

Reporting Europe – Best Practices from Radio Romania

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- Radio România is a radio public service broadcaster since 1928
- national market share 23.7% (mid-2024)
- national daily reach 3,870,000 listeners (mid-2024)



- stations: *3 domestic nationwide* (Radio România Actualități – news¤t affairs, Radio România Cultural – cultural chain, Antena Satelor - for the rural area), *a regional network* (stations in Bucharest, Braşov, Craiova, Timișoara, Reșița, Cluj-Napoca, Târgu Mureș, Iași, Constanța, Sighetu Marmăției; the regional network also broadcasts in ~15 languages of the national minorities), *a music chain* (Radio România Muzical, regional coverage), *an international station* (Radio Romania International, in 13 languages and dialects), *an online only station* for the youngest audience (Radio3net), *Radio Chișinău* (the private station of Radio România in the Republic of Moldova)
- Radio România has **informative, cultural, educational and entertainment programs**; two other pillars are the **radio drama** and the **concerts** performed by its orchestras and choirs

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- Radio România Actualități has a permanent correspondent in Brussels , who covers the EU, NATO and bilateral Romania-Belgium subjects



- the European subjects are mainly covered by at Radio România Actualități, the main domestic channels, through news reels, comments, interviews, reports, debates, due to its news¤t affairs format; **the subjects are covered as they come**; the EU subjects are also covered as they come by regional stations, Antena Satelor and Radio Romania International

- Why do media usually treat EU subjects as they come? Because the EU subjects are rather technical, complicated, grey, difficult to understand due to the Brussels jargon, they do not bring rating, they are not catchy, and the local politicians usually blame Brussels for all the negative things happening in the EU

- Radio Romania's journalists have good connections with the European Commission Representation in Romania, the European Parliament Liaison Office to Bucharest, the MEPs from Romania

- the above mentioned institutions, as well as the MEPs, offer trips to the journalists from all the interested Romanian media (public and commercial, mainstream or niche) to Brussels and Strasbourg, to cover EU events, i.e. plenary sessions of the EP, events held by the EC and other EU institutions, such as the European Economic and Social Committee (EESC) or the European Committee of the Regions (CoR); they often offer **briefings off the record or on background, as well as documentation trips**.

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- the real European journalism at Radio Romania has started in 2008, through the European funded editorial projects:

* 2008-2024 **Euranet** (European Radio Network), then **EuranetPlus**, financed by the European Commission, all the stations involved, except Radio România Muzical and Radio3net (<https://euranetplus-inside.eu/>)

* 2010-2011 **Strasbourg Connection**, financed by the European Parliament, done by Radio România Internațional and Radio România Cultural

* 2023-2024 **YOU+EU 2024 and Beyond**, financed by the European Commission, all the stations involved, except Radio România Muzical (<https://you4eu2024.eu/>)



YOU+EU 2024 and Beyond



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- these projects, financed mainly through competitive procedures (grants) by the European Commission/Parliament consisted in producing EU related contents, on a regular basis (daily, weekly, bi-weekly, monthly, accordingly), on air and online: **reports, interviews, multimedia articles, podcasts (*Green Deal, GenZ, Can EU do this?*), debates (*Citizens' Corner, EuranetPlus Summit, YOU+EU 2024 and Beyond*), brochures**, mainly in Romanian, but also (in some rounds of the Euranet/EuranetPlus projects) in English, French, German, Spanish, Italian, and Hungarian
- the podcasts include audio bytes taken from the other stations in the project, thus enabling us to have a cross-border view on the subjects; the subjects are established through online coordination meetings of journalists from the stations involved
- as a best practice example, we have cooperated with the UBB (FSPAC) since 2010-2010 in the field of EU subjects aired by the UBB Radio Online (student radio of FSPAC); a FSPAC student, Andrei Purcărea, has won the Euranet Awards 2011 Prize, a contest for European young journalists on the topic of European citizens' rights
- during the Citizens' Corner debates (2013-2017), many students from partner universities, Babeş Bolyai University (FSPAC) included, have taken part in debates held in the European Parliament, with MEPs, representatives of EU institutions, experts, representatives of NGOs

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- On July 23, 2019 a special debate organized by Radio Romania International took place in the European Parliament, in Brussels, shortly after the European elections held that year. What campaign themes were the voters interested in? How did they make their voting decision? How did they avoid fake news and misinformation? - were some of the topics of the discussion.
- 3 MEPs from Romania and 5 students and PhD students from UBB participated in the debate.



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What did participation in European projects bring for Radio Romania:

- better fulfillment of the public service mission;
- better, continuous, comprehensible, easy to understand, concise and clear information for the Romanian citizens on European issues, which directly and indirectly affect their existence;
- professional training „on the go” for the journalists in dealing with EU topics, knowing and understanding the EU files and subjects, „translating” into a language that everyone can understand the technical and abstract communication coming in the Brussels jargon; each project has involved between 25 and 50 journalists from Radio Romania;
- participation in a unique network of radio stations in the European media landscape; the character of unique provider of radio programs on European topics on the European market was recognized, through the grants received from the European Commission/Parliament;
- consolidation of good practices in the development and implementation of EU funded projects

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Thank you! Happy to answer your questions!

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