

Athens / Macedonian News Agency (AMNA) and its role in the Media Landscape

- In communication
- In the fight against misinformation



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Intro

- Speed & info overload, free access to information
- Need for reliable sources
- What does AMNA do?



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What is AMNA?

- aka “What is a news agency?”
- Exists for over a century
- Public entity, the “official” Greek news agency
- News provider, not a media outlet
- Multilingual and digital content



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AMNA's role in communication

- A main news hub and reliable source
- Reliability and Institutional validity
- In-depth analysis and polyphony
- Multimedia production (digital content)
- Wide network of reporters and correspondents



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Mis- / Disinformation

- Fake news
- Corrupted content / deepfakes
- Manipulated campaigns, limited trust of media
- AI isn't used as a tool



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AMNA's contribution

- Strict cross-checking of sources before publication
- Verified newsfeed / Main, “official” source in big events
- Cooperation with international agencies & media outlets
- Explanatory content
- Journalistic ethics



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Digital Transformation

- Modern digital tools & apps
- Use of AI (under strict rules)
- Fight against mis- /disinformation on the field



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Social impact

- Well-informed citizens
- Enhancing democracy and institutions



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Conclusions

- AMNA is a fundamental institution on the Greek Media Map
- Remains as a reliable pillar of information
- Contributes to ensuring the quality of public debate
- Serves the “duty of truth”



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