

## CURRICULUM VITAE

1. **Family name:** Lekic-Subasic
2. **First names:** Zeljka
3. **Date of birth:** 06.12.1977
4. **Nationality:** Bosnia and Herzegovina
5. **Civil status:** Married
6. **Education:**

Institution from - to	Degrees and Diplomas obtained
Craig Newmark Graduate School of Journalism at CUNY, USA (2022 - 2023)	Certificate in Executive Program in News Innovation and Leadership
London Metropolitan University (2006-2009)	PhD in "The Role of Transnational Television in International Political Decision-Making after the Cold War"
Joint program of La Sapienza University (Rome) and the Universities of Sarajevo and Belgrade (2002-2003)	Master's degree with honors in "State Management & Humanitarian Affects"
University of Sarajevo, Faculty of Political Sciences (1996 - 2000)	BA in Journalism
RISJ Summer School by Reuters Institute & University of Oxford (2019)	Certificate "Journalism"
Ohio State University, US (2016) (Kiplinger Fellowship)	Certificate "Public Affairs Journalism"
European Journalism Centre (2014)	Certificate "Data Driven Journalism"
Eurovision Academy, EBU (2014)	Certificate "Master Class Social Media News"
United States Department of State Bureau of Educational and Cultural Affairs (2012)	Certificate "International Visitor Leadership Program on International Security"

7. **Language skills:** Indicate competence on a scale of A1 to C2 (A1 – beginner; C2 – proficient)

Language	Reading	Speaking	Writing
Bosnian & Serbian & Croatian & Montenegrin	Mother Tongue	Mother Tongue	Mother Tongue
English	C2	C2	C2
French	B1	B1	B1
Italian	A2	A2	A2

8. **Membership of professional bodies:** Alumni Association of the Centre for Interdisciplinary Postgraduate Studies, University of Sarajevo

9. **Other skills:** Full computer literate. Digital video editing software. Communication skills and team building experience in multilingual, international projects. Organizational skills. Capable of dealing with the assignments individually and as a team-worker

10. **Present position:** Head of the Office of the Eurovision News Exchange for Southeast Europe (ERNO); Assistant Professor at the Sarajevo School of Science and Technology (SSST).

11. **Years within the firm:** 22 years at ERNO – 13 years at SSST

12. **Key qualifications:**

- ♦ **29 years** of general professional experience in the field of communication, public relations, media, and press including **over 21 years'** professional experience in communication, information, and media projects, gained by working as **deputy team leader** and **head of ERNO Coordination Office**.
- ♦ Very good experience with **communicating EU assistance** and **visibility guidelines of EU-funded projects**
- ♦ Extensive knowledge of stakeholders in **Europe including national authorities and CSOs**, having worked on projects where it was key to have a strong liaison between EUD, CSOs, Government and other beneficiaries.
- ♦ Excellent report-writing and communication skills through working on international projects funded by donors such as the **EU, UNESCO** and the **UN** as well as regularly liaising with the 11 Public Service Broadcasters (PSBs) who are members of ERNO network and the EBU (European Broadcaster Union).
- ♦ **7 years' experience of producing programs for TV and radio stations** in BiH followed by a 21-year track record in broadcast development, management and coproduction within the ERNO network which now produces 1,300 news stories per year.
- ♦ Launched and developed a documentary program exchange among the PSBs and forged links with other regional PSB groups worldwide, creating the Global Media Exchange (**GLOMEX**) network.
- ♦ **4 years of management of EU Technical Assistance Project** in the Western Balkans region as the **deputy team leader** of the project, implementing the activities on newsroom integration, archive digitalization, audience research, coproduction of program for children and youth.
- ♦ 21 years' experience as manager of the ERNO newsroom, responsible for all media output (broadcast and online) as well as two years' experience as a newsroom manager in BiH.
- ♦ Developed editorial guidelines for news and programming teams; established networks for staff at PSBs across the region including building a cooperation network aimed at supporting the newsroom integration process.
- ♦ Extensive experience in organizing all logistical and practical aspect for events, visibility and networking, communication & dissemination, and public awareness activities
- ♦ Experience in financial management and financial reporting

13. **Specific experience in the region:**

Country	Date from - Date to
Bosnia and Herzegovina	1994 - Ongoing
Albania, Kosovo, Serbia, Montenegro, North Macedonia, Croatia, Slovenia, Bulgaria, Romania, Hungary	February 2000 – Ongoing

14. **Professional experience:**

nr	From	To	Working Time	Location	Company & Ref. Contact Details	Position	Description
1	02/2001	Date	Full Time	Sarajevo	Office of the Eurovision News Exchange for Southeast Europe (ERNO) Renata Saric <a href="mailto:yle_sa@rtvbih.ba">yle_sa@rtvbih.ba</a>	Head of Office	<p>ERNO is a <b>news network</b> created in 2000 as a pioneering <b>exchange platform among media organizations</b> in the region of Southeast Europe, responding to the growing need for regional television news desks to access material from the neighbouring countries; to re-establish cooperation with other TV channels in the post-war period; and to support continuous media development.</p> <p>Zeljka Lekic-Subasic is responsible for the whole organisational process at ERNO. This includes <b>project management</b>, processing <b>project documentation</b>, <b>preparing budgets</b>, organising meetings and training workshops and procuring technical equipment. Her tasks included:</p> <ul style="list-style-type: none"> <li>♦ Organising and delivering numerous trainings and workshops for Public Service Broadcasters (PSB) staff, covering topics such as digital editing, TV and online coproduction, EU integration, human rights, and preservation of the cultural heritage</li> <li>♦ Liaising with the 11 Public Service Broadcasters (PSBs) who are members of ERNO and the EBU (European Broadcaster Union)</li> <li>♦ <b>Coordinating the activities of 11 PSBs</b> (including the six PSBs of the Western Balkans) and <b>managing collaborative media projects</b>.</li> <li>♦ Coordinating ERNO's news and programme exchange which now produces 1,300 news stories per year.</li> <li>♦ Management of ERNO Sarajevo team that consists of <b>3 full time staff and more than 5 project-based experts</b> such as TV production staff, web design staff, technical staff etc</li> <li>♦ Coordinating the work of the ERNO team in Sarajevo.</li> <li>♦ Reporting on important events and stories in Bosnia and Herzegovina for other EBU members.</li> <li>♦ Taking part in the design and creation of the ERNO website</li> <li>♦ Designing visual presentations of ERNO work</li> </ul> <p>Zeljka Lekic-Subasic launched and developed a documentary program exchange among the PSBs and forged links with other regional PSB groups worldwide, creating the Global Media Exchange (GLOMEX) network</p> <p>She was the <b>Executive producer on documentary films for the network</b> including: "Woman Trafficking" (2005), "Green Paradise" (2007), "Youth Voices" (2007), "The Balkans' Vision of the European Dream" (2009) and "Cultural Heritage in Southeast Europe" (2010) as well as TV stories on topics such as HIV/AIDS, domestic violence and corruption.</p>
2	10/2010	Date	Part Time	Sarajevo	Sarajevo School of Science and Technology (SSST) <a href="mailto:maja.savic@ssst.edu.ba">maja.savic@ssst.edu.ba</a>	Assistant Professor	<p><b>SSST</b> is an <b>English language based private university</b>, located in metropolitan area of Sarajevo, Bosnia and Herzegovina that offers bachelor's degrees, master's degrees, and doctorate degrees. The university is in partnership with University of Buckingham of the United Kingdom. On 6 June 2018, the University Sarajevo School of Science and Technology (SSST) was ranked as one of the top 600 universities in the world and the <b>best ranked university in the South-eastern Europe</b>.</p> <p>Twice a week, <b>Zeljka Lekic-Subasic</b> has been <b>teaching courses</b> in "<b>Public Communication</b>", "<b>Media and Politics</b>" and "<b>Media, Peace and Conflict</b>" to undergraduate and postgraduate students. She has been working in close cooperation with <b>regional and international academic experts in the field of media and communication</b> by teaching media-related subjects at the SSST and publishing academic papers in this research area. In March 2015, Zeljka delivered a two-day training workshop for Kosovo journalists on the rise of gender sensitive media for the Women's Media Centre at the US Embassy in Pristina.</p>
3	11/2023	Until May 2024	Part Time 6 months	Sarajevo	Article 19 <a href="mailto:roberta@article19.org">roberta@article19.org</a>	Senior Regional Coordinator	<p><b>ARTICLE 19</b>, an international organization that focuses on defending and promoting freedom of expression and information around the world, is a partner of the EU funded project Combatting Disinformation in the Western Balkans (CDWB). The purpose of this project is to help tackle disinformation across 4 countries in the Western Balkans (Serbia, Montenegro, Kosovo and Bosnia and Herzegovina).</p> <p>As a regional consultant, Zeljka Lekic-Subasic has worked on <b>a regional campaign</b> that aims to: ensure that print and online media houses and journalists adhere to journalistic ethics and standards to tackle disinformation, by endorsing country-specific codes of conduct; co-design and develop <b>a pilot digital application in Serbia that uses AI</b> to support media professionals to fact-check online content; support the rollout, adoption, and use of the application by media professionals in Serbia through a national campaign; implement country <b>national campaigns on ethical standards of journalism in the four target countries</b>; and build knowledge with a selection of the public about the importance of ethical journalism through the code of conduct and AI application.</p>
4	05/2023	06/2023	Part Time 1 month	Sarajevo	Zinc Network <a href="mailto:dan.zafir@zincnetwork.com">dan.zafir@zincnetwork.com</a>	Media Consultant	<p><b>Zinc Network</b> is UK based agency that provides services for research (both quantitative, qualitative and OSINT), strategy development, media development, communications (including digital marketing) and training and capacity building.</p> <p>Zeljka Lekic-Subasic has been engaged as the media consultant for the preparation of the FCO media development project for the Western Balkans.</p>

5	02/2018	07/2022	Part Time 54 months	Albania, Bosnia and Herzegovina , Kosovo, Serbia, Montenegro and North Macedonia.	International Federation of Journalists (IFJ) Jeremy Dear, <a href="mailto:jeremy.dear@ifj.org">jeremy.dear@ifj.org</a>	<b>Senior Broadcast Management Expert, Deputy Team Leader</b>	<p><b>“Technical Assistance to Public Service Media in the Western Balkans (EuropeAid 138352)”</b> funded by EU. (Budget 2.998.000 Euro) Project Consortium was consisting of ERNO, ORF (Austrian Public Broadcaster), EBU (European Broadcaster Union), EFJ (European Federation of Journalists), IFJ (International Federation of Journalists) and BIRN (Balkan Investigative Reporting Network). Beneficiaries are the public service in Albania, Bosnia and Herzegovina, Kosovo, Serbia, Montenegro and North Macedonia. Project stakeholders include Ministries and parliamentary committees, regulatory and self-regulatory bodies, journalists' unions and associations, civil society organisations/NGOs dealing with media freedom.</p> <p>The <b>EU funded project</b> targets to contribute to the reform and professional development of Public Service Media (PSM) in the Western Balkans to produce increasingly plural, independent and accountable content.</p> <p>As the <b>deputy team leader Zeljka Lekic-Subasic managed the project team that included 3 full time and more than 25 short term experts.</b> Managed implementation of the activities to re-establish European standards and best practices across the West Balkans as a common frame of reference for independent and professional media and to expand cooperation on investigative journalism. Her tasks included the following (1) development of editorial guidelines and complaints mechanism, (2) newsroom integration and modernization, (3) audience research, development of fact-checking teams and policies, (4) archive modernisation and digitalisation, (5) coproduction of program for children and youth.</p> <p>Zeljka Lekic-Subasic kept an up-to-date database of all materials developed by the project for training and consultancy purposes, ensuring proper knowledge management across the consortium and providing experts with a detailed overview of what has been achieved prior to their deployments. She also deputised for the Team Leader, when required, representing the project at regional events, reporting to the Contracting Authority and coordinating the effort of the consortium partners.</p>
6	01/2015	3/2015	Part Time 3 months	Pristina	Women's Media Centre/US Embassy Pristina <a href="mailto:vikurt@gmail.com">vikurt@gmail.com</a>	<b>Media Trainer</b>	<p>Women's Media Centre and the US Embassy in Pristina implemented the project <b>“Media as a platform for democratic discourse and empowerment – the rise of gender sensitive media”</b> in Kosovo.</p> <p>Zeljka Lekic-Subasic was hired to draft a syllabus and conduct 2-day training for Kosovo journalists and students of journalism on gender sensitivity in media.</p>
7	03/19799	02/2001	Full Time 24 months	Sarajevo	Television Open Broadcasting Network (OBN) <a href="mailto:gabrijel@adriamedia.com">gabrijel@adriamedia.com</a>	<b>Journalist and News Editor</b>	<p>OBN is a local television network broadcasting a TV channel in Bosnia and Herzegovina. As the journalist and news editor Zeljka Lekic-Subasic conducted the following:</p> <ul style="list-style-type: none"> <li>◆ Reported on international affairs and the foreign policy of Bosnia and Herzegovina (Foreign News Desk).</li> <li>◆ Reported on the work of international organisations in Bosnia and Herzegovina such as the Office of the High Representative, the OSCE and UN Missions.</li> <li>◆ Produced stories which were subsequently rebroadcast by CNN's "World Report".</li> <li>◆ Edited short editions of daily news bulletins as well as a <b>special edition of the news in English.</b></li> </ul>
8	08/1994	02/1999	Full Time 54 months (Radio) 48 months (TV)	Sarajevo	Independent Radio Studio 99 – Closed in 2010	<b>Radio Morning Program Editor &amp; Radio News Reporter</b>	<p>Radio Studio 99 was established in 1991, and with BiH State Radio, was the only radio station working during the entire period of the war in Bosnia between years 1992-1995. Together with TV Studio 99 it has developed the norms of independent journalism in Bosnia and Herzegovina and it has been an important factor in media environment in the country until the end of its work in 2010.</p> <p>Tasks conducted by Zeljka Lekic-Subasic during her full-time tenor were:</p> <ul style="list-style-type: none"> <li>◆ Reported on the work of international organisations in Bosnia and Herzegovina.</li> <li>◆ Produced TV stories for the Public Information Department of the Office of the High Representative</li> <li>◆ Edited morning talk shows for the radio station</li> </ul>
	Independent TV Studio 99 Closed in 2010 Adil Kulenovic <a href="mailto:adil.kulenovic@krug9.ba">adil.kulenovic@krug9.ba</a>				<b>TV News Reporter</b>		

#### 15. Other relevant information (e.g., Awards, Professional Education, Publications)

[SEEMO's Dr Erhard Busek Award](#) for outstanding journalism and contribution to better understanding in Southeast Europe (2014).

2021, 2022 and 2023 Jury Member in News and Current Affairs category at the [Rose d'Or](#) ('Golden Rose'), an international awards festival in broadcasting and programming.

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Publications:

- “Media in International Conflicts: Active Participants or Bystanders“, Zeljka Lekić, paper presented at the conference „Media and Conflict“, Mediacentar Sarajevo, September 17/18 2008
- “The Balkans route: Media and refugee crisis in Europe“, Zeljka Lekic Subasic, in Migrants, Refugees, and the Media: The New Reality of Open Societies, edited by SF Krishna-Hensel, 2018 , Taylor&Francis
- “Social media and the 'Balkan spring“, Zeljka Lekic Subasic, in Social Movements in the Balkans, edited By Florian Bieber, Dario Brentin, 2018, Taylor&Francis
- “Women and Media: What Public Service Media Can Do to Ensure Gender Equality“, Zeljka Lekic-Subasic, in Handbook of Research on Discrimination, Gender Disparity, and Safety Risks in Journalism, 2021, IGI Global
- “Online Harassment of Women Journalists in the Balkans“, Zeljka Lekic-Subasic, in Handbook of Research on Exploring Gender Equity, Diversity, and Inclusion Through an Intersectional Lens, 2023, IGI Global