

SEEMF



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South East Europe
Media Forum

BELGRADE
2-3 November 2011

South East Europe Media Forum



Belgrade, 2-3 November 2011

Media Pluralism and Media Business in South, East and Central Europe

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Conference languages: English, German and Serbian (Srpski) –Croatian (Hrvatski) – Bosnian (Bosanski) – Montenegrin (Crnogorski)

Conference venue:

SAVA-Centre, 2/0 (Ex - 3 Kanal)

Address: Milentija Popovića 9, Belgrade

Web: www.savacentar.net

Partners:



SECEPRO

South East and Central Europe PR Organisation



Organization for Security and
Co-operation in Europe
Mission to Serbia

IMC

International Media Center



**Raiffeisen Bank
International**

Wednesday, 2 November 2011

From 13:00	Registration - SEEMF registration desk	
17:00 – 17:30	Welcome coffee	
17:30 – 20:00	Welcome and Opening Remarks	
17:30 – 18:00	Oliver Vujovic	Secretary General, South East Europe Media Organisation (SEEMO), Vienna
	Matthias Barner	Director, Media Program South East Europe, Konrad-Adenauer-Stiftung (KAS), Sofia
	Henri Bohnet	Director for Serbia and Montenegro, Konrad-Adenauer-Stiftung (KAS), Belgrade
	Gerhard Pfanzelter	Secretary General, Central European Initiative (CEI), Trieste
18:00– 18:15	Welcome Speech by H.E. Mirko Cvetković , Prime Minister of Serbia, Belgrade	
18:15– 18:30	<p>Presentation of the CEI-SEEMO Investigative Journalism Awards 2011:</p> <ul style="list-style-type: none"> -CEI - SEEMO Award for Investigative Journalism 2011 (5000 EUR) to Kalicki Włodzmerz, Warszawa; -CEI - SEEMO Special Investigative Journalism Diploma for Work in Local Community to Dijana Subotički, Kikinda; -CEI - SEEMO Special Investigative Journalism Diploma for Historical Investigation to Matej Šurc and Blaž Zgaga, Ljubljana; -CEI- SEEMO Special Investigative Journalism Diploma for Journalistic Work to Artan Hoxha, Tirana <p>by Gerhard Pfanzelter, Secretary General, Central European Initiative (CEI), Trieste and Oliver Vujovic, SEEMO Secretary General</p>	
18:30 – 19:00	<p>Public interview with H.E. Mirko Cvetković, Prime Minister of Serbia, Belgrade by Mihael Šuštaršič, STA News Agency, Ljubljana, Marina Constantinoiu Editor-in-Chief, Jurnalul National, Bucharest and Zoran Panović, Editor-in-Chief, Danas daily, Belgrade</p>	

19:00–20:00	Discussion Media in Serbia: The Role of the State, Ownership Structure, Market Forces and Journalism	
Chairperson	Dragana Solomon	OSCE Mission in Serbia, Belgrade
Panellists	Ljiljana Smajlović	President, Journalist Association of Serbia (UNS), Beograd
	Dragan Janjić	Deputy President, Independent Journalist Association of Serbia (NUNS), Belgrade

20:00 – 21:30	Welcome reception
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Thursday, 3 November 2011

09:00 – 09:30	Welcome Coffee
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09:30–11:00	Panel I Competitive Media Business Models – Battling the Economic Crisis	
Chairperson	Boro Kontić	Media Center, Sarajevo
Panellists	Sonja Merljak	Executive Editor, Digital Development, Delo, Ljubljana
	Petar Pountchev	Media Expert, Sofia - Belgrade
	Andreas Rudas	RTL Group Executive Committee, Regional Operations and Business Development, RTL, Luxembourg
	Veran Matic	President of the Board, RTV B 92, Belgrade
Discussion: Q & A		

11:00–11:15	Coffee Break
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11:15–12:45	Panel II Media Pluralism and Media Freedom in South East Europe – Towards a Regional Strategy	
Chairperson	Olaf Steenfadt	Digital Media Strategy Consultant and Coach, Wiesbaden
Panellists	Andris Kesteris	Principal Adviser on Civil Society and Interinstitutional Relations, Directorate General for Enlargement, European Commission, Brussels
	Roland Bless	Office of the OSCE Representative on Freedom of the Media, Vienna
	Gordana Igrić	BIRN Regional Director, Belgrade
	Zrinka Vrabec Mojzeš	Adviser to the President of the Republic of Croatia for Social Affairs, Zagreb
Discussion: Q & A		

12:45-13:30	Working lunch
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13:30–15:00	Panel III Public Broadcasters: How to Ensure their Contribution to Democratic Society	
Chairperson	David Lewis	Head of Special Assistance, European Broadcasting Union (EBU), Geneva
Panellists	Claudio Cappon	Rai, Vice President EBU, Roma
	Mehmed Agović	Ex Director General PBS BiH, Sarajevo
	Aleksandar Tijanić	Director General RTS, Belgrade
	Alexandru Lăzescu	Director General TVR, Bucharest
Discussion: Q & A		

15:00–15:15	Coffee Break
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15:15–16:45	Panel IV Foreign, Private, State Ownership – Media Ownership Pluralism at a Crossroad?	
Chairperson	Brankica Petković	Media Programme Director, Peace Institute, Ljubljana
Panellists	Arne König	President, European Federation of Journalists (EFJ)– International Federation of Journalists (IFJ), Brussels
	Goran Cetinić	Independent Media Consultant, Belgrade
	Željko Ivanović	Co-owner, Vijesti daily, Podgorica
	Zdenko Duka	President, Croatian Journalist Association, Zagreb
Discussion: Q & A		

16:45–17:00	Closing Part and Conclusions	
	Boris Bergant	President of the SEEMO Board, EBU Advisor, former deputy Director of RTV Slovenia, Ljubljana