



MACEDONIAN  
INSTITUTE  
FOR MEDIA

# ANNUAL REPORT 2021



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## **1. Media Literacy Project YOUTHINK**

The implementation of the YOUTHINK project started in the second half of 2021. It is financed by the U.S. Agency for International Development (USAID), in partnership with IREX, the Macedonian Institute for Media (MIM), the Ministry of Education and Science and the Education Development Bureau. This five-year project unites Macedonian and international partners in working with youth, in order to equip them with critical thinking and critical information engagement skills which they would need in order to build resilience to disinformation, hence contributing to building active and responsible empathy-driven citizenship.

Activities implemented by MIM include working with elementary and high schools, in order to incorporate media literacy in the school curricula. Teachers will be trained, who would further on train their colleagues how to incorporate media literacy in school curricula and teach pupils. Therefore, in the first year of the project there will be a pilot chapter for 30 schools across the country. The project timeframe is five years.

## **2. Project: RESILIENCE: Civil Society Action to Reaffirm Media Freedom and Counter Disinformation and Hateful Propaganda in Western Balkans and Turkey**

The project (2020-2023) focuses on: strengthening the capacities of media organisations through networking and regional co-operation in order to advance the understanding of disinformation models and propaganda that incites hate in media and in the public communication in the Western Balkans and Turkey; capabilities of media and civil society to debunk and respond to fake information, particularly on the Internet; developing resilience of citizens to disinformation by promoting a joint solution which involves media professionals and other stakeholders. The project is implemented in Albania, Bosnia & Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia and Turkey.





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### **3. Project: Partnership, Advocacy and Communication for Effective Inclusion of People with Disabilities**

Through the Civica Mobilitas programme, the Macedonian Institute for Media in partnership with the National Council of Disability Organisations of Macedonia (NCDOM) implemented the project for effective advocacy for the rights of people with disabilities in the public space (2020-2021). The goal of this project was to establish essential co-operation between the civil society organisations that advocate for people with disabilities, journalists and competent institutions through networking, joint co-ordination and practising human rights based journalism. Activities included: training to strengthen mechanisms for co-operation among the civil society organisations that advocate for the rights of people with disabilities, journalists and competent institutions; training for inclusive journalism, for journalists and representatives of civil society organisations that represent the rights of people with disabilities; production of video stories on issues related to social inclusion of people with disabilities; production of video-campaign for advocating for the rights of people with disabilities and preparation of communication strategy and establishing effective channels of digital communication according to NCDOM's needs.

### **4. Project: Debunking Misinformation in Southeast Europe**

In mid-2018, within the South East European Network for Professionalization of Media (SEENPM), where MIM has been a longstanding member, the implementation of the project Debunking Misinformation in South East Europe began. The project is co-ordinated by the Transitions organisation, and it is financed by the National Endowment for Democracy (NED). Activities implemented by MIM in this project involve trainings, train the trainers programmes, online courses for young journalists and journalism students, developing case studies, development of learning resources and their promotion. The project activities were implemented in 2021 as well.





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## **5. Project: Strengthening Media Literacy in North Macedonia**

The project (2020-2021) financed by the EU Delegation, focused on raising awareness for media literacy in the country, particularly with the younger population, as well as of the general public. Activities within the project were trainings in high schools in all regions across the country, regional conference on media literacy and study visits to Ljubljana and Brussels for journalists and representatives of civil society organisations.

## **6. Project Balkan Voices: Digital Media Program**

Financed by the French Ministry for Europe and Foreign Affairs, the main objective of the project *Balkans Voices: Digital Media Program* was to enable the new generation of young talents to refresh the language used in media and openly express themselves on themes that inspire them in every country of their origin. Within the project there were activities with young people in areas of media and information literacy, digital media and audio-visual production.

## **7. Selecting the Best Journalistic Investigative Stories for 2020**

For the 20<sup>th</sup> time, in 2021 MIM organised the selection and presentation of the journalism awards from the journalistic competition for best investigative story of the year, the Nikola Mladenov Journalism Award.

## **8. Weekly TV interview for Radio Free Europe**

Throughout 2021 MIM continued to distribute the TV weekly interview for Radio Free Europe. The interviews are produced in Macedonian and Albanian language, and are broadcasted on several national and local TV stations, presenting exclusive guests from political and public life from the country.





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### **Projects that end in 2021:**

#### **1. Media for Citizens, Citizens for Media – Building Capacities of CSOs to Advance Media and Information Literacy in Western Balkans**

The project aimed at strengthening the role of civil society in advocating for advancement of media and information literacy policies and practices in the Western Balkan countries through regional networking and building capacities of civil society organisations (CSOs) at local level. Through the activities, it contributed to enhancing the capacities and the co-operation of the civil society organisations on regional/local level in order to advance media literacy; increased reach of information from civil society organisations in order to raise awareness for the importance of free and responsible media. The project was financially supported by the European Union, with a timeframe of 3 years (2018-2020) and extension by April 2021.

#### **2. Promoting Media Literacy and Strengthening Independent Media in Western Balkans**

At the beginning of 2019, MIM started the project for analyses and monitoring, programmes for strengthening capacities of journalists, regionally developing professional networks, media and information literacy, together with several partner organisations from the region (Montenegro, Albania, Kosovo and Serbia). Project implementer is Albany Associates Ltd. from London. The project was financed by the British Government and ended in March 2021.

