

**MEDIA MONITORING WORKSHOP**  
**(10 - 13 April, Belgrade)**

**Monday, 10 April**

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|---------------|---|
| 12.00 – 12.30 | Workshop introduction – aims, expectations, introductions   |
| 12.30 – 13.30 | Introduction to media monitoring – explaining the goals of the project and the essence of media monitoring<br>How to detect, define and expose disinformation, misinformation, fake news and related news items - existing best practices, recent examples, and leading theories in the field |
| 13.30 – 14.00 | Fake news, misinformation and foreign influence in the Serbian context – concrete examples<br>Ways to debunk the propaganda<br>Examples   |
| 14.00 - 15.00 | Lunch   |
| 15.00 - 16.00 | Designing a media monitoring project<br>Media sample<br>Variables<br>Methodology  |
| 16.00 - 16.15 | Coffee break  |
| 16.15 – 17.00 | Practical exercise  |

**Tuesday, 11 April**

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| 09.30 - 11.00 | Guiding the creation of structured methodology to capture, define and utilize relevant disinformation/misinformation/fake news;<br>Quantitative methodology<br>Broadcast, print and social media |
| 11.00 - 11.15 | Coffee break   |
| 11.15 - 13.00 | Guiding the creation of structured methodology to capture, define and utilize relevant disinformation/misinformation/fake news;<br>Qualitative methodology<br>Broadcast, print and social media  |
| 13.00 - 14.00 | Lunch  |
| 14.00 – 14.30 | Energiser  |

14.30 - 16.00      Input on public opinion research  
How to effectively communicate with the identified groups;  
Concrete examples. Discussion

**Wednesday, 12 April**

09.30 - 10.45      Media coverage of electoral contestants and political issues  
Fake news in the context of elections - examples  
Explanation of the monitoring forms  
Practical exercises

10.45 - 12.00      Data entry, schedule, reporting  
Practical exercises

12.00 – 12.15      Coffee break

12.15 - 12.45      Planning an external communications campaign  
Strategy  
Public outreach  
What works - examples

12.45 – 14.00      Practical exercise

14.00 - 15.00      Lunch

15.00 – 16.00      Practical exercise – media monitoring  
Concrete examples

16.00 - 16.15      Coffee break

16.15 – 17.00      Workshop summary – review of aims and expectations,

17.00                  Workshop closes