

SEMINAR and ROUND TABLE

Thursday & Friday, 17-18 March 2011
Neum, hotel Luna

Protection of Professional Ethical Standards in Online Media

Basic principles of Media Self-regulation for Contents of Online Media
Unapređenje Kodeksa za štampu BiH u odnosu na on-line medije

AGENDA

Duration: 1x2 day

Expected participants: 35 participants - editors, journalists and owners of different internet-portals in B&H, guests from Belgium Press Council and from KAS Sofia Media Program

Place: Neum, B&H

Moderation: **Ms. Ljiljana ZUROVAC**, Press Council's Executive Director

Opening Speech:

- **Mr. Mathias BARNER**, KAS Media SEE Director
- **Mr. Dario NOVALIĆ**, *Director of magazine START, member of the Press Council in B&H Board of Directors*

Lecturers:

- **Mr. Flip VOETS**, Flemish Belgium Press Council General Secretary and Media Ombudsman, University lecturer on Media Ethic
- **Ms. Nada DALIPAGIC**, Lawyer. Member of the BH Press Council's Complaints Commission

Panelists:

- **Mr. Milan SUTALO**, Editor in Chief of dnevnik.ba news-portal
- **Mr. Amer DZIHANA**, Director for Research and Advocacy SIM in B&H, Internews Network
- **Ph.D. Miodrag ZIVANOVIC**, professor of philosophy at the Banja Luka Faculty of Philosophy, member of the PC in B&H Complaints Commission

THURSDAY, March 17, 2011

During afternoon: Arrival and accommodation at hotel Stella

18.30 Greetings of the organizer:

Ms Ljiljana ZUROVAC, Executive Director of the Press Council in B&H
Introduction of participants

18.45 Opening words: Mr. Matthias BARNER, Director KAS Media Program

19.00 Identification of professional problems and needs of B&H news portals:

Panelist: Mr. Milan SUTALO, Editor in Chief of portal *dnevnik.ba*

Discussion

20.15 Joint Diner

FRIDAY, March 18, 2011

9.15 Opening of the day:

Ms. Ljiljana ZUROVAC, Press Council's Executive Director
Application of professional standards of reporting in print and on-line media,
B&H and the world's reality

9.45 On-Line Media and Media Self-regulation and Ethics

Panelist: Mr. Flip VOETS, *Flemish Belgium Press Council General Secretary and Media Ombudsman, University lecturer on Media Ethic*

- General introduction on online media & about self-regulation and new media; Characteristics
- Differences from the traditional media: differences between writing in press in relation to writing for news portals: writing, perception, information
- How to deal with the user generated content, both the news items, and also the comments – where most problems arise: freedom of expression, the consumers of information and their participation via commentaries

- Editorial intervention in commentaries of visitors: censorship?, denial of freedom of speech?, or necessity due to prevention of professional standards of reporting?
- What are the ethical rules and what solutions have been found by different Web-sites, European experiences

Q & A, Discussion

10.45 Coffee Break

11.10 Discussion on previous session

11.45 On-Line Media and Law: European and B&H experiences

Legal aspect on Users Generated Content - Accountability of the owner of a news portal for *bet* and UGC content on the portal

Panelists: Mr. Flip Voets, Flemish Belgium PCs General Secretary

Ms. Nada DALIPAGIC, Lawyer, Member of the BH PC's C.Commission

Q & A, Discussion

13.00 Lunch break

14.15 On-Line Media and Media Ethic – Privacy and Media:

Panelist: Mr. Amer DZIHANA, Director for Research and Advocacy SIM in B&H, Internews Network

- Differences in treating privacy of public persons and ordinary citizens based on decisions of the European Court for Human Rights
- Bloggers and freedom of expression issues
- Examples of treating privacy in BH media

Q & A, Discussion

15.45 Coffee Break

16.10 On-Line & Social Media and Ethics:

Mr. Flip VOETS:

- How can journalists use the information they find on Facebook

17.00 Conclusion of the seminar

19.30 Joint Diner

SATURDAY, March 19

9.30 **Opening of the day:** Ms. Ljiljana ZUROVAC, *BH PC's Executive Director*

9.40 **Opening words:** Mr. Dario Novalić, *member of the PC in B&H BoD*
Identification of needs to define the Press Code in accordance with the BH news portals

Discussion

11.00 **Coffee Break**

11.25 **Self-regulation of news-portals: Complaints and denials**

Panelist: Ph.D. Miodrag Zivanovic:

- Self-regulation of news-portals in B&H: need for improvement of professionalism

Panelist: Mr. Flip Voets:

- European Experiences: amendments to the Press Code in relation to new media, in some of the EU countries
- AIPCE, Independent Press Councils in Europe
Experiences in new-media self-regulation

Q & A, Discussion

13.00 **Appointing of the working group for addendum of the B&H Press Code**

13.15 **Conclusions and recommendations of the Round Table**

13.30 **Joint Lunch**

Return of participants from Neum during afternoon.

Ljiljana Zurovac



Executive Director