



# PRESS RELEASE



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## IMS launches project to improve media pluralism in Azerbaijan

**November 13, BAKU** The international media development organization International Media Support (IMS) is launching a new project in Azerbaijan to improve professional and ethical standards of the country's media.

The project “**Change in the Air: Monitoring and Promoting Media Pluralism in Azerbaijan**” funded by the European Union, will strengthen media monitoring practices in Azerbaijan and enhance advocacy efforts for important changes in the country's media environment. It is carried out in close collaboration with the three Azerbaijani organizations *Institute for Reporters' Freedom and Safety (IRFS)*, *Memo 98* and the *Nakhchivan Democracy and NGO Development Resource Center*.

The project comes on the heels of the successful Free Airwaves project, previously implemented by IRFS, in cooperation with Memo 98 with funds from the EU. Free Airwaves contributed to the EU's response to the need for media democratisation in Azerbaijan by assessing and promoting the pluralism of ideas, accuracy, and balance in news reports presented on Azerbaijan's nationwide TV channels.

In addition to monitoring of media content, Change in Air employs emerging technology to create an overview of media ownership in the country, contributing to improved transparency in the media.

The monitoring of media content aims to give both citizens and journalists a detailed insight into the media coverage in the country.

***International Media Support (IMS)*** is a non-profit organisation working with media in countries affected by armed conflict, human insecurity and political transition. Across four continents, IMS helps to strengthen professional practices and ensure that media and media workers can operate under challenging circumstances.

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“The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders”.