



EU – WESTERN BALKANS

MEDIA DAYS

Tirana, 9 -10 november 2017



#EUWBmedia

Hotel The Plaza ♦ Rruga 28 Nentori, 1001 Tirana

PROGRAMME

WEDNESDAY, 8 NOVEMBER 2017

19:00 - 22:00 NETWORKING DINNER

THURSDAY, 9 NOVEMBER 2017

Overall moderator:
Karen Coleman

8:30 – 9:30 REGISTRATION AND COFFEE

9:30 – 9:45 Kick off and outline of the day

9:45 – 10:30 **Welcome and opening speeches**

Welcome remarks by **Edi Rama**, Prime Minister of Albania

Opening speech by **Johannes Hahn**, Commissioner for the European Neighbourhood Policy and Enlargement Negotiations

Visual opening – *Media landscape in the Western Balkans: challenges and opportunities*

10:30 – 12:30 **Grand Panel 1: *Media as a transformative power in the EU accession process***

Moderator: **Tim Judah**, Balkans Correspondent, The Economist

Nigel Baker, Chief Executive, Thomson Foundation

Zvezdana Kovač, Executive Director, Centre for Democracy and Reconciliation in Southeast Europe

Klaus Schweighofer, Member of the Board, Styria Media Group

Ilva Tare, Media Director, Ora News TV

Romana Vlahutin, EU Ambassador to Albania

Questions and answers

12:30 – 14:00 LUNCH AND COFFEE

14:00 – 15:45 **Parallel workshops – Part 1**

Media & market: new business models

Media in the digital age: professionals mastering the change

Quality standards in journalism: new media training needs

Media café

15:45 – 16:15 COFFEE

16:15 – 18:00 **Parallel workshops – Part 2**

Media freedom in societies in transition

Words that hurt: media and their contribution to reconciliation

Media policy: implementation of reforms

Media café

20:00 – 22:00 CULTURAL EVENING hosted by the Albanian Government

8:45 – 9:00	Kick off and outline of the day
9:00 – 10:30	Presentation of conclusions from workshops Questions and answers
10:30 – 11:00	COFFEE
11:00 – 12:30	Grand Panel 2: <i>Next steps to move forward</i> Moderator: Tim Judah , Balkans Correspondent, The Economist Jonathan Charles , Managing Director for Communication, European Bank of Reconstruction and Development Silvio Gonzato , Director, European External Action Service Nenad Pejić , Vice President and Editor in Chief, Radio Free Europe / Radio Liberty Jerzy Pomianowski , Executive Director, European Endowment for Democracy Genoveva Ruiz Calavera , Director, European Commission Tamara Skrozza , Journalist, Vreme weekly and Member of Press Complaints Commission, Press Council Questions and answers
12:30 – 13:00	Closing session Concluding remarks by Commissioner Johannes Hahn
13:00 – 14:30	LUNCH AND COFFEE

WORKSHOPS OVERVIEW

WORKSHOP 1: Media & market: new business models

Today's media sector is very dynamic and innovative, coming up with new products and services, developing new business models and adapting to new media consumption patterns in order to remain competitive. Audience engagement, content monetisation, sustainable economic models and diversification of funding, including decreased dependency on distorted advertisement markets or state funding, are some of the main challenges that have to be faced. The discussion will explore ways to tackle these challenges and share examples of best practices.

Topics for discussion:

- How to be competitive in the tectonically changed media landscape?
- How to tap into new revenue-generating opportunities?
- New business models to lend sustainability to professional journalism and editorial independence.

Moderator: **David Quin**, *Director of Development, Thomson Foundation*

Rapporteur: **Leila Bičakčić**, *Executive Director, Center for Investigative Journalism*

Saska Cvetkovska, Investigative Editor, Nova TV

Dalila Ljubičić, Executive Director, Serbia Media Association

Dejan Nikolić, Founder, Content Insights

Grzegorz Piechota, Senior Research Fellow, University of Oxford, Reuters Institute for the Study of Journalism

WORKSHOP 2: Media in the digital age: professionals mastering the change

The digital age brought major market disruptions but also new opportunities for the media professionals. Traditional and new media are quickly converging into a larger, predominantly-digital media environment. As technology tools continue to develop, professionals need to adapt business models and respond to users' behaviour change while maintaining qualitative and trustworthy content. That implies equipping journalists with new skills and new knowledge allowing them to get closer to audiences and offer them a product they are ready to pay for. The workshop will explore these challenges and put forward innovative ideas to address them.

Topics for discussion:

- How to combine traditional and new media?
- How to develop "digital competence", both among media professionals and media consumers?
- Opportunities to get closer and interact with audiences, and monetise these assets.

Moderator: **Michelle Foster**, *Partner, Media Development, Newsgain*

Rapporteur: **Besa Luci**, *Editor in Chief, Kosovo 2.0*

Slobodan Georgiev, Editor, Balkan Investigative Reporting Network

Borjan Jovanovski, Editor in Chief, Nova TV

Agon Maliqi, Creator and Co-founding Editor, Sbunker

Ardian Vehbiu, Founder and Editor, Peizazhe të fjalës

WORKSHOP 3: Quality standards in journalism: new media training needs

The media landscape is changing rapidly and brings significant shifts in media consumption patterns towards digital and social media. This opens new opportunities, but also poses challenges such as the decline of professional standards in traditional mainstream media and their subsequent tabloidisation. As a result, audiences lose interest and trust in the traditional media and tend to migrate to new media channels, notably to social media, where norms of professional reporting are often a foreign concept. Such developments put in jeopardy the entirety of media output - the organisational structures, workflows and working conditions of contemporary journalists. Consequently, the journalist education and continuing training come to the fore as an instrument to cope with change. The workshop will provide a forum to exchange innovative ideas on how to enhance critical thinking in the media environment and develop professional skills necessary for quality news and story production in the modern times.

Topics for discussion:

- Quality is never black & white: quality standards, training of journalists.
- Reflecting or creating reality: media in the age of fake news and post truth.
- Quality and responsibility and free expression: what does "quality" mean and how can polarisation be overcome?
- The role of journalist self-regulation in protecting the profession in the new media environment.

Moderator: **Adelheid Wölfl**, *Correspondent, Standard*

Rapporteur: **Gordana Igrić**, *Regional Network Director, Balkan Investigative Reporting Network*

Vukosava Crnjanski Šabović, Director, CRTA - Centre for Research, Transparency and Accountability

Biljana Petkovska, Director, Media Institute, SEE Network for Media Professionalisation

Paula Petričević, Ombudswoman, Vijesti, Monitor

Blendi Salaj, Vice Chairman, Media Council

Erisa Zyka, Member of the Council, International Press Association / Vice-President, Brussels Press Club

WORKSHOP 4: Media freedom in societies in transition

Media freedom is an essential pillar of a functioning democratic society and belongs to the political criteria for the EU accession. Media both in the EU and in the enlargement region face major challenges influencing their ability to operate professionally. In the Western Balkans these hardships are often amplified by political pressure, misuse of economic and financial leverage to influence media reporting, attacks against journalists, restrictive legislation and courts ruling not in full compliance with the European Human Rights Convention. Obscure media ownership often undermines the credibility of information necessary for a vibrant democracy - limiting the space for independent journalism and fostering self-censorship. The workshop will explore these challenges and share best practices and ideas on how to address the issues at stake.

Topics for discussion:

- Leverage used to curb freedom of expression in the Western Balkans and possible remedies.
- Current court practices in cases involving journalists and media outlets - the issue of "selective justice".
- Factors leading to self-censorship.
- Strong journalist professional organisations - an actor for expected change.

Moderator: **Mogens Bjerregård**, *President, European Federation of Journalism*

Rapporteur: **Mihailo Jovović**, *Editor-in-Chief, Vijesti*

Flutura Kusari, Media Lawyer

Borka Rudić, Secretary General, Journalist Association of Bosnia and Herzegovina

Tamara Skrozza, Journalist, Member of Press Complaints Commission, Vreme weekly and Press Council

Christian Spahr, Director of Media Program South East Europe, Konrad-Adenauer-Stiftung

WORKSHOP 5: Words that hurt: media and their contribution to reconciliation

The Western Balkans is the region where many journalists tend to adopt partisan positions. The contradictions and polarisation within and among the countries in the region are exacerbated by low quality journalism using cheap but striking sensationalism and ethnic nationalism to attract the attention of the audience. Quality reporting and storytelling are instrumental in dismissing grounds for animosity, which often exist only in newswires. Media professionals have a key role to play in the process of reconciliation within the region and their respective countries and can significantly contribute to shaping a non-polarised society by promoting objective reporting and opposing inflammatory rhetoric and sensationalism, which perpetuate stereotypes and old sentiments.

Topics for discussion:

- Ways to promote ethical journalism in the region.
- Is professional solidarity an answer to the polarisation in the region and within the countries?
- Measures to commit media outlets to quality reporting.
- Public demand for quality media production: how to encourage it?

Moderator: **Aidan White**, *Director, Ethical Journalism Network*

Rapporteur: **Isak Vorgučić**, *Director, RTV KiM*

Agron Bajrami, Editor in Chief, KOHA Ditore Newspaper

Fatjona Mejdini, Journalist, Balkan Investigative Reporting Network

Vasil Popetreski, Editor, Alsat M TV

Nedim Sejdinović, President, Independent Association of Vojvodina Journalists

WORKSHOP 6: Media policy: implementation of reforms

Media legislation in the Western Balkans is fairly up-to-date and aligned with the European standards. Yet, poor implementation of existing rules leads to a media environment which is not conducive to the full exercise of media freedom. In this context, the actions and the independence of the regulatory bodies deserve close attention. More effort is still needed to accelerate the stagnating reforms of public broadcasters and to ensure their independence and efficiency in news and story production. At the same time, a proactive role of professional organisations is critical for a continued and productive media policy dialogue with public authorities. Both elements are vital to the improvement of the media climate in the long term. The workshop will provide a forum to discuss the issues at stake and propose ideas how to best tackle them.

Topics for discussion:

- The stumbling blocks in the public broadcasters' reform: how to make public media content available and attractive?
- Transparency of the media sector as a precondition for formulating effective policy and regulation.
- Is the implementation of the existing laws and rules sufficient to improve media freedom or is additional regulation necessary?
- Conditions for an effective policy dialogue between media professionals' organisations and the authorities.

Moderator: **Golli Marboe**, *Chairman, Association for a Self-determined Use of Media*

Rapporteur: **Žaneta Trajkovska**, *Director, School of Journalism and Public Relations*

Mirko Bošković, Editor, RTCG (PSB)

Thoma Gëllçi, General Director, RTSH

Remzi Lani, Executive Director, Albanian Media Institute

Zoran Sekulić, Director, FoNet

Jadranka Vojvodić, Deputy Director, Agency for Electronic Media