

Pluralistic Media for Democracy

€1.4 million



distributed to 46 media outlets in 16 European countries.

246



applications received from across Europe.

46



media outlets strengthened with tailored strategies in innovation, business and audience engagement to drive growth and civic participation



PHOTO: EUROPEAN FEDERATION OF JOURNALISTS

Local Media for Democracy Journalism Festival (June 2024, Brno, Czechia).

CONTEXT

Supporting media innovation to address media pluralism challenges

Independent local, regional, community and investigative media are crucial for enabling citizens to understand and exercise their rights within their respective communities. These outlets foster trust, combat mis- and disinformation and provide a vital public service. However, media diversity and independence in Europe is threatened, with increasing media capture and political influence. There is an alarming risk to market plurality, with many EU countries dictated by a few select mainstream media, making smaller news outlets struggle for viability.

Local media ecosystems play a key role in democracy, enabling citizens to hold governments accountable and fostering local economic growth. However, many small outlets struggle financially and lack the capital to sustain operations, hindering their ability to engage their audiences effectively. Specific areas in which a pluralistic media sector is absent are labelled as “news deserts”, which are areas or communities where local outlets, for different reasons, are no longer capable of providing citizens with the information necessary to make informed decisions about the issues that affect their communities and quality of life.

WHAT WE DO

The priorities of PM4D are the following:

- Target small- and medium-sized public interest media operating within “news deserts” and areas with strained media pluralism.
- Support projects benefiting marginalised groups.
- Foster innovation to increase sustainability and resilience of independent media.
- Track and measure impact of projects on their target audiences and communities.
- Create a safe environment for knowledge sharing.

OUR OBJECTIVES

The EU funded programme increases media viability across the European continent.

The Pluralistic Media for Democracy (PM4D) project focuses on three key objectives aimed at strengthening local, regional, community and investigative media across Europe:

The lack of capital in this sector is being addressed by offering **financial support through a Media Pluralism Fund** to media organisations. Through two rounds of open and competitive calls for proposals, €1.4 million was distributed to 46 media across 16 European countries. Having received 246 applications from 31 countries, the needs for this type of financial support are extremely high. The project ensures these organisations can sustain their work by providing funding that enables them to continue delivering diverse and independent news.

The financial support is complemented by **enhancing the resilience, pluralism and editorial independence of the supported media. Through capacity-building and mentoring programmes**, the project equips these media organisations with the tools and expertise to overcome challenges and sustain their independence. By supporting their long-term sustainability, the programme aims to create a resilient media ecosystem that can resist political or commercial pressures, allowing local media to continue serving the public interest. These initiatives help media outlets contribute effectively to civic participation and democracy.

Finally, by having such a diverse collective of media partners, PM4D aims to **create a network of media across Europe** that allows local, regional and investigative media outlets to exchange experience. The project ensures that successful strategies and lessons learned are shared across Europe.



The team of Okraj, a recipient of the Local Media for Democracy and Pluralistic Media for Democracy grants.

WHERE WE WORK



CURRENT PARTNERS

See the [full list of supported projects](#) on Journalismfund Europe's website.

DONORS

European Commission

CONSORTIUM PARTNERS

Journalismfund Europe
IMS (International Media Support)

CONTACT DETAILS

JOURNALISMFUND EUROPE
Ides Debruyne, Managing Director

EMAIL
ides.debruyne@journalismfund.eu

IMS (INTERNATIONAL MEDIA SUPPORT)
Emma Lygnerud Boberg,
Programme Manager

EMAIL
elb@mediasupport.org



Funded by
the European Union

CONNECT WITH IMS

✕ [IMSforfreemedia](#)

📷 [IMSforfreemedia](#)

📘 [IMSInternationalMediaSupport](#)

🌐 [ims-international-media-support](#)