CREA MGA — Multi & Mono: v1.0

EUROPEAN EDUCATION AND CULTURE EXECUTIVE AGENCY (EACEA)

EACEA.B – Creativity, Citizens, EU values and Joint operations
B.2 – MEDIA

GRANT AGREEMENT

Project 101112458 — NEWAVES

PREAMBLE

This **Agreement** ('the Agreement') is **between** the following parties:

on the one part,

the **European Education and Culture Executive Agency (EACEA)** ('EU executive agency' or 'granting authority'), under the powers delegated by the European Commission ('European Commission'),

and

on the other part,

1. 'the coordinator':

INSTITUTO POLITECNICO DA GUARDA (IPG), PIC 984924130, established in AV DR FRANCISCO DE SA CARNEIRO 50, GUARDA 6300 559, Portugal,

and the following other beneficiaries, if they sign their 'accession form' (see Annex 3 and Article 40):

2. **RADIALTITUDE-SOCIEDADE DE COMUNICACAO DA GUARDA LDA (Rádio Altitude)**, PIC 885143916, established in RUA BATALHA REIS S/N - PARQUE DA SAUDE, GUARDA 6300-668, Portugal,

3. **TRGOVSKO RADIODIFUZNO DRUSTVO RADIO KANAL 77 DOOEL (Radio Kanal 77)**, PIC 919238058, established in PETTA PARTISKA KONFERENCIJA BB, STIP 2000, Republic of North Macedonia,

4. **REPUBLIC OF NORTH MACEDONIA STATE UNIVERSITY STIP GOCE DELCEV STIP (UGD)**, PIC 972180367, established in UL. KRSTE MISIRKOV 10A, STIP 2000, Republic of North Macedonia,

5. **TRENCIANSKA UNIVERZITA ALEXANDRA DUBCEKA V TRENCINE (TNUAD)**, PIC 967384396, established in STUDENTSKA 2, TRENCIN 91150, Slovakia,

6. **ROZHLAS A TELEVIZIA SLOVENSKA (RTVS)**, PIC 886834141, established in MLYNSKA DOLINA, BRATISLAVA 845 45, Slovakia,

7. **SVEUCILISTE JOSIPA JURJA STROSSMAYERA U OSIJEKU, AKADEMIJA ZA UMJETNOST I KULTURU U OSIJEKU (UAOS-UNIOS)**, PIC 904799026, established in KRALJA PETRA SVACICA 1/F, OSIJEK 31000, Croatia,

Unless otherwise specified, references to 'beneficiary' or 'beneficiaries' include the coordinator and affiliated entities (if any).

If only one beneficiary signs the grant agreement ('mono-beneficiary grant'), all provisions referring to the 'coordinator' or the 'beneficiaries' will be considered — mutatis mutandis — as referring to the beneficiary.

The parties referred to above have agreed to enter into the Agreement.

By signing the Agreement and the accession forms, the beneficiaries accept the grant and agree to implement the action under their own responsibility and in accordance with the Agreement, with all the obligations and terms and conditions it sets out.

The Agreement is composed of:

Preamble

Terms and Conditions (including Data Sheet)

Annex 1   Description of the action[1]

Annex 2   Estimated budget for the action

Annex 2a   Additional information on unit costs and contributions (if applicable)

Annex 3   Accession forms (if applicable)[2]

Annex 3a   Declaration on joint and several liability of affiliated entities (if applicable)[3]

Annex 4   Model for the financial statements

Annex 5   Specific rules (if applicable)

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[1] Template published on Portal Reference Documents.
[2] Template published on Portal Reference Documents.
[3] Template published on Portal Reference Documents.

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<u>DATASHEET</u>

1. <u>Generaldata</u>

Project summary:

Project summary
The media industry is facing several obstacles, particularly in sparsely populated European regions. NEWAVES is a reaction to these issues. The shift to digital media made it easier to provide news in a variety of formats, which boosted market competition, particularly in the local radio industry, which witnessed a significant decline in listeners and advertising income. By giving local stations throughout Europe the chance to join a supportive network, NEWAVES develops a cross-border and cross-sectorial community that will work collaborative and have access to several tools and resources, including a digital platform for the distribution of radio programming across a variety of genres. The platform will contain the material produced by each of these local radio stations throughout Europe, giving them access and promoting the circulation of a broad variety of European ("glocal") content, enhancing what they can offer their listeners, and boosting their competitiveness. NEWAVES is a network for the exchange of best practices between local radios, journalists and communication professionals from higher education institutions to increase the viability, innovation and creativity in the production and dissemination. The project will implement a knowledge transfer center for the radio sector at the local level acquisition and improvement of professional skills of journalists and media professionals. To do this, NEWAVES envisions training current and future communication professionals and students through physical and online mobility programs as well as an e-learning course program to address the specific needs of local radios. This course program will be developed through a collaborative process of co-creation workshops at the grassroots. By implementing a validation methodology for material to be made available on the platform with strict technical and content quality requirements, NEWAVES actively contributes to high-quality and trustworthy radio journalism.

Keywords:

– Journalists
– Radio and Cross-Media - Culture
– Training
– Community News Media, Low-density Territories,

Project number: 101112458

Project name: NEWAVES – Collaborative Alliance for Radio Recovery and Boost of Community News Media in Low-density Territories

Project acronym: NEWAVES

Call: CREA-CROSS-2022-JOURPART

Topic: CREA-CROSS-2022-JOURPART

Type of action: CREA Project Grants

Granting authority: European Education and Culture Executive Agency

Grant managed through EU Funding & Tenders Portal: Yes (eGrants)

Project starting date: fixed date: 9 June 2023

Project end date: 8 June 2025

Project duration: 24 months

Consortium agreement: Yes

Creative Europe Programme (CREA)

Application Form

Technical Description (Part B)

(CREA MEDIA and CROSS–SECTORAL)

Version 2.0
15 January 2022

IMPORTANT NOTICE

What is the Application Form?

The Application Form is the template for EU grants applications; it must be submitted via the EU Funding & Tenders Portal before the call deadline.

The Form consists of 2 parts:.

- • Part A contains structured administrative information
- • Part B is a narrative technical description of the project.

Part A is generated by the IT system. It is based on the information which you enter into the Portal Submission System screens.

Part B needs to be uploaded as PDF (+ annexes) in the Submission System. The templates to use are available there.

How to prepare and submit it?

The Application Form must be prepared by the consortium and submitted by a representative. Once submitted, you will receive a confirmation.

Character and **page limits**:

- • page limit normally **70** pages (unless otherwise provided in the Call document)
- • supporting documents can be provided as an annex and do not count towards the page limit
- • minimum font size — Arial 9 points
- • page size: A4
- • margins (top, bottom, left and right): at least 15 mm (not including headers & footers).

Please abide by the formatting rules. They are NOT a target! Keep your text as concise as possible. Do not use hyperlinks to show information that is an essential part of your application.

⚠ If you attempt to upload an application that exceeds the specified limit, you will receive an automatic warning asking you to shorten and re-upload your application. For applications that are not shortened, the excess pages will be made invisible and thus disregarded by the evaluators.

⚠ **Please delete only instructions that do NOT concern your call.**

TECHNICAL DESCRIPTION (PART B)

COVER PAGE

Part B of the Application Form must be downloaded from the Portal Submission System, completed and then assembled and re-uploaded as PDF in the system.

Note: *Please read carefully the conditions set out in the Call document (for open calls: published on the Portal). Pay particular attention to the award criteria; they explain how the application will be evaluated.*

PROJECT	
Project name:	NEWAVES – Collaborative Alliance for Radio Recovery and Boost of Community News Media in Low-density Territories
Project acronym:	NEWAVES
Coordinator contact:	Polytechnic Institute of Guarda, Professor Joaquim Brigas

TABLE OF CONTENTS

PROJECT SUMMARY

Project summary
See Abstract (Application Form Part A).

1. RELEVANCE

1.1 Background and general objectives

Background and general objectives
For 'Fostering European media talents and skills', 'Markets & networking', 'Innovative tools and business models', 'MEDIA360°' 'Networks of European cinemas', 'Networks of European festivals', 'European VOD networks and operators', 'European festivals', 'Subtitling of cultural content', 'Audience Development and Film Education', 'Creative Innovation Lab', 'Media Literacy', 'Defending media freedom and pluralism' and 'Journalism Partnership': Define the objectives of your proposal and explain their relevance to this call for proposals.

The transition to digital media has a significant impact on how consumers relate to and consume news media. In a world in transformation, the Europeans continue to see radio as one of the most reliable sources of news. According to a recent survey on media and news developed by Eurobarometer[1], 49% of respondents expect radio stations (and public TV) to give them truthful news. Also, 39% of the inquired citizens replied that radio was one of their most used media to access news in the past seven years.

The numerous challenges the media sector is facing have more intense contours at the local and regional levels, especially in sparsely populated European regions. By giving citizens a direct and first-hand source of original reporting, local, regional, and community media news play an important and valuable role in societies. In contrast to large national radios, local regional radios tend to have deeper contact with the community and assist in giving voice to those who are underrepresented. Regional journalism is also viewed as a place for public discussion and engagement with local politics, which is usually underrepresented in national journalism. Local and regional radios also tend to be a space for promoting regional entities/businesses, and most of their contents are thought to boost the identity of each region, thus facilitating intercultural dialogue. These radios are typically distinguished by the community's active involvement in all organizational procedures.

Digitization facilitated the publication of news in different formats and the digital transition caused changes in the consumption and monetization of news content, which increased the competitiveness of the market, especially in the radio sector, which saw its listeners, mainly young people, switch to online sources, and advertising revenues drop considerably. This has impacted the financial sustainability of local and regional radios which, in many cases, had to close down their activities. In addition, the context calls into question the professional practice of journalism and the fight against disinformation and undermines the plural, democratic and inclusive nature of the media. To face the challenges and opportunities, it becomes imperative to develop skills and employment for journalists and communication professionals, as well as support structural and technological changes that make journalism more cooperative, collaborative, sustainable and resilient.

The Commission seeks to provide funding for initiatives that address structural issues facing the media industries and/or advance a free, diversified, and pluralistic media landscape. Supporting collaborative and transnational journalism, keeping an eye on threats to media plurality, mapping instances of press freedom

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[1] https://europa.eu/eurobarometer/surveys/detail/2832

breaches, defending threatened journalists, media innovation, promoting media literacy, and bolstering the European public sphere are a few examples[2].

NEWAVES - COLLABORATIVE ALLIANCE FOR RADIO RECOVERY AND BOOST OF COMMUNITY NEWS MEDIA IN LOW-DENSITY TERRITORIES was born from the need to address the challenges of local and regional radios located in low-density areas. Facing a shortage of financial and monetary resources, and news sources of content for their audience, community radios are encountering obstacles that might lead to their extinguishing. This grassroots collaborative initiative is a partnership between education and business, promoting the co-development of resources to promote the upscale of digital skills of local and regional radios aiming for their financial sustainability while fighting misinformation. NEWAVES brings together not only radios in a wide collaborative platform through the digital platform itself but also joins Higher Education Institutions (HEI) specialized in the media sector, and radios in particular. The project is led by a consortium gathering eight organizations[3] from four countries (PT, HR, SK, MK), one local and regional radio and one HEI in each country.

Together, these players will:

- Create a digital platform that can disseminate and promote locally/regionally produced content in Europe to encourage more variety and competition online, showcase the continent's rich and diverse culture, and encourage social inclusion and the freedom of the arts
- Set up a collection of audio recordings of news and events (interviews, sounds, reports), which partner entities can access (radio stations, educational entities, etc)
- Establish a methodology (via a validation protocol) for analysing and evaluating material on the platform in accordance with technical and information quality standards
- Develop a European mobility program for current and future radio workers, journalists and communication professionals for in-person and/or online knowledge exchange
- Inform and build capacity for students, teachers, and communication specialists in agendas that support radio innovation by fusing conventional and digital media
- Form exchange networks for sharing best practices between local and regional radios, journalists, and communication professionals, as well as other media, in order to increase the viability, innovation, and creativity in the production and dissemination of news content among various groups of people, including those from different social and linguistic backgrounds and age groups, particularly young people.

The NEWAVES initiative will contribute to enhancing the collaboration between local and regional radio stations, journalists, communicators, and other media; generating an increase in the market's viability and competitiveness for regional radios; supporting a cooperative business transformation that offers these radio stations the chance for innovation and sustainability via cooperation in the creation and distribution of trustworthy news content; creating knowledge transfer and best practices exchange among radios and between HEI and radios, and establishing of a knowledge transfer centre for the regional radio industry that takes into account journalistic and/or technological forms as well as the development of the abilities of journalists and other media professionals.

NEWAVES encourages systemic cooperation between professional news media organisations so that the local and regional radios work together to face the challenges they face as individual institutions competing not only with larger radios, but also with sources of information and entertainment easily accessible to their traditional audience, and with no costs associated to them. In addition to this, local and regional radios face an increasing challenge for content quality production associated with a lack of revenues and funding. NEWAVES directly address both challenges by offering a Digital Platform to promote collaborative journalistic projects, focusing on collaborative business transformation. This new tool allows radios to find common solutions for the challenges they are facing, giving them access to an extended platform of resources to

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[2] https://digital-strategy.ec.europa.eu/en/library/eu-support-news-media-sector
[3] Seven organizations are partners and one is an associated partner.

improve the offer to their audience. Thus, NEWAVES improves the viability and competitiveness of professionally produced journalism by providing a collaborative network where local and regional radios can benefit from new high-quality content and by offering them a set of training tools (including the e-learning programme and the mobility programme) to improve their digital skills to cope with increasing higher competition.

The project is deeply aligned with the objectives of the call, as it will help to:

- **Improve the economic sustainability of professional journalism**: NEWAVES focuses on providing local and regional radios from less developed regions with the conditions to thrive and compete in a sector where the digital transition is bringing new ways of content consumption (both information and entertainment). By providing a Digital Platform at the disposal of these radios, NEWAVES is enabling them to enhance the offer for their audience, allowing a higher revenue source and more conditions for the sustainability of their business. For professional journalism the NEWAVES project addresses this in two different ways: for the present professionals in the area, training for the media sector will be implemented resulting in an e-learning course programme, together with a physical mobility programme for professionals from the HEI in the consortium; for the future professionals in professional journalism, an online mobility programme will be executed aimed for the students from HEI.
- **Addressing the needs and harnessing the potential of news media operators from low-density territories through cross-border collaboration:** cooperation between the four countries from the partnership is being implemented with several activities designed for mutual learning among radios; transfer of knowledge from the HEI specialized in the media sector, particularly in the radio sector. This will promote cross-border cooperation while fostering collaborative journalism and improvement in the quality of content produced by the radio stations.
- **Help the wider European news media sector become more sustainable and resilient, contributing to a diverse, independent, and pluralistic media environment**: within the framework of social media and the increasing competition that the news and entertainment sectors are facing, NEWAVES will provide high-quality media production within the Digital Platform. The project will implement a cooperation network among the partners' countries built to last not only during the implementation of the project but also beyond through the establishment of a radio database and the involvement in the project activities of radios outside of the consortium.
- **Contribute to trustworthy reporting on current affairs, skills development, and employment**: NEWAVES will collect news and entertainment content from the partner radios to be uploaded to a specific repository, to be included in the Digital Platform, and later be shared among the radio community. This process involves the completion of a demanding validation protocol (including AI for quality guarantee) for all the content produced by the radios and to be shared among the community for mutual benefit. Regarding skills development and employment, all activities described in the previous bullet points will contribute to a stronger social media sector to cope with increasing challenges in terms of new trends in the consumption of digital content, with new and increasing easier forms to access information, which demands new responses of the radio sector to follow the new times and offer an attractive way of content consumption to constant changing consumers.

1.2 Needs analysis and specific objectives

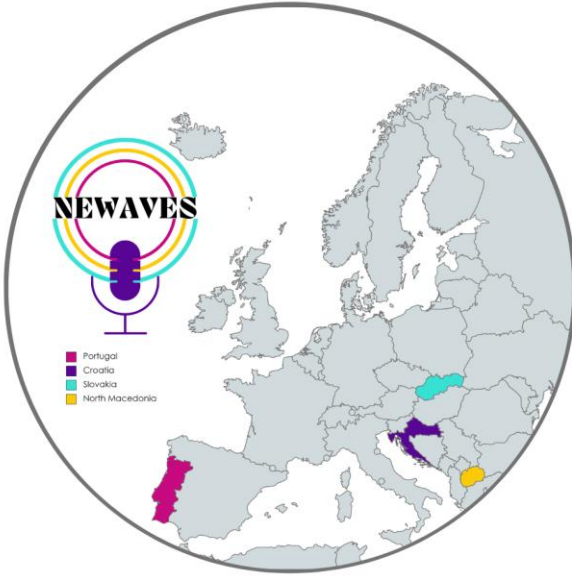**Needs analysis and specific objectives**

For 'Fostering European media talents and skills', 'Markets & networking', 'Innovative tools and Business models' and 'MEDIA 360°', 'Creative Innovation Lab', 'Media Literacy', 'Defending media freedom and pluralism' and 'Journalism Partnership': Describe how your activity meets the needs of the industry/sectors.

The media sector is facing several challenges at the local and regional levels, especially in sparsely populated European regions. Digitization facilitated the publication of news in different formats and the digital transition caused changes in the consumption and monetization of news content, which increased the competitiveness of the market, especially in the radio sector, which saw its listeners, mainly young people, switch to sources online, and advertising revenues drop considerably. This has impacted the financial sustainability of local and regional radios which, in many cases, had to close their activities.

In addition, the context calls into question the professional practice of journalism (they now need to be multipurpose) and the fight against disinformation and undermines the plural, democratic and inclusive nature of the media. For this reason, it is difficult to attract and retain young journalists, for example. Even so, there is some attempt to reverse this scenario. Some radio stations have bet on opinion journalism, for example. Others, although broadcasting online, have not yet managed to digitize their contents, for example, exploring them in podcast format.

And, to face the challenges and opportunities, it becomes imperative to develop skills and employment for journalists and communication professionals, as well as to support structural and technological changes that make journalism more cooperative, collaborative, sustainable, and resilient.

REGIONAL LANDSCAPES OF THE CONSORTIUM IN A NUTSHELL

Portugal

Local and regional radios are linked to key concepts such as localism and proximity, valuing the model of proximity to the community and appreciation of journalism and local information. These radios, face many difficulties in competing with larger communication groups. The financial weaknesses of these local radios led some operators to broadcast programming in a chain of other stations, transforming themselves, throughout its existence, into signal repeaters of other larger radios, losing their essence and limiting the localism and proximity potential. Most revenues from these radios come from advertising, calculated by the dynamics of the county and its population. This is also a severe constraint for local radios operating in low-density areas. The vast majority of these local radios transmit local news and most of them do not have established partnerships[4]. Local audiences are interested in accessing local news, and therefore, these radios play a very relevant role in their communities. However, the confluence of traditional radio with technical innovations and multimedia tools gave rise to an innovation of language, content, and the radio model itself, which makes this local media face challenges and be pressured to adapt.

Regarding the market of radio stations in the region of **North Macedonia**, it has declined significantly. The media market in Macedonia has serious challenges of an economic nature, but also a professional nature. The media outlets are often complaining of a problem with their sustainability, which leads to a lack of funds for development. In the absence of development, sustainability is endangered. We see that such a cycle is magical and leads to a decrease in the quality, but also the quantity of media companies. In the last 10 years, it has been noted that the region, as well as beyond, does not have permits for new radio stations. Local radio stations, according to the AVMU report, saw a drop in revenue of more than 15% in 2020 compared to last year. In total, the local radio stations in Macedonia show a loss of 2.71 million denars in 2020. Currently, local radio stations lack sustainable business models and expertise in the field of economic sustainability. At the same time, they lack adequate restructuring of media content for their online platforms. Almost no local radio station (except UGD FM) adapts its radio content for the Internet space. A very weak media convergence is observed, which is probably due to a lack of expertise in these media. This can also be considered an advantage because this field is not developed at the local level and has the possibility of development.

In North Macedonia, there are 62 for-profit and 4 non-profit radio stations in addition to the public broadcasting service with three radio services. This creates a fairly fragmented radio market. There are four stations in the commercial radio sector at the state level, including Channel 77, the first private radio station to broadcast informational programming. The implementation of a method of operation and adaptation to the increased influence of social networks and digital media are conditioned by the process of digitalization that is being carried out at a faster rate. Kanal 77 has evolved into a multi-platform medium with the dominant concept of Radiovision as a result, producing radio content first, followed by video and content for social media. Kanal 77 is no longer merely a radio station. The reform processes, which have been at a halt for the past two years and, in some parts, are even regressing, also determine the media market and the development of the media in North Macedonia. With severe clienteles' demands from the political sphere towards the media (and simultaneously), internal party-political disputes, and structural pressures, there is simply no political will to implement reforms. The entire region is affected by misinformation and disinformation, which has been exacerbated in particular by the COVID-19 pandemic. This condition is not unique to North Macedonia. Thanks to fact-checking teams and teams of trained journalists, radio has been able to maintain some resistance in such a situation.

In **Slovakia**, the journalistic market in the radio sector consists of public media (RTVS) and market media (e.g. Expres, Funradio, or Vlna). The commercial radio Expres has the largest market share (22.2% in 2021), followed by the public RTVS (17.8% in 2021). Both broadcasters also offer relevant space for news and political commentary. On the demand side, 44% of Slovaks choose the radio to receive news and information about politics. In this context, Slovaks rely more on public media than on commercial ones. However, almost 30% of respondents are not sure if they can spot fake news or misinformation. In 2022, some broadcasters

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[4] OBERCOM (2018), Local Radios in Portugal: characterization, trends, and futures.

(online media) were blocked by Slovak state authorities for allegedly providing fake news, but effective policies to prevent fake news or to strengthen people's resistance to misinformation are still very much debated, especially in the context of the rise of fake news about the COVID-19 pandemic or the war in Ukraine.

The radio sector in Slovakia is represented mainly by national radio broadcasting through several stations (Radio Slovensko - national, Regina – regional, Patria – minority). There are more multiregional and regional radio stations, some established local and student radio stations with a reach across all of Slovakia. The credibility and reliability of Slovak Radio's news content are considered very high. Generally, in Slovakia is radio journalism in good condition, but resists the constant attacks of easily disseminated fake news in the online environment. The main problems are in reliable sources, using tools for verifying information, analysing data and using them for creating reliable news content, which will protect universal values, freedom and safety, and be strong enough to be apolitical. Transitioning traditional media to the online world, brought a change in perception of news content – it's no more an environment with institutional control. Producers of news content should be everyone with an internet connection.

According to the survey done by IPSOS and the Agency for Electronic Media more than half of the **Croatian** citizens listen to the radio every day or almost every day. The only media that is consumed to a greater extent is television. Significant differences were observed in the frequency of listening to the radio among different groups of citizens. A significant number of people over 55 never listen to the radio, more precisely 20.5% of them never listen to the radio, while among the population of citizens up to 24 years of age, 12.8% never listen to the radio. Radio is perceived as the best medium for informing about local events, better than Internet, television, or daily newspapers. Experts believe that listeners have the greatest need for local information and therefore reach for local information radio stations to meet this need. This is also the main advantage of local radio stations; they offer content that listeners need that is not available on national/regional radio stations.

A total of 84.5% of Croatian citizens listen to the radio, with most listeners listening to the radio in the period from 6 am to 6 p.m., and less than 10% of radio listeners listen to the radio in the late evening hours.

Many listeners of radio stations in the Slavonia region have either a mostly positive (47.3%) or a very positive impression (39.3%) of these stations. The average grade of Slavonian radio stations is 4.2. The general impression of Slavonian radios is slightly higher. On average, listeners rated the music content and openness of the radio for communication with the highest scores, while independence from politics and businessmen received the lowest ratings. As in other regions, listeners of radio stations in Slavonia did not express a desire for major changes in the share of individual speech content on radio stations. A little less than a third of them expressed their desire to increase their share of health and human rights topics.
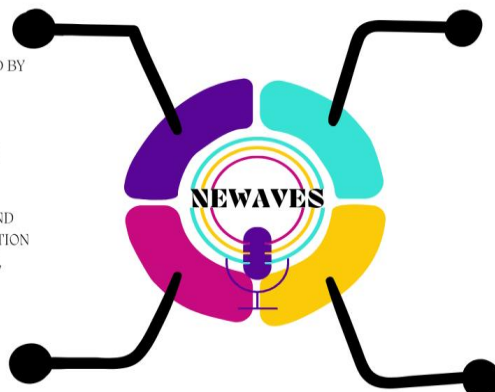
PERCEIVED STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

STRENGTHS
- RECOGNIZED BRANDS AND TRUSTED BY THE AUDIENCES
- ESTABLISHED INSTITUTIONS WITH STRONG TRADITIONS
- PROFESSIONAL MANAGEMENT TEAM AND EXPERIENCED STAFF (MEDIA WORKERS AND JOURNALISTS)
- TECHNICAL CAPACITY, FACILITIES AND EQUIPMENT FOR CONTENT PRODUCTION (INCLUDING AUDIO-VIDEO CONTENT, PHOTO AND PROMO CONTENT)

WEAKNESSES
- BIGGER RADIOS WITH MORE RESOURCES AND READINESS ARE EXPANDING AND ADAPTING RAPIDLY TO DIGITAL ENVIRONMENTS
- DUE TO THE GENERAL ECONOMIC CRISIS, THE FINANCING POSSIBILITIES FOR NEW DIGITAL TOOLS AND CAPACITATION DECREASED
- NEW DIGITAL TRENDS ARE ENTERING THE MEDIA TOO QUICKLY AND YOUNG JOURNALISTS WHO ARE COMING OUT NEED FURTHER EDUCATION

OPPORTUNITIES
- SUPPORT FROM THE CREATIVE EUROPE PROGRAMME TO THRIVE IN DIGITAL ENVIRONMENTS
- INCREASED CREATION AND CIRCULATION OF LOCAL AND REGIONALLY RELEVANT CONTENT - CELEBRATING DIVERSITY AND PLURALISM
- COLLABORATIONS AND EXCHANGES BETWEEN RADIOS AND HIGHER EDUCATION INSTITUTIONS FOR MORE PROFESSIONAL CONTENT AND CAPACITY BUILDING
- AUDIENCE ENGAGEMENT AND DEVELOPMENT

THREAT S
- MEDIA NEWS AND RADIOS IN SPECIAL LACKS THE NECESSARY RESOURCES TO PRODUCE HIGH-QUALITY CONTENT
- DIFFERENT TRENDS IN THE WAY NEWS ARE CONSUMED AND MONETISED PUSH FOR SPEEDY ADAPTATIONS THAT REQUIRE CAPACITATION
- LOCAL AND REGIONAL RADIOS FROM LOW-DENSITY TERRITORIES HAVE A LIMITED CROSS-BORDER NETWORK AND TEND TO OPERATE ON A LOCAL/REGIONAL-BASE

In response to the needs identified in the radios, NEWAVES will provide a digital platform for the distribution

of radio material across a range of genres, including information, entertainment, opinion, chronicles, and interviews. This content may either be heard directly on the platform or purchased/licensed for local radio broadcasting. The portal will also serve as a library for edited and raw audio content, such as reports, noises, and interviews. A team of experts will be in charge of reviewing the content and approving it on the platform in accordance with quality criteria, such as the quality of the information and technical quality, to ensure that the quality of the content made available on NEWAVES complies with the technical and ethical standards of the European Union. This will also aid in addressing the issue of false information, making NEWAVES a secure platform for all users. Since social media and its rising use are also increasing the misinformation and spread of false information and conspiracies, the Digital Platform (and its validation protocol) will be a powerful tool to fight this modern threat to traditional news channels and society in general.

Facing extra difficulties in revenues and financing, the radio stations will have an increased offer in terms of content and programming which will support them to have a higher power to obtain better revenue streams and models. Also, and since local radios face a lack of resources needed to produce high-quality content, the Digital Platform from NEWAVES will provide a set of resources of high quality (guaranteed by the validation protocol), free of usage, that will exponentially grow the content available for the local radios to improve the offer to their audience.

The project will also have a specific work package dedicated to training for the media sector, divided into an e-learning course programme and a mobility programme. In this sense, current and future social media professionals will benefit from several activities aiming to provide extra digital skills and tools so that local radios can be more competitive in the current market context.

HEI from the consortium will have a crucial role in supporting the development of local radios, helping them to strengthen their capacities to cope with increased competition in the media sector itself and with new sources of information and entertainment in the digital world. The HEI will be responsible to create a training programme for the media sector, taking into consideration the obstacles previously identified and the further research work to be implemented by the project. The training programme will be preceded by the collecting of information for a local radio database so that the training provided covers the needs of local radios. The *e-learning course programme* resulting from this activity will prepare the local radios to better face the challenges related to this new paradigm and new forms of competition. Thus, the media market's current fragility is directly addressed by NEWAVES with dedicated activities to improve not only the available resources (via Digital Platform) but also to capacitate the professionals with new skills for the digital world.

NEWAVES will follow a line of activities addressed in the Work Plan to achieve the following specific objectives:
- Stimulate cooperation between local radios, journalists and communication professionals and other media,
- Improve the viability and competitiveness of the radio market.
- Promote a collaborative business transformation, providing the opportunity for innovation and sustainability of local radios through collaboration in the production and dissemination of reliable news content.
- Create a platform capable of disseminating and promoting locally produced content in Europe to stimulate greater diversity and competitiveness online, in order to demonstrate the rich and varied culture, in addition to promoting social inclusion and freedom of artistic expression.
- Set up a repository with audio content with records of events (interviews, sounds, reports) for use by partner entities (radio stations, educational entities, etc). This service will not be available to end audiences.
- Design, on the platform, a protocol for analysing and validating content according to technical and information quality criteria.
- Train local radios, journalists and communication professionals, creating a European mobility program (in person and/or remote) for radio professionals to provide opportunities for the exchange of knowledge.
- Train students, teachers and communication professionals in agendas that promote innovation in radio, integrating traditional and digital.
- Establish, from the platform, networks for the exchange of best practices between local radios, journalists and communication professionals and other media to increase the viability, innovation and creativity in the production and dissemination of news content among different groups social and linguistic and age groups, especially young people.
- Create a knowledge transfer centre for the radio sector at the local level, considering technical formats and/or journalistic genres, as well as the acquisition and improvement of professional skills of journalists and media professionals.