

# #MEDIA4EU: SKILLS AND INNOVATION TO TACKLE FAKE NEWS



## HOW TO FIGHT FAKE NEWS?

- Trusted journalism
- Credibility
- Reliability of sources
- Transparency of Institutions



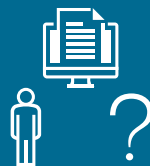
## MEDIA PROFESSIONALS NEED SKILLS ACROSS BORDERS AND SILOS



Demand for cross-border news is rising



But resources are shrinking



Lack of European coverage by news outlets

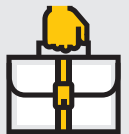
### RELEVANT ANSWERS

- Cross-border content sharing
- Translation
- Technology
- Skill-building

Results presented at  and Global Editors Network



Content



Business



INNOVATION



Technology

## EXCHANGE PROGRAMME: WHAT ARE THE TARGET GROUP(S)?

“Rising stars”: young journalists, marketing and communications professionals, social media managers and IT.

Focus: innovation and media sector sustainability.

Stars4Media is to media professionals what Erasmus is to students.

Senior management

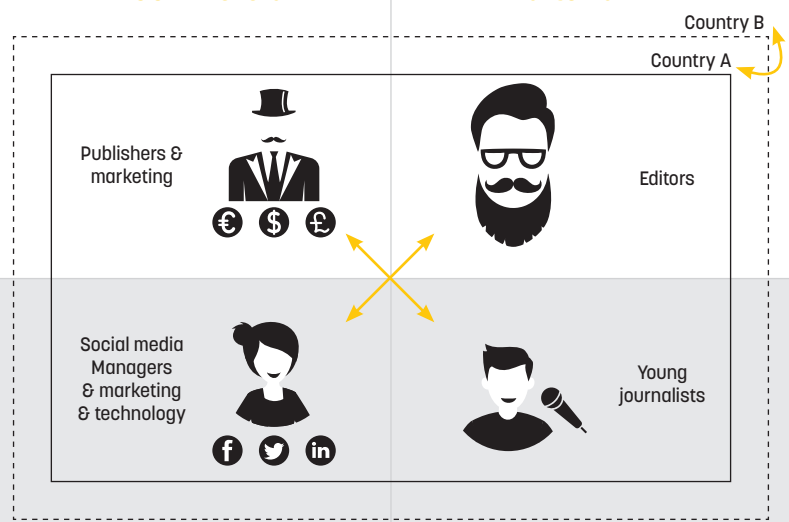
Reverse mentoring

Young “rising stars”

Commercial

Sustainability

Editorial



A BRIDGE BETWEEN EXPERIENCES, SKILLS (EDITORIAL & COMMERCIAL) & COUNTRIES. It does not target students.

\*Working names: Erasmus4Media or Stars4Media, TBD

How to revive European media?

# EXCHANGING RISING STARS FOR MEDIA INNOVATION\*



## WHAT'S NEXT?

- Pilot project voted by the European Parliament as a budgetary amendment.
- Project to start likely in Summer 2018.
- No individual application until then, but interest in topics and media sub-sector for thematic waves is welcomed.
- Moral supports: 56 media experts professionals, academics and 15 signatories MEPs.

## FOLLOW AND CONTACT US TO EXCHANGE IDEAS



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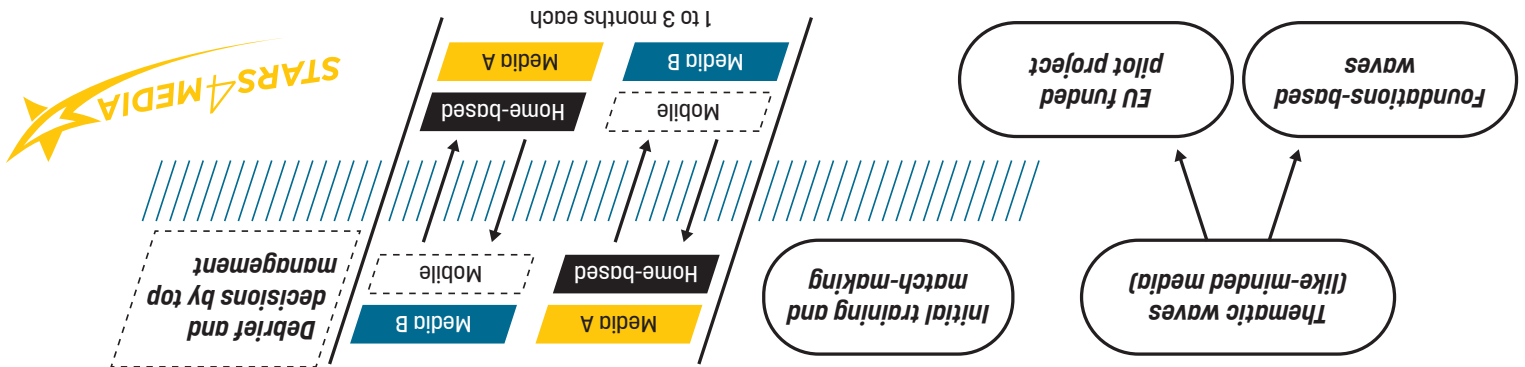


@FondEURACTIV  
@stars4media  
#Erasmus4media



<http://media4eu.blogactiv.eu>

Sources: #Media4EU project by Université libre de Bruxelles/IEE and Fondation EURACTIV



- Selection: like-mindedness media and compatible ideas.
- Bilateral exchanges: 1-3 months.
- Young professionals coached by senior staff and reverse mentoring.

## HOW WILL IT WORK?