SEEMF

South East Europe Media Forum

Konrad Adenauer Stiftung

CEI CENTRAL EUROPEAN INITIATIVE

S·E·E·M·O SOUTH EAST EUROPE MEDIA ORGANISATION

With partners:

European Commission

INTERNATIONAL ACADEMY International Media Center

With the support of **Communication and Information Sector** United Nations Educational, Scientific and Cultural Organization

SECEPRO South East and Central Europe PR Organisation

Media in South East Europe: Not enough or too much information?

16-18 October 2014 – Skopje

Conference languages:
English, German, Macedonian, Ukrainian

Conference venue:
Hotel Holiday Inn, Mosa Pijade Str. 2, Skopje 1000, +389 2 329 2929

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In cooperation with:

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Pre-Event – Thursday, 16 October 2014

	Presentation of the new Council of Media Ethics of Macedonia (CMEM)	
	Opening	
14:00 – 14:30	**Aivo Orav**	EU Ambassador in the Republic of Macedonia, Skopje
	Adeline Hulin	Consultant, UNESCO, Information and Communication Sector, Paris
	Mirce Adamcevski	Head of Complaints Commission of Council of Media Ethics of Macedonia, Skopje
Chairperson	**Biljana Petkovska**, Executive Director, Macedonian Institute for Media, Skopje	

	Role, mission and procedures of the Council of Media Ethics of Macedonia	
14:30 – 15:15	**Katerina Sinadinovska**	President of the CMEM Board, Skopje
	Discussion: Q & A	

	• **Support of the international community: division of tasks** • **Challenges for the Council of Media Ethics of Macedonia**
15:15 – 16:00	
	Discussion: Q & A

16:00	<u>**Guests in other hotels:**</u> **Meeting in the hotel lobby, transfer to Holiday Inn** (similarly in the morning of 17 and 18 October at 8:30)

SEEMF – Thursday, 16 October 2014

15:00 – 17:00	**Registration (SEEMF registration desk, <u>until 17:00 for security reasons</u>)**
17:00 – 17:30	**Welcome Coffee** (16:00 Transfer from other hotels to Holiday Inn)

	Opening Speeches	
17:30 – 18:00	**Oliver Vujovic**	Secretary General, South East Europe Media Organisation (SEEMO), Vienna
	Goran Mihajlovski	President, SEEMO Macedonia, Skopje
	Tarja Turtia	Programme Specialist (Freedom of Expression / Media), UNESCO, Paris
	Christian Spahr	Head of the Media Program South East Europe, Konrad-Adenauer-Stiftung, Sofia
	Giovanni Caracciolo di Vietri	Secretary General, Central European Initiative (CEI), Trieste

18:00 – 18:15	**Welcome Address by Nikola Poposki** Minister of Foreign Affairs of the Republic of Macedonia, Skopje

	Discussion with Minister Nikola Poposki: Media and Politics in Macedonia	
18:15 – 19:30	**Kole Casule**	Editor, TV Alfa, Skopje
	Jasmina Mironski	President, Macedonian Institute for Media, Skopje
	Erol Rizaov	Editor, Utrinski vesnik daily, Skopje
	Naser Selmani	President, Association of Journalists of Macedonia, Skopje
	Biljana Vasileva Trendafilova	News Editor, Macedonian Radio Television (MRT)
	Chairperson: Oliver Vujovic, Secretary General, SEEMO, Vienna	
	Discussion: Q & A	

19:30 – 19:45	**The EU integration process and the media: Keynote by Johann Wadephul** Member of the German Bundestag and its Foreign Affairs Committee
19:45 – 20:00	**Media integrity matters: Reclaiming public service values in media** Brankica Petkovic, SEE Media Observatory project coordinator & lead researcher
20:00 – 20:15	**Presentation** of the **CEI SEEMO Investigative Journalism Award** by **Margit Wästfelt**, Alternate Secretary General, Central European Initiative, **Christian Spahr**, Director KAS Media Program, and **Oliver Vujovic,** SEEMO

20:15 – 22:00	**Welcome Reception**
22:00	**External Event: Press Freedom Charity Concert** **"The Reporters" – Youth Cultural Center, Skopje**

SEEMF – Friday, 17 October 2014

09:00 – 09:30	**Welcome Coffee** (8:30 Transfer from other hotels to Holiday Inn)	
09:30 – 10:45	**Panel I: Access to Public Information** *Experiences in West and East – How can journalists exercise their rights?*	
Chairperson	**Helen Darbishire**	Founder and Executive Director, Access Info Europe, Madrid
Keynote	**Nevena Ruzic**	Assistant of Secretary General, Commissioner for Information of Public Importance, Serbia, Belgrade
Panelists	**Alexander Kashumov**	Head of the Legal Team, Access to Information Programme Bulgaria, Sofia
	Tina Kraigher Misic	Legal adviser of the Information Commissioner of Slovenia, Ljubljana
	Ana Petruseva	Managing Editor, Balkan Insight; BIRN Country Director Macedonia, Skopje
	Gavin Sheridan	Investigative Journalist and access to information trainer, Dublin

10:45 - 11:15	**Coffee break**

11:15 – 12:30	**Panel II: Data journalism, privacy and protection of sources** *WikiLeaks & Snowden – What are the consequences for reporters?*	
Chairperson	**Michael Martens**	South East Europe/Turkey Correspondent, Frankfurter Allgemeine daily, Istanbul
Keynote	**Miranda Patrucic**	Lead investigative reporter, Organized Crime and Corruption Reporting Project, Sarajevo
Panelists	**Agron Bajrami**	Editor-in-chief, Koha Ditore daily, Pristina
	Rosen Bosev	Editor, investigative journalist, Capital weekly, Sofia
	Cecilia Ferrara	Reporter, Investigative Reporting Project Italy, Rome
	Milica Saric	Investigative journalist, Center for Investigative Journalism in Serbia, Belgrade
Discussion: Q & A		

12:30 – 13:00	**Press Freedom in South East Europe** Chairperson: Francesca Vanoni, Osservatorio Balcani e Caucaso Prof. Eugenia Siapera, Dublin City University/Safety Net for European Journalists; Scott Griffen, IPI

13:00 – 14:00	**Lunch**

14:00 – 15:15	**Panel III: Self regulation and standards for quality reporting** *Best Practices – How to run independent press councils in transitional countries?*	
Chairperson	**Aidan White**	Director, Ethical Journalism Network, London
Keynote	**Flip Voets**	Ombudsman, Council for Journalism (Flemish press in Belgium), Brussels
Panelists	**Mirce Adamcevski**	Head of Complaints Commission of Council of Media Ethics of Macedonia, Skopje
	Mehves Evin	Journalist, Platform for Independent Journalism (P24), Istanbul
	Božena Jelusic	Ombudswoman, Vijesti daily, Podgorica
	Ljiljana Zurovac	Executive Director, Press Council in Bosnia and Herzegovina, Sarajevo
Discussion: Q & A		

15:15 – 15:30	**Presentation of a new regional Web portal for media experts** **Christian Spahr,** Head of the Media Program SEE, Konrad-Adenauer-Stiftung
15:30 – 16:00	**Coffee break**

16:00 – 16:15	**Keynote Address by Danilo Türk,** President of Slovenia 2007-2012	
16:15 – 17:45	**Panel IV: Opinion Making in Times of Conflict** *"The truth dies first" – What are the lessons of the media war on Ukraine?*	
Introduction	**Boris Bergant,** Board member, SEEMO; Advisor, European Broadcasting Union	
Chairperson	**Christian Spahr**	Head of the Media Program South East Europe, Konrad-Adenauer-Stiftung, Sofia
Keynote	**Christian Mihr**	Executive Director, Reporters without Borders Germany, Berlin
Panelists	**Zurab Alasania**	General Director, National Televison of Ukraine (NTU), Kyiv
	Gudrun Gutt	Journalist International Desk, ORF, Vienna
	Ion Ionita	Senior Editor, Adevarul daily, Bucharest
	Ivan Rodionov	Editor-in-chief, Ruptly.tv agency / Russia Today, Berlin
	Roman Skrypin	Founder of Hromadske.TV, Head of the Ukrainian Independent Media Union, Kyiv
Discussion: Q & A		
17:45 – 18:00	**Closing Remarks:** **Erhard Busek** (Chairperson SECI / IDM, Vienna), **Boris Bergant** (SEEMO)	

18:00-18:15	**Summing up: Biljana Petkovska** (MIM), **Dragan Sekulovski** (AJM), **Margit Wästfelt** (CEI), **Christian Spahr** (KAS) and **Oliver Vujovic** (SEEMO)

18:15 – 18:30	**Coffee break**

18:30 – 20:00	**Press Freedom Panel: The Censorship disguised in free countries** supported by Osservatorio Balcani e Caucaso (represented by Francesca Vanoni) and the European Commission	
Chairperson	**Oliver Vujovic**	Secretary General, SEEMO, Vienna
Panelists	**Scott Griffen**	Press Freedom Adviser, International Press Institute, Vienna
	Mehmet Koksal	Project Officer, European Federation of Journalists, Brussels
	Joanna Levison	Deputy Director, Communications and External Relations, RFE/RL, Prague
	Christian Mihr	Executive Director, Reporters without Borders Germany, Berlin .
	Melody Patry	Senior Advocacy Officer, Index on Censorship, London
	Alberto Spampinato	Editor-in-chief, Ossigeno per l'Informazione, Rome
Discussion: Q & A		

Saturday, 18 October 2014

Commission on Media Policy:
Strengthening the Press under Pressure of War and Repression
supported by M6 Educational Centre Skopje (810 Street, Skopje, +389 2 3109 226)

The Commission on Media Policy was founded under the name "Commission on Radio and Television Policy" to encourage democratic policies and practices. Today, the Commission brings together media practitioners, managers, and experts in both the public and private sectors from more than 25 countries in Central, East, Southeast, and West Europe and the United States to discuss and debate alternatives for media policymaking. The Commission was founded by former US president Jimmy Carter in 1990. The idea for its creation was born in the mid-1980s when Prof. Dr. Ellen Mickiewicz and former President Carter discovered the changes in the way the Soviet Union used television in comparison to the past policy while working on issues of international security and arms control. The first official Commission Meeting took place in the autumn of 1991 bringing together media practitioners, experts, and policymakers from both the United States and Russia. Since that date, the Commission meets annually, discusses the freedom, role, and future of the media in the world and makes substantive recommendations on a range of policy issues. During the years, the Commission's focus expanded to include East and West Europe and the United States, as well as the European part of the former Soviet Union, which opened access to a far broader range of models with which to consider policies for democracy and media. The Commission has a number of publications designed for use by journalists, scholars, and others interested in the relationship of democracy and the media. The guidebooks of the commission represent one of its most often noted results. The first of these, Television and Elections, is available in more than a dozen languages and is widely used in parliamentary debates and decision-making processes. Three additional guidebooks have been published, Television/Radio News and Minorities, Television, Radio and Privatisation, and Television Autonomy and the State. Ellen Mickiewicz, Director of the DeWitt Wallace Center for Media and Democracy at Duke University, and Erhard Busek, former Vice Chancellor of Austria, former Coordinator of the Southeast European Cooperative Initiative, co-chair the Commission's annual meetings. SEEMO is organising and coordinating the event since 2013

08:30	**Meeting in the hotel lobbies and transfer to the M6 Educational Centre**

	Welcome and Opening Speeches	
	Oliver Vujovic	Secretary General, South East Europe Media Organisation (SEEMO), Vienna
	Saso Ordanoski	Director of Media and Public Affairs, VeVe Group, Skopje
09:30 – 10:00	**Svetozar Janevski**	Founder, M6 Educational Centre, Skopje
	Dimitar Osmanli	Executive Director, M6 Educational Centre, Skopje
	Erhard Busek	Chairperson SECI / IDM, Vienna
	Ellen Mickiewicz	Professor of Public Policy and Political Science, Duke Sanford School, Durham

10:00 – 11:00	**On the Ground** *How can a journalist cover hostilities accurately when bullets are flying?*	
How can a journalist cover hostilities accurately when bullets are flying and tell the readers the *whole* story, putting it in fair and honest context? What happens to accuracy if reporting has to be done from a distance, out of danger? Is it enough to get a local person in the area of hostilities to send in information—even if the local information source has no experience in reporting? Pictures are pouring in; YouTube is full of short, dramatic scenes from war. Should reporters comment on pictures they believe unreliable—i.e. warn their consumers? Or, is the principle "the more, the better?" If a journalist comments on pictures, what kind should they choose to write/talk about? Is it irresponsible to say: "let the public make up its mind" if atrocities are shown but perhaps fabricated?		
Chairperson	**Erhard Busek**	Chairperson SECI / IDM, Vienna
	Agron Bajrami	Editor-in-chief, Koha Ditore daily, Pristina
Panelist	**Ivan Rodionov**	Editor-in-chief, Ruptly.tv agency / Russia Today, Berlin
	Yevgen Fedchenko	Director, Mohyla school of jouranlism/StopFake.org, Kyiv
Discussion: Q & A		

11:00 – 11:15	**Coffee**

11:15 – 12:15	**Special session with Danilo Türk,** President of Slovenia 2007-2012 Chairpersons: Boris Bergant, SEEMO, and Danilo Türk
Some ideas that might be covered in discussion after Dr. Tuerck's remarks. Which two media in any country or place [radio, government or public TV, internet, newspaper] did the best reporting on Ukraine? What set them apart?Why did that happen? Why did it not happen elsewhere?

12:15 – 12:45	**International organisations and EU instititutions** *How can they be activated for support?*	
How can international organizations and European institutes be activated to support us: how can we broaden the audience for our concerns on ways to keep peace in general?		
Chairperson	**Ellen Mickiewicz**	Professor of Public Policy and Political Science, Duke Sanford School, Durham
Panelists	**Shpresa Mulliqi**	OSCE, Pristina
	Zrinka Vrabec Mojzes	Advisor to the President of Croatia, Zagreb
Discussion: Q & A		

12:45 – 13:00	**Presentation of the Dr. Erhard Busek SEEMO Award for Better Understanding** to Nenad Sebek by Erhard Busek and Boris Bergant
13:00 – 13:45	**Working Lunch**

13:45 – 14:45	**Media Situation in Ukraine**	
Presentations by journalists from Ukraine		
Chairperson	**Ellen Mickiewicz**	Professor of Public Policy and Political Science, Duke Sanford School, Durham
Presentations	**Roman Skrypin**	Founder of Hromadske.TV, chief of the Ukrainian Independent media union, Kyiv
	Diana Dutsyk	Executive director of Telekrytyka and Deputy Head of Kyiv-Mohyla School of Journalism, Kyiv
	Yevgen Fedchenko	Mohyla school of journalism/StopFake.org, Kyiv
	Anna Babinets	Investigative journalist, Ukrainian weekly, Slidstvo info, TBi, Hromadske.TV, Kyiv
	Denis Kazanskyi	Journalist and blogger from Donetsk, Ukrayinskyi Tyzhden Magazine, Kyiv
	Mykhailo Shmatov	National Television Company of Ukraine, Kyiv
	Tetyana Kotyuzhynska	Media lawyer and Secretary of National Journalist Union, Kyiv
	Oleksiy Pogorelov	General Director of Ukrainian Association of Periodic Press Publishers, Kyiv
Discussion: Q & A		

14:45 – 15:30	**Ombudspersons and Press Councils** *Future evaluation and protection*	
Ombudsmen: How effective are they in your experience and your country? Can the ombudsmen do their job under limited freedom of the press? Press Council: How effective are they? Who should be members and how to keep it both representative and small enough to make decisions? Is there a danger that the rules of Press Councils can be used by hostile governments against the press and charge the press with violating its rules? Solidarity of journalists: can it grow? Can it protect?		
Chairperson	**Ellen Mickiewicz**	Professor of Public Policy and Political Science, Duke Sanford School, Durham
Panelists	**Radomir Licina**	Senior editor, Danas daily, Belgrade
	Aidan White	Director, Ethical Journalism Network, London
	Marina Constantinoiu	Editor-in-Chief, Jurnalul National, Bucharest
Discussion: Q & A		

15:30 – 16:00	**Conclusions and Recommendations**