

International Conference

“CHALLENGES OF ON LINE MEDIA IN SEE”

Thursday and Friday, 15-16 March 2012
Sarajevo, hotel Bosnia, St. Kulovica 9

Protection of Professional Ethical Standards in Online Media
Copyrights and Online Media
Development of Media Self-regulation in the Region
Self-regulation and Online media

AGENDA

Identification of professional problems and needs of new media
in the Region of the Western Balkans and SEE

Copyrights and Online media:

*The practical requirements under which journalists or news media may re-use copyrighted articles
for quoting and for reporting on current events:*

In accordance with articles 5.3(d) and 5.3(c) of the EU Copyright Directive

*The Society for the Protection of Journalists' Copyrights of Croatia, DNZAP
Agreement on the transfer of content, signed amongst the publishers owners of or associated with
EPH and Styria Media Group AG, in the Republic of Croatia*

Print media and News Agencies in time of new media

What we can do together?

Media Self-regulation in the Region and Online Media Ethics

Application of professional standards of reporting in Print and Online media
How to deal with user generated contents?

Standards of the Alliance of the Independent Press Council of Europe, AIPCE

Conference Information:

- ❖ Duration 1x2 day: 15-16 March, 2012
- ❖ Expected participants, up to 35 participants: Press Councils' members, Editors, Journalists, Owners of different print media, internet-portals and agencies in Bosnia and Herzegovina, Croatia, Serbia, Bulgaria, Romania, Macedonia, Slovenia, and Monte Negro; Media and Law experts from Belgium and Germany, representatives of the KAS Media Program SEE
- ❖ Place: Sarajevo, Bosnia and Herzegovina, hotel Bosnia, St. Kulovica 9
<http://www.bosniahotels.com>
- ❖ Moderation:

Ms. Ljiljana ZUROVAC, Press Council's Executive Director

Mr. Miodrag ZIVANOVIC, PhD. prof. of Philosophy at University Banja Luka, Chairman of the BiH Press Council's Complaints Commission

- ❖ Opening Speech:

Mr. Matthias BARNER, Director of the KAS Media SEE

Ms. Nada DALIPAGIC, Lawyer, Vice-Chairwomen of the BH PC's Complaints Commission

- ❖ Panelists:

Mr. Bart Van BESIEN, Research Fellow, Université libre de Bruxelles, Belgium

Mr. Vladimir NOVAKOVIC, ex-editor in chief of the portal B92, Serbia

Ms. Velislava POPOVA, Editor in Chief of the portal dnevnik.bg, Bulgaria

Mr. Adis KARADZA, Editor in chief of the portal sarajevo-x.com, Member of the BiH Press Council's Board, Bosnia and Herzegovina

Mr. Dario NOVALIC, Editor in Chief of magazine START in BiH and portal startbih.info, Member of the BiH Press Council's Board, Bosnia and Herzegovina

Mr. Zekerijah SMAJIC, Director of the regional audio-video agency sensservis.eu

Mr. Zdenko DUKA, President of the Croatian Journalists' Association, Croatia

Ms Gordana NOVAKOVIC, General Secretary of the Press Council Serbia

Ms Silva CELEBRINI, Chairwomen of the Association of Media Council, Commentator and Mentor at HRT 1st Program, Croatia

Ms. Kristina MACKIC, Board Member of the Association of Journalists Macedonia

Ms. Ljiljana ZUROVAC, Executive Director of the Press Council in BiH

Wednesday, 14 March 2012

During the afternoon and evening: Arrival and accommodation at hotel Bosnia

Thursday, 15 March, 2012

9.15 Registration of participants

9.30 Greetings from the organizer and Opening Speech:

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

Mr. Matthias BARNER, Director of the KAS Media SEE

Ms. Nada DALIPAGIC, Lawyer, Vice-Chairwomen of the BH Press Council's
Complaints Commission

**09.50 Identification of professional problems and needs of new media in the
Region of Western Balkans and SEE**

Panelists: Mr. Vladimir NOVAKOVIC, ex-Editor in Chief of the portal B92, Serbia

Mr. Adis KARADZA, Editor in Chief of the portal sarajevo-x.com, BiH

Ms. Velislava POPOVA, Editor in Chief of the portal dnevnik.bg, Bulgaria

Q&A, Discussion

11.00 Refreshments and coffee break

11.25 Copyrights and Online media: Practice, Rules and Regulations

Panelists: Mr. Bart Van BESIEN, Research Fellow, Belgium

*The practical requirements under which journalists or news media may re-use copyrighted articles
for quoting and for reporting on current events: In accordance with articles 5.3(d) and 5.3(c) of
the EU Copyright Directive*

Practical examples

Mr. Zdenko DUKA, President of Croatian Journalists' Association, HDN, Croatia

The Society for the Protection of Journalists' Copyrights of Croatia, DNZAP

*Agreement on the transfer of content, signed amongst the publishers owners of or associated with
EPH and Styria Media Group AG, in the Republic of Croatia*

Q&A, Discussion

13.30 LUNCH BREAK: lunch will be served at the hotel restaurant

14.30 Print media and News Agencies in time of new media

Panelists: Mr. Dario NOVALIC, Editor in Chief of the magazine START and portal
www.startbih.info, Member of the BiH Press Council's Board, BiH

Mr. Zekerijah SMAJIC, Director of the regional audio-video agency

www.sensservis.eu

Q&A, Discussion

16.00 Refreshments and Coffee Break

16.20 What we can do together?

19.00 Dinner

FRIDAY, March 16, 2012

9.30 Media Self-regulation in the Region and Online Media Ethics

Application of professional standards of reporting in print and on-line media,
How to deal with user generated contents?

Alliance of the Independent Press Council of Europe, AIPCE, standards:
Editorial intervention in commentaries of visitors: censorship?, denial of freedom
of speech, or necessity due to protection of professional standards of reporting?

Moderator: Mr. Miodrag ZIVANOVIC, PhD, Chairman of the BiH Press Council's
Complaints Commission, prof. at the Faculty of Philosophy in Banja Luka, BiH

Panelists:

Ms. Gordana NOVAKOVIC, Secretary General of the Press Council Serbia
Ms. Silva CELEBRINI, Chairwomen of the Association of Croatian Media Council,
Commentator and Mentor at HRT 1st Program, Croatia
Ms. Kristina MACKIC, Board Member of the Association of Journalists Macedonia
Ms. Ljiljana ZUROVAC, Executive Director of the Press Council in BiH

Q & A, Discussion

11.00 Refreshments and Coffee Break

11.20 What can the Self-Regulatory bodies in the Region do together?

Moderator: Mr. Miodrag Zivanovic, PhD, Chairman of the BiH Press Council's Complaints
Commission, prof. at the University Banja Luka

Discussion on the previous session

Conclusions of the Conference

12.30 LUNCH

The End of the Conference
Return of participants from Sarajevo during afternoon.

Agenda is signed by:



Ljiljana Zurovac
Executive Director
Press Council in BiH