

2nd MEDIA FORUM

South East Europe



with local partners



II South East Europe Media Forum (SEEMF)

“Media and Democracy in South East Europe: Professional Standards and Education of Journalists”

Sofia, 5-6 November 2008

From 11:00	Registration in Hotel Kempinski – SEEMF registration desk	
16:15 – 17:00	Welcome drink	
17:00 – 19:15	Welcome and Opening Remarks	
	Oliver Vujovic <i>Opening / Chairperson</i>	Secretary General, South East Europe Media Organisation (SEEMO)
	Andreas Rudas <i>Introduction</i>	General Manager, WAZ Ost Holding GmbH, Vienna
	Srgjan Kerim <i>Keynote Speaker</i>	Special advisor for political affairs of the Management of the WAZ Media Group and General Manager of Mediaprint Macedonia, Skopje
	Dirk Förger <i>Keynote Speaker</i>	Director of the Media Programme for South East Europe, Konrad Adenauer Stiftung (KAS), Sofia
18:00 – 18:15	Welcome speech by the Prime Minister of Bulgaria H.E. Sergei Stanishev	
18:15 – 19:15	Prime Minister's Panel: Media and Democracy	
Participants	<p>H.E. Sergei Stanishev, Prime Minister of Bulgaria</p> <p>Andreas Rudas, General Manager, WAZ Ost Holding GmbH, Vienna</p> <p>Venelina Gocheva, Editor-in-Chief, <i>24 Chassa Daily</i>, Sofia</p> <p>Johann P. Fritz, Director Emeritus, Austrian Chapter of International Press Institute (IPI), Vienna</p>	
19:15	Group photo: speakers from the today panel	
19:45 – 22:00	<p>Reception in Hotel Kempinski for all participants hosted by </p> <p>Opening remarks by Mr. Momtchil Andreev, CEO of Raiffeisenbank (Bulgaria) EAD</p>	

Thursday, 6 November 2008

9:30 – 11:00	Panel I – Education of Journalists – University Education	
<i>Chairperson</i>	Thomas A. Bauer	Professor for Media and Communication at Institute for Media and Communication, University Vienna, Vienna
Speakers	Rade Veljanovski	Professor, Faculty of Political Sciences, Department of Journalism and Communication, University of Belgrade, Belgrade
	Teodora Petrova	Deputy Dean, Faculty of Journalism and Mass Communications University Sofia, Sofia
	Jackie Harrison and Marie Kinsley	Journalism Department, University of Sheffield
	Walter Bajohr	Head of the Department Communication and Media / Head of the Journalist Academy / Head Print and Online, Konrad Adenauer Stiftung (KAS), Sankt Augustin
Discussion: Q & A		
11:00 – 11:30	Coffee Break	

11:30 – 13:00	Panel II – Education of Journalists outside of Universities	
<i>Chairperson</i>	Sandor Orban	Executive Director South East European Network for Professionalization of Media, Budapest
Speakers	Dubravka Valic-Nedeljkovic	Director, Journalism School, Novi Sad
	Zaneta Trajkoska	Director, School for Journalism and Public Relations, Macedonian Institute for Media, Skopje
	Ioana Avadani	Director, Center for Independent Journalism, Bucharest
	Ferai Tınç	Foreign political columnist of <i>Hurriyet</i> Newspaper, Istanbul
Discussion: Q & A		


13:00 – 14:00	Working lunch
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14:00 – 15:30	Panel III – Education of Journalists and Professional Standards	
<i>Chairperson</i>	Werner Herics	Director, Politika, Belgrade
Speakers	Aidan White	General Secretary, International Federation of Journalists (IFJ), Brussels
	Mogens Schmidt	Deputy Assistant Director- General for Communication and Information, UNESCO, Paris
	David Dadge	Director, International Press Institute (IPI), Vienna
Discussion: Q & A		

15:30 – 16:00	Coffee Break
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16:00 – 17:30	Panel IV – Education for Specific Journalism Skills- and Learning by Working	
<i>Chairperson</i>	Lutz Niethammer	Professor (em.), Friedrich-Schiller-Universität Jena, Jena
Speakers	Sasa Lekovic	Investigative Journalist Center, Zagreb and University Singidunum, Belgrade
	Dragan Gasic	Counsellor of the WAZ Media Group further education of journalists in Southeastern Europe
	Éva Simon	Media Expert, Hungarian Civil Liberties Union/ Center for Independent Journalism, Budapest
Discussion: Q & A		

17:30 – 17:45	Break	
17:45 – 18:45	Closing Discussion + Presentation of the WAZ IFJ Award	
<i>Chairperson</i>	Srgjan Kerim	Special advisor for political affairs of the Management of the WAZ Media Group and General Manager of Mediaprint Macedonia, Skopje
Speakers	Ognian Zlatev	SEEMO Bulgaria President and Director of Media Development Center, Sofia
	Axel Schindler	Director, Newspaper Group Bulgaria, Sofia
	Dirk Förger	Director of the Media Programme for South East Europe, Konrad Adenauer Stiftung (KAS), Sofia
	Oliver Vujovic	SEEMO Secretary General

20:45	Bus transfer to the dinner
21:00	<p>Dinner with traditional music – Restaurant “Interview”, Tsarigradsko Chaussee 47, 1504 Sofia</p> <p>Host:  ВЕСТНИКАРСКА ГРУПА БЪЛГАРИЯ NEWSPAPER GROUP BULGARIA</p>
23:00 and 23:30	Bus transfer to the hotel

Friday, 7 November 2008

Departure of participants