



[www.barentsmediasphere.org](http://www.barentsmediasphere.org)



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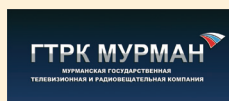


**Kolarctic**  
ENPI CBC | CROSS-BORDER COOPERATION

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**Barents Observer**



# Barents Mediasphere

IMPROVING CROSS-BORDER COMMUNICATIONS





## Opening Up the Barents Region

The Barents Mediasphere project promotes communications in the Barents region. It helps journalists network across borders and find new points of view on the development of the northern parts of Finland, Russia, Norway and Sweden.

The Barents Mediasphere strengthens cooperation between media houses and individual journalists, increasing the availability of information on the Barents Region. The project provides information on media in the Barents area, produces media content, and organises courses and meetings for journalists. In addition, it aims to improve the operating conditions of journalists in the Barents Region. The project's partners are the University of Lapland's Arctic Centre in Finland, the Russian television and radio broadcasting company TV Murman, and the Norwegian Internet news site BarentsObserver.

## News Across the Borders

The Barents Cooperation was launched in 1993 after the Cold War in an effort to stabilise and open up the region. That year, the Nordic countries and Russia established the Barents Euro-Arctic Council and the Barents Regional Council. Journalists play a key role in shaping northern inhabitants' knowledge of their neighbouring areas, and knowledge is one of the crucial preconditions for successful Barents cooperation as interaction with neighbouring areas helps the residents of the region navigate their everyday lives.

The Barents Region is home to many media companies, with hundreds of journalists working for them. Most of the editorial staffs are small and work locally, but there are also big regional media houses in the Barents Region. The Barents Mediasphere provides networking opportunities and conditions for finding and producing cross-border information for the media, especially those operating at the local level.



## Barents Mediasphere 2012–2014

- Aims to increase the visibility of the Barents Region by promoting cooperation between journalists and cross-border communication in the region
- Headed by the **Arctic Centre of the University of Lapland** in Finland
- Partners include **GTRK Murman**, a regional radio and TV company of the Russian state, and the Internet news site **BarentsObserver**, which is run by the Norwegian Barents Secretariat
- Cooperates with **Barents Press**, a network of journalists operating in the northern parts of Finland, Russia, Norway, and Sweden
- Financed by the **Kolarctic ENPI CBC** programme, which promotes cooperation across the external borders of the EU, by national financiers from Finland, Russia and Norway, and by project partners

