

MEDIA TRIPS TO EU



July 2018



Project aim

Media Trips to EU enables journalists from Serbia to participate in thematic visits to the EU member states to report on topics and questions relevant to the EU integration.

The aim is to increase the quality and quantity of television and print news related to the Serbia's accession process through first hand insight into suggested topics in the selected EU country, as well as in comparing and analysing the same topics in Serbia.

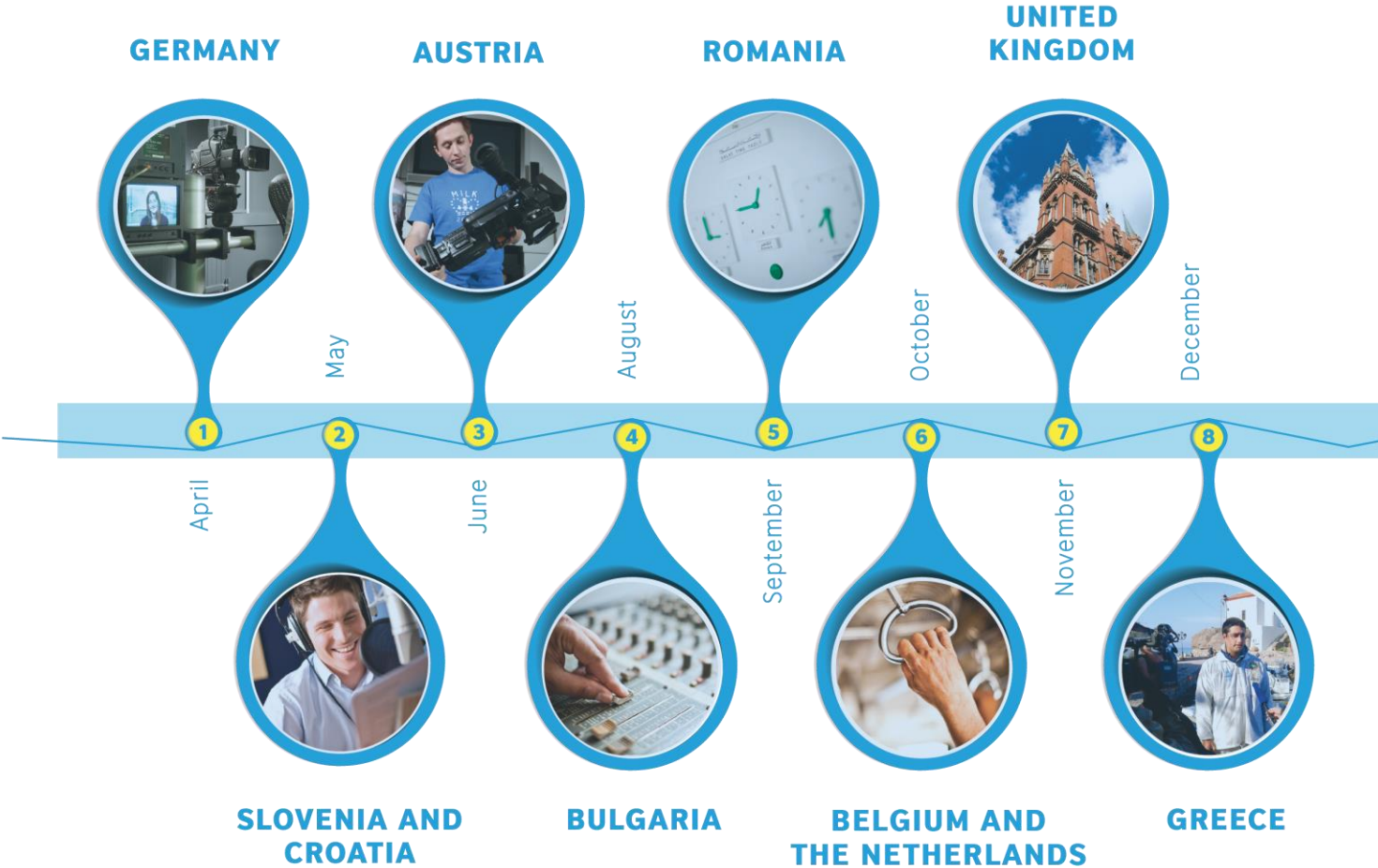


Total number of countries

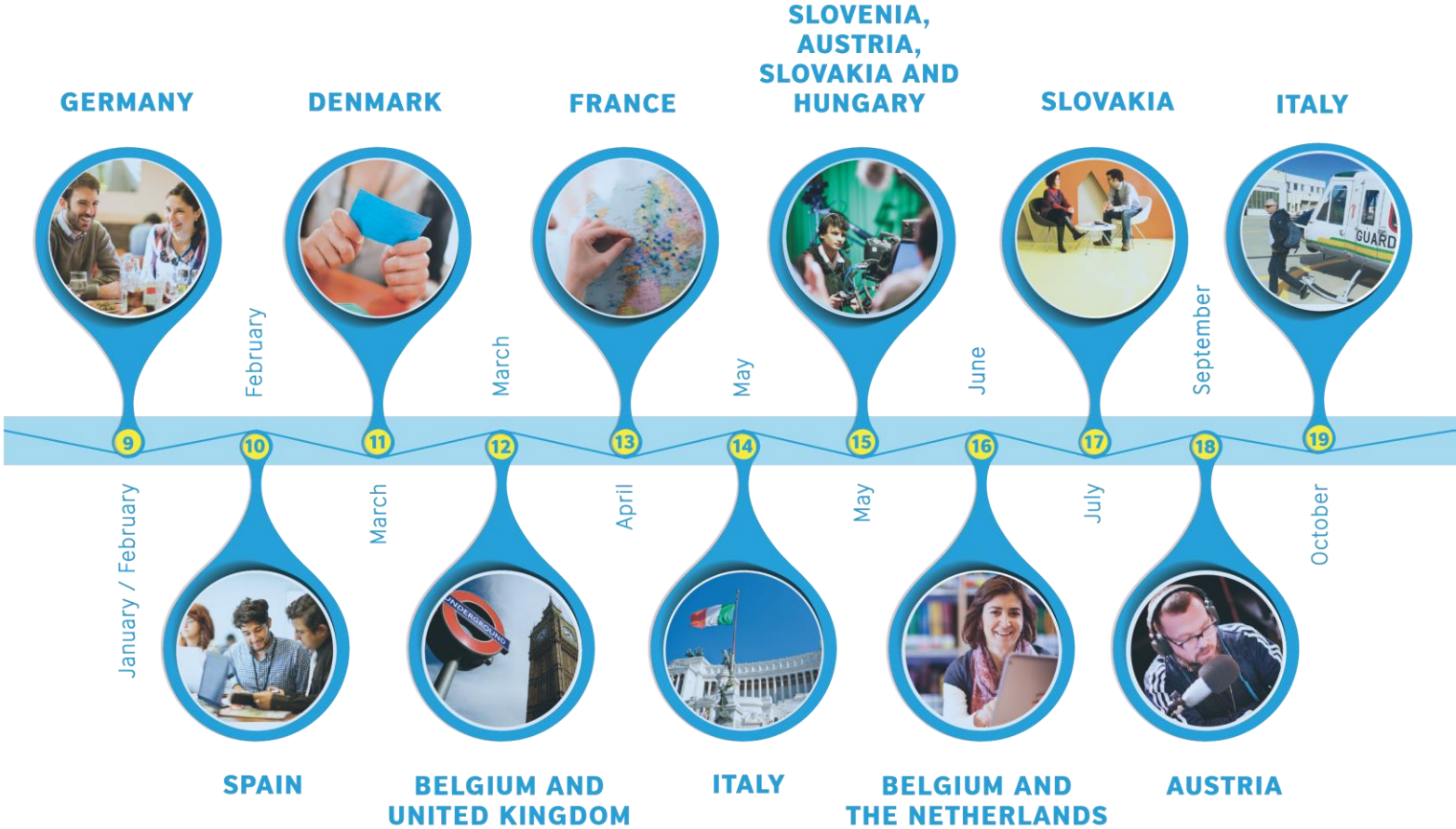
23
countries



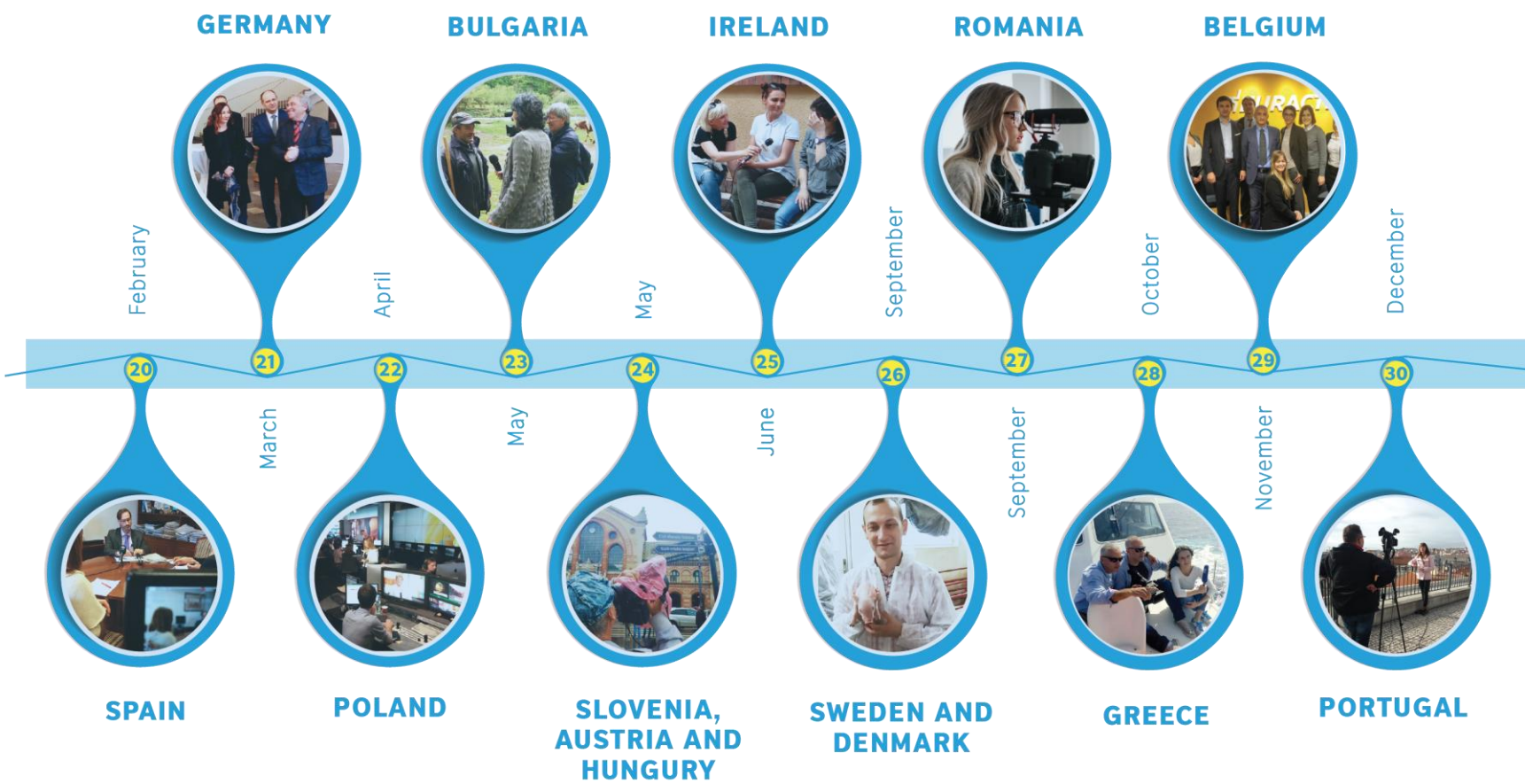
Media trips in 2015



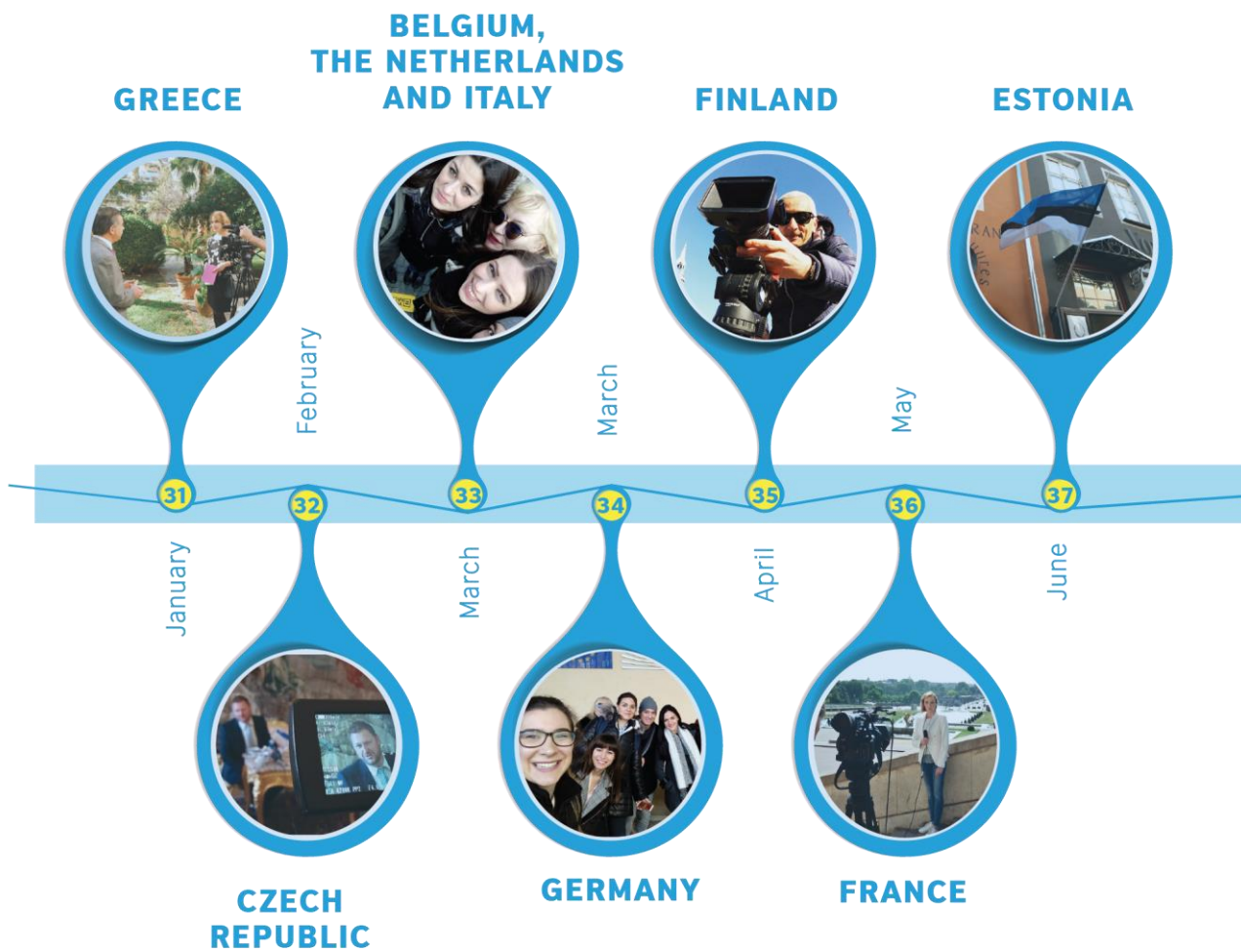
Media trips in 2016



Media trips in 2017



Media trips in 2018



Total number of trips

The background of the slide is a photograph of an airplane cabin. Passengers are seated in rows, and the overhead storage bins are visible. The image is slightly blurred, focusing attention on the statistics overlaid on the left.

37

trips

425

participants

Structure of participants

Total number of participants: **425**

Total number of media:

21 TV station

4 radio station

8 print media

10 online based media

2 News Agencies

Total number of NGOs: **8** NGO and Media institutions

Total number of Academia: **4** Universities with media cathedra

Total number of government institutions: **9** government institutions

Total number of schools: **13** high schools



Structure of media outcomes

Total number: **467**

Total number of **TV**: **226**

Total number of **Radio**: **49**

Total number of **Print**: **145**

Total number of **online**: **46**

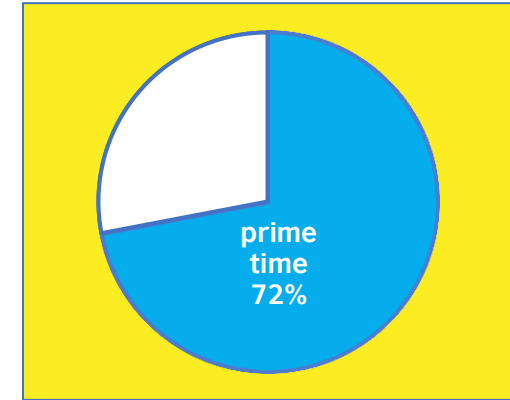
Total number of **events**: **9** events

Outreach - electronic media



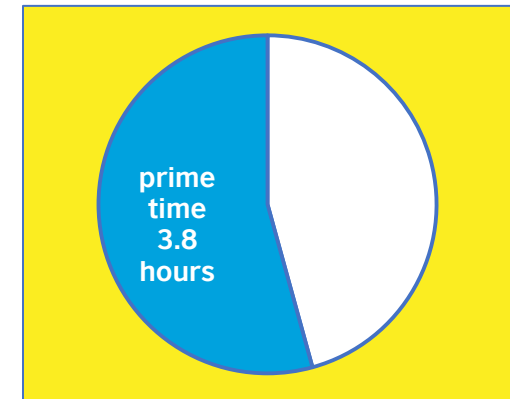
More than **28 hours** of TV programme

72% of total TV programme = **prime-time**



7 hours of radio programme

3,8 hours of total radio programme = **prime-time**



Key topics

- Employment and business development (SMEs, start-up, private initiatives);
- Education (dual education, ERASMUS, high-schools and employment);
- Environmental protection (pollution, waste management, legislation);
- Production of food & food safety (legislation, practices);
- Waste water management (activities, legislation);
- Infrastructure (investment, roads, urban planning, railways);
- Human rights and gender equality (practices and legislation);
- Agriculture, rural development & IPARD;
- Good governance, public administration & local development;
- Social policies (elderly, youth), health & social protection;
- Innovation & economic empowerment.

