

# European media facility in Armenia

## Credible Media. Viability. Cooperation.

Internal political crises, ongoing conflict, as well as external factors such as the recent geopolitical developments in the wider region prepared a fruitful ground for the dissemination of hate speech, fake news, disinformation, and misinformation. The context is becoming more complicated in Armenia with very small number of independent media lacking financial, institutional and in some cases human capacities to provide the wider public with free and fair information.

DW Akademie in partnership with BBC Media Action, Democracy Development Foundation (DDF), Hetq/Investigative Journalists NGO, and Factor TV, was entrusted by the European Union (EU) and the Federal Ministry for Economic Cooperation and Development (BMZ) to implement the project called “European Media Facility in Armenia — Building Sustainable and Professional Media.”

The three-year project is aimed at contributing to the promotion of a vibrant and viable media sector in Armenia, that is capacitated to fulfil its role as a watchdog for the Armenian society. The main target groups

of the initiative are media managers, regional media outlets, independent journalists, fact checkers, young journalists, and students.

*“Professional and responsible journalism is the guardian of democracy, providing the public with accurate and unbiased information that empowers individuals to make informed decisions and fosters a more enlightened and harmonious society. People in Armenia are concerned about disinformation and more and more vigilant about it. The European Media Facility in Armenia project, which is close to conclusion, aimed to address the issues above, and help to find solutions to them. The European Union remains committed to supporting the media as they represent the most effective instruments for promoting shared values.”*  
H.E. Mr. Vassilis Maragos — Ambassador, Head of the EU Delegation to Armenia.

The project consists of a whole set of mutually enriching activities including fact-checking and investigative reporting development, networking opportunities for media representatives within Armenia and abroad, as well as financial support and capacity building activities for regional media



Factor TV Students Award Ceremony

organizations. Additionally, Armenia’s first media management E-School has been established within the project.

The project has conducted several needs assessments on media management, fact-checking, as well comprehensive research reports on the coverage of environmental issues in Armenian media and preferences and insights of audience on partner media organizations. Moreover, individually designed consultancy sessions were organized for each of the local partners based on needs and expectations raised by them.

**The “European Media Facility in Armenia — Building Sustainable and Professional Media” project is being implemented by DW Akademie in cooperation with BBC Media Action, Democracy Development Foundation (DDF), Hetq/ Investigative Journalists NGO and Factor TV. The project is funded by the European Union and the Federal Ministry for Economic Cooperation and Development (BMZ). This publication was funded by the European Union. Its contents are the sole responsibility of the DW Akademie and do not necessarily reflect the views of the European Union.**



BBC MA “Serving audiences when they need it most” networking event

# Democracy Development Foundation

## Supporting regional media in Armenia

It has been almost 3 years since 10 regional media outlets and organizations in Armenia have been engaged in unique capacity building program, which helps them to develop and become more sustainable.

### New content, wider audience

Open Society Foundations—Armenia (OSFA), which is now represented by its local spin-off Democracy Development Foundation (DDF) has worked in Armenia for over two decades supporting a broad range of initiatives on strengthening democratic institutions, respect for human rights and accountability. With its rigorous grants monitoring and evaluation system, OSFA engaged in the “European Media Facility in Armenia—Building Sustainable and Professional Media” project, awarding subgrants to selected 10 regional media outlets and organizations. The list of beneficiary organizations is inclusive and covers diverse regions of Armenia:

- Tsayg TV
- ALT TV
- Lori TV
- Kyavar TV
- STV1
- Tavush TV
- Goris Press Club



Regional media partners during the thematic workshop organized by DDF.

- “Asparez” Journalist’s Club
- Progress of Gyumri NGO
- Community Center for Mobilization and Support NGO (cvmedia.am)

### Learning and development experience for regional media organizations

Within these third-party funding initiatives implemented during 2021–2023, the beneficiary regional media strengthened their editorial structures, increased quality content production, and received support in renewing their equipment. OSF Armenia, later DDF, also organized a series of workshops for the beneficiary regional media aimed to elabo-

rate on how to deal with sensitive but urgent issues, such as discrimination, corruption, security, local investigations, environmental problems and many more. This format of interactive communication between media and relevant field experts enabled the participant journalists and editors to gain deeper insights in the discussed issues and increase the quality of media reports on sensitive issues. In total over 20 editors, journalists and media specialists from regional media participated in thematic training and gained more awareness about these topics and how to cover them more professionally in their daily work. *“As a result of all these activities, regional media organizations have enlarged their thematic framework and diversified the production formats, which in turn help them reach a wider audience,”* Ashot Grigoryan, Media and Civic Participation Portfolio Manager at Democracy Development Foundation (DDF).

### Contact Us

For more information on our projects and how to get involved, contact us through any of the following:

 [democracydevelopmentfoundation](https://www.facebook.com/democracydevelopmentfoundation)

 [@demdevelopment](https://twitter.com/demdevelopment)

 [info@demdev.org](mailto:info@demdev.org)

 [demdev.org](https://www.demdev.org)



Young Civic reporter covering village life for Tavush TV