

## **SELDI'S CALL TO ACTION: UPHOLDING MEDIA FREEDOM ON WORLD PRESS FREEDOM DAY**

In the digital age, where information flows ceaselessly and the press serves as the watchdog of society, World Press Freedom Day stands as a poignant reminder of the indispensable role media freedom plays in fostering transparency, accountability, and democracy. Amidst this global celebration, the Southeast Europe Leadership for Development and Integrity (SELDI) steps forward to underscore the pivotal significance of an autonomous press and its enduring impact on shaping our collective future.

SELDI, a beacon of advocacy for good governance and integrity in Southeast Europe, recognizes that media freedom is not merely a concept but a cornerstone upon which societies build their democratic institutions. Through an unwavering commitment to amplifying the voices of the marginalized and holding power to account, the media cultivates an informed citizenry, crucial for the sustenance of democracy.

In celebrating World Press Freedom Day, SELDI reaffirms its dedication to advancing media freedom through multifaceted initiatives aimed at boosting outreach and fostering meaningful dialogues with policymakers. Understanding the evolving landscape of communication, SELDI has embraced the digital realm, leveraging social media platforms as powerful tools for advocacy and engagement, endeavoring to amplify its message of transparency and integrity, reaching diverse audiences and galvanizing support for press freedom.

Moreover, SELDI recognizes the imperative of cultivating professional relationships with pol-

icymakers to address pertinent media-related issues effectively. Through constructive dialogue and collaborative efforts, SELDI seeks to advocate for policies that safeguard and promote media freedom, ensuring an environment conducive to independent journalism.

As part of its ongoing efforts, SELDI stands in solidarity with journalists and supports their crucial work. By amplifying their voices and advocating for their protection, SELDI contributes to the broader effort to safeguard press freedom, shedding light on the indispensable role journalists play in uncovering corruption and holding power to account. By fostering public awareness and understanding of the challenges faced by journalists, SELDI aims to garner support for initiatives that protect press freedom and uphold the integrity of the media landscape. With its advocacy efforts, SELDI remains dedicated to advancing media freedom and integrity across Southeast Europe.

On this World Press Freedom Day, SELDI calls upon governments, civil society organizations, and citizens to stand in solidarity with journalists and media practitioners worldwide. Together, let us reaffirm our commitment to defending the fundamental right to freedom of expression and ensuring the unimpeded flow of information, essential for the health of our democracies. By fostering collaboration and dialogue among stakeholders, let us build resilient democracies where media freedom thrives, serving as a beacon of transparency, accountability, and integrity.