



IN SOUTH EAST EUROPE: KEY TO MEDIA PROFESSIONALISM

international conference

organized by Konrad-Adenauer-Stiftung and Foundation Media Democracy

June 10, 2011 Hotel Arena di Serdika, 2-4 Budapeshta St, Sofia 10:00 – 16:30

FACULTIES OF JOURNALISM | NATIONAL PRACTICES | STARTING IN THE MEDIA | THE FUTURE OF JOURNALISM | EFFECTIVENESS OF EDUCATION | MEDIA MARKET DEMANDS TRANSITION COUNTRIES AND WESTERN MEDIA | FURTHER EDUCATION | CROSS-BORDER INITIATIVES | JOURNALISM AS FASHION | THEORY AND PRACTICE | BLOGS AND SOCIAL NETWORKS | YOUNG JOURNALISTS PREPARATION | QUALITY OF EDUCATION COOPERATION WITH MEDIA COMPANIES | WEB 2.0 AND DEMOCRACY SHAPING TRAINING JOURNALISTS | PRACTICE CHECK | NEW DIRECTIONS IN THE MEDIA PROFESSION | QUALIFICATION COURSES | STANDARDS IN JOURNALISM TRAININGS OF JOURNALISTS | MEDIA CRITERIA | UP-TO-DATE ACADEMIC PROGRAMS PRACTICING THE PROFESSION | FACULTIES OF JOURNALISM | NATIONAL PRACTICES STARTING IN THE MEDIA | THE FUTURE OF JOURNALISM | EFFECTIVENESS EDUCATION | MEDIA MARKET DEMANDS | TRANSITION COUNTRIES AND WESTERN MEDIA | FURTHER EDUCATION | CROSS-BORDER INITIATIVES | JOURNALISM AS FASHION THEORY AND PRACTICE | BLOGS AND SOCIAL NETWORKS | YOUNG JOURNALISTS PREPARATION | QUALITY OF EDUCATION | COOPERATION WITH MEDIA COMPANIES WEB 2.0 AND DEMOCRACY SHAPING | TRAINING JOURNALISTS | PRACTICE CHECK | NEW DIRECTIONS IN THE MEDIA PROFESSION | QUALIFICATION COURSES | STANDARDS IN JOURNALISM | NGO TRAININGS OF JOURNALISTS | MEDIA CRITERIA | UP-TO-DATE ACADEMIC PROGRAMS | PRACTICING THE PROFESSION | FACULTIES OF JOURNALISM NATIONAL PRACTICES | STARTING IN THE MEDIA | THE FUTURE OF JOURNALISM EFFECTIVENESS OF EDUCATION I MEDIA MARKET DEMANDS I TRANSITION COUNTRIES AND WESTERN MEDIA | FURTHER EDUCATION | CROSS-BORDER INITIATIVES JOURNALISM AS FASHION | THEORY AND PRACTICE | BLOGS AND SOCIAL NETWORKS YOUNG JOURNALISTS PREPARATION | QUALITY OF EDUCATION | COOPERATION WITH MEDIA COMPANIES | WEB 2.0 AND DEMOCRACY SHAPING | TRAINING JOURNALISTS PRACTICE CHECK | NEW DIRECTIONS IN THE MEDIA PROFESSION | QUALIFICATION COURSES | STANDARDS IN JOURNALISM | NGO TRAININGS OF JOURNALISTS | MEDIA CRITERIA | UP-TO-DATE ACADEMIC PROGRAMS | PRACTICING THE PROFESSION FACULTIES OF JOURNALISM | NATIONAL PRACTICES | STARTING IN THE MEDIA | THE





EDUCATION OF JOURNALISTS IN SOUTH EAST EUROPE: KEY TO MEDIA PROFESSIONALISM

June 10, 2011

10.00 - 10.15 **Opening**

- MATTHIAS BARNER | Director Media Program South East Europe, Konrad-Adenauer-Stiftung
- GEORGI LOZANOV | Faculty of Journalism and Mass Communication,
 Sofia University | President of the Council for Electronic Media, Bulgaria

10.15 - 11.30 **I session**

FACULTIES OF JOURNALISM – THE RIGHT INSTITUTION TO PREPARE JOURNALISTS FOR THEIR FUTURE JOB?

- MIROLJUB RADOJKOVIC | University of Belgrade, Serbia
- TOTKA MONOVA | Dean of the Faculty of Journalism and Mass Communication, Sofia University, Bulgaria
- STJEPAN MALOVIC | University of Zadar, Croatia
- DINKA SPIROVSKA | Chair of the Journalism and Mass Communication Department, American University in Bulgaria

Moderator: ORLIN SPASSOV | Foundation Media Democracy, Bulgaria

11.30 - 11.45 Coffee Break

11.45 - 12.00 Keynote presentation JOURNALISTS EDUCATION IN GERMANY

 BERNHARD RUDE | School for the Education of Journalists (ifp), Germany

12.00 - 13.15 **II session**

TRAINING JOURNALISTS: NATIONAL PRACTICES AND CROSS-BORDER INITIATIVES

- LJILJANA ZUROVAC | Press Council, Bosnia & Herzegovina
- OLIVER VUJOVIC | South East Europe Media Organisation (SEEMO), Austria

 BERNHARD RUDE | School for the Education of Journalists (ifp), Germany

Moderator: OGNIAN ZLATEV | Media Development Center, Bulgaria

13.15 - 14.15 Lunch break

14.15 - 15.30 **III session**

PRACTICE CHECK:

DO WE PROPERLY EDUCATE OUR JOURNALISTS?

- DARINA SARELSKA | Executive Producer bTV News, bTV Media Group, Bulgaria
- SHKUMBIN AHMETXHEKAJ | Editor, Television Kosova RTK, Kosovo
- IGOR BOZIC | Executive Editor of Blic, Ringier Axel Springer, Serbia

Moderator: DOBRINA TCHESCHMEDZHIEVA, Bulgarian National Television

15.30 - 15.45 Coffee Break

15.45 - 16.30 IV session

THE FUTURE OF JOURNALISM IN TRANSITION COUNTRIES: BETWEEN WEB 2.0 AND DEMOCRACY SHAPING

- BESAR LIKMETA | Journalist, BIRN, Albania
- DAN TĂPĂLAGA | Editor, HotNews, Romania
- STOYANA GEORGIEVA | Editor in Chief, Mediapool, Bulgaria

Moderator: VIOLETA STANICIC | EP Information Office in Bulgaria

16.30 Conference closing

 ORLIN SPASSOV | Faculty of Journalism and Mass Communication, Sofia University | Executive Director of Foundation Media Democracy, Bulgaria

Conference languages: German, English, Bulgarian