Media Excellence devotes particular attention to strengthening ethnic minority media outlets, especially those working in parts of Latvia, Lithuania and Estonia mostly inhabited by Russian speakers. In order to foster interest in journalism, educate people about it and get them involved in this profession in parts of the region where journalists are in short supply, in 2021, the Baltic Centre for Media Excellence organised two training projects in Ida-Viru County in North East Estonia. This region borders Russia and most of its residents are Russian speakers, who are much more exposed to disinformation and the propaganda circulated by the neighbouring country.

In both projects, which were implemented online due to Covid-19 restrictions, local residents who wanted to acquire skills in creating content for Russian speaking audiences were invited to take part.

The Civic Journalism School

The Civic Journalism School took place on a regular basis in April and May, 2021. The aim of the initiative was to produce a team of young citizen journalists contributing for the existing Russian language media outlets based in Narva and in the wider Ida-Viru region. 20 people took part, of whom 18 graduated from the course. Under the tutelage of experienced journalists and media experts, the classes provided an introduction to journalism, including the basics of writing and editing text, fact checking skills, filming and editing skills, as well as an introduction to journalistic ethics. Participants were also required to do homework. At the end of the course, the three most active participants were chosen, who were then given the opportunity to put their new knowledge into practice in one of the local independent Russian language media outlets (*Narvskaya Gazeta*, *Gorod.ee* and *Novaya Gazeta Baltija*).



Feedback from one of the participants of the Civic Journalism School. Estonia, 2021.
Photo credit: Viktorija Terentjeva

Media Marathon

This project was launched at the end of 2021 and continued during the first quarter of 2022. Initially, during intensive and concentrated two-

day training courses involving lectures given by leading Baltic media experts, 55 participants were given a basic introduction to contemporary news journalism, news and sources selection, ethics, storytelling techniques, basics of multimedia production formats, basics of marketing for citizen journalists, as well as the knowledge how to pitch and how to make a media product from scratch. Afterwards, everyone had the chance to suggest ideas for subjects that should be covered by local media outlets, as well as to take part in the development of these ideas. Media outlets gave the opportunity to try real journalism to 16 persons from different backgrounds, of different ages and experiences. In order to build sustainable relationship between the media editorial and the author, a series of control meetings was held online, during which participants not only had the opportunity to pitch their ideas and get the instant feedback on them, but also get some extra knowledge from the media trainers. Partner media outlets were Rus.Postimees, Novaja Gazeta Baltija, Vestnik Tartu, Narvskaja Gazeta, culture.ee.



Participants of the Media Marathon. Estonia, 2021. Photo credit: Viktorija Terentjeva



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Belarusian journalists continue to work fearlessly

In 2021, the Baltic Centre for Media Excellence continued to collate data and work on studies and recommendations regarding the media situation in Belarus, Ukraine, Moldova, Georgia, Armenia and Azerbaijan. The centre expanded and deepened its involvement in coordinating the activities of media donors in the aforementioned countries and in exchanging information and fostering the development of a consistent approach to working with these countries' media organisations.

One of the most important features of 2021, manifested through collaboration with the media in neighbouring Eastern European countries, was the support of the international community for journalists oppressed by the Belarusian regime. Cooperation with the Belarusian independent media was one of the Baltic Centre for Media Excellence's priorities.

After the repressions carried out by Belarus's dictator Alexander Lukashenko in 2020, when many of those working in the media fled the country, one might have been forgiven for assuming that the independent media in Belarus was no more. In fact, hundreds of people continue to do their daily work, in spite of the regime's threats. Therefore it is absolutely vital that help is provided not only to those journalists who are now in exile, but also to their colleagues who continue to work in Belarus itself.

According to the estimates of the Belarusian Association of Journalists, around 300 Belarusian journalists have left the country, while the association has more than 1,500 members in total. Although the exiles are outnumbered by those who remain, they face great challenges in their work and are continually being forced to find new ways of making a living.

Media and information literacy mapping project in Georgia, Moldova and Ukraine

In recent years, there has hardly been any country in which media and information literacy has not been declared as one of the priorities in the battle against the dissemination of disinformation and fake news. However, often the reality does not live up to such declarations. For example, the idea of ascertaining the situation in regard to media literacy in Georgia, Moldova and Ukraine stemmed from the conclusion that the current understanding of the work to be done is inconsistent or incomplete.

Charting the media and information literacy map provided the opportunity to compare certain indicators: who are the people who work with these issues and which laws and regulations regulate this field. This in turn highlighted the extent to which the state, in the form of legislators and public administration, the non-governmental sector and other stakeholders are involved in dealing with matters of media and information literacy. It also provided the opportunity to ascertain which target groups are the focus in each particular country and what the main issues are that are accented under the aegis of various media literacy initiatives. The study resulted in a map being drawn up of the media and information literacy situation in Georgia, Ukraine and Moldova, postponing the drafting of an equivalent map for three other countries – Armenia, Azerbaijan and Belarus – until

"It is akin to drawing a line of reference, appreciating what's happening within the sector from more of a research perspective," says BCME Eastern Partnership Programme Head Mārtiņš Mūrnieks. "We can see that this information is also important to donors. This allows us to propose support programmes to donors based on objective information rather than just well-meaning assumptions"

Gunta Sloga, Executive Director of the BCME. High level conference "Comprehensive approach and advancement of media literacy in Georgia, Latvia, Moldova and Ukraine", Riga, 2021. Photo credit: Diāna Kraiņeva

a later date. The study's results highlighted similar problems in all these countries: the biggest funders of such initiatives are foreign donors, not national governments; there is no coordination of measures and projects; and likewise, no unified media literacy strategy has been drawn up. The researchers produced a range of recommendations, the map was presented to stakeholders at the end of 2021, and the project will continue in 2022. (The results of the study are available on the BCME homepage: <https://www.bcme.eu>)



Head of EU mission to Moldova H.E. Janis Mazeiks and the Latvian Ambassador to Moldova H.E. Uldis Mikuts. Discussion "Comprehensive approach and advancement of media and information literacy in Moldova, Chisinau, 2021. Photo Credit: Mārtiņš Mūrnieks

Media literacy

Although in Latvia, the role of media literacy in facilitating a stable society is generally acknowledged and a range of measures to educate different groups in society have been implemented, in evaluating these activities overall, several shortcomings have emerged. A study conducted by the BCME in 2021 revealed that the majority of media literacy initiatives in Latvia are short-term and dependent on the funding of foreign donors. Another problem is the lack of a unified media literacy strategy in Latvia. Accordingly, one of the focuses of BCME's work in 2021 was to facilitate the coordinated functioning and cooperation of the public and non-governmental sector in an attempt to devise a unified approach to implementing media literacy in Latvia.



Last year, BCME continued to implement various initiatives to promote media literacy for the benefit of different target audiences. These include measures aimed at educating a younger audience in appealing and entertaining ways, such as the gameshow *Internet Academy* on Latvian Television and other innovative, experimental projects organised in collaboration with Baltic media outlets.

A range of online seminars dedicated to this subject were organised for the benefit of students and schoolchildren, nurturing their understanding of how disinformation is formed and of its cognitive aspects, without ignoring the fact that the main source of disinformation in this region is Russia.

The gameshow *Internet Academy* on Latvian Television, Riga, 2021. Photo credit: Aksels Roberts Zirnis

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One of the biggest media literacy initiatives was the *Travelling Democracy Lab*, an exhibition organised in partnership with the Danish Cultural Institute, which travelled to six universities across the Baltic States in 2021 and was augmented by seminars and discussions about media literacy for the benefit of students. In remote form, this educational event was also presented to students and journalists in Belarus.

Likewise, together with other Baltic partners and Deutsche Welle Akademie, BCME organised a range of seminars and discussions for partners involved in implementing media literacy in order to identify the most significant problems in the domain, and to foster collaboration between the institutions involved. In the course of these events, BCME stressed the need to pay much greater attention to measuring the impact of measures implemented, because at present, insufficient attention is being paid to this aspect in the Baltics, and therefore we do not know the extent to which audiences are influenced by the measures implemented.

The persistence of disinformation

In collaboration with various experts in the field, BCME organised a range of activities and events to increase understanding of the mechanisms and channels of disinformation, as well as manipulative disruptions to information, whose purpose is to change the attitude or behaviour of audiences. These provided education in ways to disprove disinformation smartly and professionally while avoiding amplifying misleading news.

BCME organised training for representatives of national and regional media outlets in the Baltics, as well as seminars and discussions for the general public.

In cooperation with Estonia's International Center for Defence and Security, over the course of several months, training and simulations took place, which were led by lecturers from various countries, with the participation of journalists and editors from regions of Estonia and Latvia that border Russia. The objective of this initiative was to help journalists appreciate the risks involved in the work of editorial teams, for example, in relation to technical assistance while working in crisis situations. In the course of the project, it transpired that, in this particular field, media outlets lack a range of abilities and practical skills, as a result of which BCME will continue its work in this area.

In Latvia, BCME devised a special format for national media with which the centre helps media outlets in crisis situations to reach a shared understanding of the security of the information space, as well as coordinating various events and initiatives together with the relevant governmental bodies.

BCME disinformation expert Solvita Denisa-Liepniece actively participated in a range of international forums and events, explaining Latvia's position on these issues.

In partnership with the Finland-based European Centre of Excellence for Countering Hybrid Threats (*Hybrid CoE*), several meetings and discussions were organised in order to foster understanding of sources of disinformation and resistance to it. In collaboration with the Latvian Ministry of Foreign Affairs and UN Under-Secretary-General for Global Communications Melissa Fleming, an international forum was organised on Empowering Civil Society in Strengthening Media and Information Literacy. BCME presented and shared its experience in this area, as well as its opinion about the elements of this experience that could be useful to other countries.

Leif Lønsmann (Nordic Journalist Center, Denmark) opening the exhibition "Fake ≠ Fact Info Lab" in Narva College of the University of Tartu. Narva, 2021. Photo credit: Viktorija Terentjeva



Youth creating content for youth

One of the biggest problems encountered by traditional media all over the world is the inability to attract a youth audience to their channels. Various experiments in this field are also ongoing in the Baltic States. In 2021, the Baltic Centre for Media Excellence supported a range of initiatives whose objective is to create new and innovative formats for young content consumers.

LTV Internet Academy – the first and, to date, the biggest media literacy project in Latvia directly aimed at a youth audience was launched in 2019. Initially, the Latvian public television (LTV) team put a great deal of effort into finding the best way to address this section of society in an engaging way, seeking to avoid presenting information literacy in an overly dry and academic way.

The result was a programme featuring internet personalities (bloggers, YouTubers, influencers, etc.) and other stars popular with the youth audience in a game testing their wit and knowledge of the internet. According to LTV Programme Section Content Editor Anna Platpīre, the programme was released on a special platform intended for a youth audience – 16+ on YouTube, TikTok and Instagram – reflecting the programme-makers' awareness that youngsters these days hardly watch television at all in its traditional format on a television screen.

The channel attracted quite a large audience, and the programme also returned pleasing audience viewing figures: the most popular episodes were viewed over 100,000 times. (By way of comparison, the most viewed and most popular programmes on Latvian television channels do not reach 200,000 viewers.) The Internet Academy received an award from the Latvian Association of Journalists for innovation in journalism. The programme will continue in 2022.

The gameshow Internet Academy on Latvian Television, Riga, 2021. Photo credit: Aksels Roberts Zirnis

In 2021, the Estonian Public Broadcasting (ERR) organised a successful multimedia project for a youth audience. It was carried out, based on data

from a survey conducted in the EU about youth interests, by producing relevant information videos, which were posted on TikTok, while audio files were broadcast on the radio. ERR representative Carola Madis believes that these materials have boosted awareness of ERR among the youth audience, and that youngsters themselves are now more inclined to seek information in other ways, as opposed to exclusively getting information from social media. The content intended for a youth audience was created by youngsters themselves, namely ERR interns, and the chosen context was clearer to young people than, for example, the social integration questions addressed to interviewees attending a music festival near the border with Russia, who included both Russian-speaking and Estonian-speaking youngsters. Parallel to this, in producing a report on the subject of education, officials were asked about their school years. Over the course of about six weeks, 20 such videos were produced, which were viewed 50,000-100,000 times.



Young Storyteller Club. Every year, this project has three cooperation partners: in 2021, in Latvia this was the biggest news platform in the Baltics, Delfi, in Lithuania it was the independent television channel Laisves TV, while in Estonia it was Estonian Public Broadcasting (ERR).

Delfi offered budding Russian-speaking and Latvian-speaking journalists the chance to take part in online training conducted by the platform's experts, and later to write articles themselves. As a result, a range of articles were written about the dominant and ubiquitous subject of the pandemic, as well as about the realities of student life.

Based on similar principles, journalism schools were also organised by Laisves TV and ERR. First of all, participants were trained in the professional duties of a TV journalist (filming, production and editing), and then they were given the chance to try their hand at the job. Based on scripts of their own creation, they produced videos and then sat down with the specialists to discuss which of the skills they had learned had proved useful, as well as areas in which they felt that they had room for improvement. Many of the participants were schoolchildren. For many of them, this was their first experience of producing video materials. Despite this, the youngsters had the audacity to produce videos on subjects of public importance, and interviewed not only their contemporaries or relatives, but also experts in the relevant fields – political commentators, music critics and representatives of various institutions.

Young Storyteller Club participants in Estonia and presenter at ETV+ Andrei Titov, Narva, 2021

Gender equality and inclusive society

Although, at first sight, the situation in this area in the Baltics may appear quite positive, because women occupy leading positions in governmental bodies and the media, when one digs deeper, various problems related to gender equality come to light. Therefore, gender equality in the media has become one of the priorities for the Baltic Centre for Media Excellence.

In order to analyse this issue, in 2021 BCME organised an international discussion with the participation of leading female journalists from the Baltic States, such as the Head of Lithuania's Public Media Monika Gabarčauskaite-Budriene and Inga Sprīņģe from the investigative journalism centre *Re:Baltica*. In turn, at the annual summer discussion festival *Lampa*, which is one of the biggest democracy festivals in the Baltics and draws thousands of people to the small Latvian town on Cesis every year, BCME organised a discussion on the subject of *Is it Easy Being a Woman in Journalism?*



Almost all female journalists stress that the main problem is the attacks and emotional violence that they encounter on the internet. Unfortunately, at present, only on rare occasions do the country's law enforcement bodies successfully intervene in dealing with such threats. However, female journalists are not about to give in, because otherwise there may come a day when virtual threats turn into real ones.

The discussions once again highlighted the long-standing income inequality between men and women in journalism, and in this regard, one must particularly highlight the experiences of journalists working for so-called women's magazines, who report having to deal with dismissive attitudes based on the belief that work of this kind does not constitute proper journalism and therefore does not merit the payment of big salaries.

Inconsistency in the depiction of an inclusive society in the media was evident in the content that media outlet representatives learn to recognise in seminars devoted to this subject. For example, a classic mistake in this regard is the exclusive presence of men in the roles of experts, or the cultivation of stereotypes about certain gender roles. More often than not, mistakes of this nature can be found in the output of regional media outlets, and it often transpires that editorial teams themselves lack understanding about these matters. This is why, in 2021, seminars were organised in collaboration with the *British Council* for the benefit of a number of Baltic editorial teams, with the objective of reducing these problems.

Gunta Sloga, Māra Sleja, Anna Peipiņa, Sabīne Bērziņa and Inga Šņore participating in the discussion "Is it Easy Being a Woman in Journalism?". Cēsis, 2021. Photo credit: Viktorija Terentjeva

Seminars and training

Participants: 588
Media outlets: 36
No. of seminars: 42
Trainers: 22

Public events

Events: 15
Participants (online): 7600

Eastern European neighbouring country partners in numbers:

Media and media literacy donors:
236 persons, 41 organisations, 27 experts
Media development organisations: 35

Our supporters

Konrad Adenauer Stiftung
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The Government of Norway
The Ministry of Culture of the Republic of Latvia
The Ministry of Foreign Affairs of the Republic of Latvia
The Nordic Council of Ministers
The North Atlantic Treaty Organisation (NATO)
The United States Embassy in Latvia

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