

# ***The Barricade* – Online-News from Eastern Europe**

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<https://doi.org/10.53291/DPTR5632>.

## **Abstract**

*The Barricade is an English-language media outlet founded in 2015 by a group of left-leaning journalists and activists from across Eastern Europe, particularly Bulgaria, Poland, Slovakia, and Serbia. Its main goal is to provide news, competent analysis, and commentary on the situation in the former Eastern Bloc, which is often ignored in the West, including the left-leaning media there. The Barricade's official publisher is the BARICADA Publishing House Ltd. based in Sofia, Bulgaria.*

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## 1 On *The Barricade*

*The Barricade* is an English-language media outlet founded in 2015 by a group of left-leaning activists and journalists from across Eastern Europe, particularly Bulgaria, Poland, Slovakia and Serbia. Its official publisher is the BARICADA Publishing House Ltd. based in Sofia, Bulgaria, which has successfully launched and developed two similar projects in Bulgarian and Romanian in 2016 and 2017.<sup>1</sup>

The English-language website <https://thebarricade.online> was launched as a continuation of efforts to present left-wing viewpoints and to familiarize the international community with real descriptions and careful, hype-free analyses of the difficult circumstances in the Eastern European region.

Since its inception in 2015, *The Barricade* has expanded its activities: In addition to the website, where we publish articles daily and free of charge, we also make our content available on various social media channels.

We currently employ four journalists, down from seven before the Covid-19 pandemic, all of whom are professionals with relevant work experience and solid reputations in their fields. In our work, we hold ourselves to the highest journalistic standards.

Our audience is small but dedicated. This is especially evident in the extensive feedback we receive and which is sometimes a challenge for us to process. Support is mostly moral, but it also includes donations. On the one hand, we don't want to depend on financial support, but on the other hand, it is necessary at the moment and a larger volume would definitely be helpful. Unfortunately, crowdfunding does not have a strong tradition in Eastern Europe.

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1 They can be found at <https://baricada.org/> and at <https://ro.baricada.org/>.

## 2 On *The Barricade's* Ownership

The organization behind our media outlets is a legitimate media company registered on a commercial, business basis in Sofia, Bulgaria. We are a limited liability company and operate as such, which means we offer a variety of services related to words and pictures. We work in nearly 40 languages, translating and interpreting, transcribing, video, audio, and text editing, all types of design, layout, DTP, and pretty much anything related to images or text. Part of the revenue is dedicated to sponsoring media outlets, allowing for a purely independent publishing policy in which we do not rely on sponsors, grants, or even on sudden mood shifts among our followers who donate to our projects. The latter was particularly important when it came to some very divisive issues, such as the need to massively vaccinate (which we supported and as a result, financial contributions have decreased) or to confront Western chauvinism and US imperialism in regards to the war in Ukraine (we supported such a confrontation, and similar results have occurred).

The company's ownership is officially divided into three parts among the business partners who came together to establish the publishing house. The board of three directors makes major decisions, with the main manager having the authority to decide everything unless the board decides to override his decision. This includes both editorial and commercial policy.

We believe that this type of structure is the only one that allows for real, true, and genuine independence from all of the factors we believe have massively contributed to the demise of the European Left – NGOs with liberal-democratic and imperialist agendas, social-media-based artificial audiences, and money linked to state institutions.

## 3 On Financing *The Barricade*

As already mentioned, we are financed partly by donations from our audience, but mainly by business income. We have not received any grants, except for a one-time offer from Transform Europe.

The biggest challenge is that there are not many advertising options for media with our profile. It is also difficult to expand our audience. Advertising is expensive and the algorithms are working against us. Moreover, we don't have any stakeholders.

## 4 On *The Barricade's* Vision

Our vision is to be a part of the alternative media landscape that will eventually subvert the corporate-controlled mainstream and become the primary focal point for the public worldwide. This is the big picture, of course, and we are confident that we can contribute to it. Our segment focuses on analyzing specific processes in Eastern Europe and presenting and explaining them to the international public, especially in the West.

An important part of our vision is to create an international community of rational people who are willing to discuss politics and are interested in changing the world, regardless of minor differences. To this end, we want to expand the platform by inviting more journalists, reporters, activists, and academics from Eastern Europe to write about political life in their respective countries and provide interesting commentary as well as little-known information about the context of events in that part of the world.

Another aspect of our vision is to find a way, through our journalism, to unite and act in ever greater harmony with various socialist and communist groups around the world.

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