



# How to resist politicians attempts at influencing the media?

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Ekspress Meedia, Delfi

# Who are we?

- Ekspress Meedia – the biggest mediacompany in Baltics.
- Delfi.ee – the biggest Estonian and Russian language portal in Estonia.
- 1 daily newspaper, 3 weekly newspapers, 7 magazines etc.
- 10 nicheportals

The logo for Delfi, featuring the word "DELFI" in a bold, sans-serif font. The letters "D", "E", and "L" are blue, while "F" and "I" are yellow.The logo for Eesti Päevaleht, featuring the text "Eesti Päevaleht" in a serif font. "Eesti" is black and "Päevaleht" is red. Below the text are three circles: a black one on the left and two red ones on the right.The logo for EE, featuring the letters "EE" in a large, bold, white serif font on a red square background.The logo for LP Eesti Päevaleht, featuring the letters "LP" in a large, white, serif font on a purple square background. Below "LP" are three small white circles and the text "Eesti Päevaleht" in a smaller white font.The logo for Maaleht, featuring the word "Maaleht" in a white, sans-serif font on a green square background.The logo for anne & stil, featuring the text "anne & stil" in a white, cursive script font on a black square background.The logo for Kroonika, featuring the word "Kroonika" in a bold, black, sans-serif font on a yellow square background.The logo for Oma Maitse, featuring the text "Oma Maitse" in a white, sans-serif font on a red square background.The logo for MAAKODU, featuring the word "MAAKODU" in a bold, pink, sans-serif font on a light grey square background.The logo for Jua, featuring the word "Jua" in a white, cursive script font on a red square background.The logo for PERE.KODU, featuring the text "PERE.KODU" in a white, sans-serif font on a blue square background.The logo for Tervis PLUS, featuring the word "Tervis" in a white, sans-serif font and "PLUS" in a smaller white font below it, on a green square background.The logo for LEENAINE, featuring the word "LEENAINE" in a white, sans-serif font on a red square background.

# What is influencing the media?

- When some person or organization wants...

- ... to create their own agenda in media;

- ... to stop some storys;

- ... to transform the factuality;

- ... to lie;

- ... to play with half-truth;

- ... to emphasise clear positions without real context.

- ... to stop some commercials in your media. Etc...

And everything is surrounded with threats.

# World Press Freedom Index

		2016	
1.		Finland	8.59
2.		Netherlands	8.76
3.		Norway	8.79
4.		Denmark	8.89
5.		New Zealand	10.01
6.		Costa Rica	11.10
7.		Switzerland	11.76
8.		Sweden	12.33
9.		Ireland	12.40
10.		Jamaica	12.45
		...	
14.		Estonia	14.31
76.		Moldova	28.83

		2017	
1.		Norway	7.60
2.		Sweden	8.27
3.		Finland	8.92
4.		Denmark	10.36
5.		Netherlands	11.28
6.		Costa Rica	11.93
7.		Switzerland	12.13
8.		Jamaica	12.73
9.		Belgium	12.75
10.		Iceland	13.03
		...	
12.		Estonia	13.55
80.		Moldova	30.41

		2018	
1.		Norway	7.63
2.		Sweden	8.31
3.		Netherlands	10.01
4.		Finland	10.26
5.		Switzerland	11.27
6.		Jamaica	11.33
7.		Belgium	13.16
8.		New Zealand	13.36
9.		Denmark	13.99
10.		Costa Rica	14.01
		...	
12.		Estonia	14.08
81.		Moldova	30.01



# Why it is so peaceful in Estonia?

- Here is the our first government in 1992.
- Many of them studied journalism, sociology and history.
- Their advisers finished University of Tartu as a journalists.
- Our society waited transparent life and journalism.



# Situation in Estonia: we have three periods

- **After pronouncement of our independence 1991.**

- Free press; - many newspapers-tv-radio; - Mix of naive realism + young capitalism + politics + influencers + ambitions

- **Foreign investors came to Estonia.**

- Optimism; - Innovation-competition; - balancing between new owners and local politicians

- **Local investors and strong innovation**

- 100% free and independent media; - influencing in lowest possible level

# Why we, Estonians, are so lucky!?

- 1) No oligarchs.
- 2) Transparent owners.
- 3) Owners don't have any political interests.
- 4) Editorials have a strong academical background
- 5) Journalists have good incomes
- 6) Heavy competition
- 7) Strong ethics and laws.
- 8) Journalism is mostly profitable business in Estonia.

# Threats by e-mail





Invitations to  
cafeteria



# Emotional calls and messages





Threats what  
“we’ll stop  
commercials in  
your channel”





# Most interesting case in Estonia during last years

- Story of our ex-  
primeminister Taavi Rõivas



# Socialmedia vs edited media

- Easy way how to push edited media
- “Influencers” have occupied social media
- Best platform for fake news and hate speach



# Council of Europe: recommendation

- New policy responses and strategic solutions are needed to sustain independent, quality journalism and to enhance citizens' access to diverse content across all media types and formats. **It is also necessary to address the growing concerns arising from pressure exerted on the media by political and economic interests, acting alone or in concert, in order to influence public opinion or otherwise impinge on the independence of the media.** The ultimate and overarching objective of State policies in support of media pluralism should be the protection and promotion of the right to freedom of expression

# Council of Europe: recommendation

- National legislative and policy frameworks should safeguard the editorial independence and operational autonomy of all media to ensure that they can carry out their key tasks in a democratic society. These frameworks should be designed and implemented in a manner which prevents States, or any powerful political, economic, religious or other groups from acquiring dominance over and exerting pressure on the media.
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# Council of Europe: recommendation

- Diversity of media content can only be properly gauged when there are high levels of transparency about editorial and commercial content: media and other actors should adhere to the highest standards of transparency regarding the source of their content and always indicate clearly when content is provided by political sources

# Council of Europe: recommendation

- Given that the key democratic tasks of the media include holding authorities to account and promoting transparency, ownership of media outlets by political parties or individuals actively involved in politics, and especially by anyone in elected office, should be subject to reinforced checks and balances, such as a self-regulatory system, aimed at ensuring editorial independence and transparency of ownership. The exercise of editorial decision making should be incompatible with the exercise of political authority. The incompatibility of these functions should be recognised as a matter of principle. The criteria of incompatibility and a range of appropriate measures for addressing conflicts of interest should be set out clearly.

# How to stay independent and reject influencers

- You have only one God: **your reader!**
- Keep your company and editorial decisions **transparent**
- Follow only **news criterias**
- Create **fact check** systems
- Go to **police**
- **Contra threats:** you will publish names and positions of political influencers
- Use the **laws of lobby**
- Strong **editorial culture**



# How can you not behave

- No compromises!
- If you will co-operate just a once, then you can be easily blackmailed forever.
- Don't hide the pressure. Inform your editor (and CEO).
- Don't count socialmedia as classical journalism.

“We believe that  
transparency creates trust.”