



SÜDOSTEUROPA-  
GESELLSCHAFT

DEUTSCHE WELLE



International Conference

## „Media in Southeast Europe“ Trends and Challenges

Bonn, 22 / 23 November 2010

**Conference Venue:** Deutsche Welle, Bonn, Kurt-Schumacher-Str. 3  
**Conference Language:** English (without translation)

In the last 20 years media in Southeast Europe have made progress in many respects. Media markets are liberalized and pluralistic; state censorship as it happened during communist time does not exist any longer. Yet, journalists are still severely challenged by a number of structural problems. Instead of political censorship high degrees of dependency on economic interest groups are the concerns of today. Not automatically did the variety of the media landscape in the region lead to a qualitative improvement of journalism, but often to *Infotainment* of the media in which “sensationalisation” of information is a top priority.

Media laws, which foresee draconic penalties, are effective mechanisms of self-censorship. Expectancies that the presence of foreign media companies will automatically improve the quality of journalism did not materialize mostly due to the fact that many foreign media suppliers mainly focus on quota and circulation. Still, the Southeast European countries find themselves in low scale positions in the ranking list of „Reporters without Borders” – a fact that indicates only limited progress of the media so far.

Which general trends can be observed in the media in Southeastern Europe? How do journalists of the region meet the current challenges? To what extent do members of the political and economic elite try to use the media for their own purposes and interests? How can the role of foreign media companies be defined? How could the situation of journalists be improved?

The organisers of the conference have asked outstanding experts to discuss the state of play and to provide answers to these questions.

## Program

### Monday, 22 November 2010

#### **17:00 hrs Opening and Welcome**

Christian Gramsch, Program Director, Deutsche Welle, Bonn

Prof. Wolfgang Höpken, University of Leipzig; Vice-President, Southeast Europe Association

#### KEYNOTES:

#### **The Evolution of the Media Landscape in Southeast Europe – An Overview**

Oliver Vujovic, General Secretary, South East Europe Media Organisation (SEEMO), Vienna

#### **Media Situation in the Western Balkan Countries in the Context of the European Perspective**

Nikolaus Graf Lambsdorff, Ambassador, Special Envoy for South East Europe, Turkey and EFTA, German Federal Foreign Office, Berlin

<b>18:30 hrs Panel 1: The Role of Foreign Media in SEE</b>
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Chair: Prof. Wolfgang Höpken, University of Leipzig; Vice-President, Southeast Europe Association

#### **Influence of Foreign Media Companies on the Media Landscape in South East Europe**

Dragana Nikolic Solomon, Head of Media Department, OSCE Mission to Serbia

#### **Deutsche Welle's Multiplatform Strategy**

Marc Koch, Chief Editor, DW-Radio / DW-World, Bonn

#### **19:30 hrs Reception**

### Tuesday, 23 November 2010

<b>9:30 hrs Panel 2: Political, Economic and Religious Influences on the Media</b>
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Chair: Robert Schwartz, Romanian Department, Deutsche Welle, Bonn

- **Romania:** Liana Ganea, FreeEx Program Coordinator, ActiveWatch - Media Monitoring Agency, Bucharest
- **Croatia:** Srdjan Dvornik, Publicist, Zagreb
- **Albania:** Remzi Lani, Director, Albanian Media Institute, Tirana

### 11:00 hrs Coffee Break

Chair: Baha Güngör, Turkish Department, Deutsche Welle, Bonn

- **Bosnia-Herzegowina:** Lejla Turčilo, University of Sarajevo
- **Greece:** Prof. Georgios Tsourvakas, Assistant Professor, School of Journalism and Mass Communication, Aristotle University of Thessaloniki
- **Turkey:** Prof. Haluk Şahin, Media Expert, Istanbul Bilgi University

### 13:00 hrs Lunch

**14:00 hrs Panel 3: Media and Ethnicity – Hate speech against ethnic, religious and other minorities in the media, nationalism and populism in the media**

Chair: Hansjörg Brey, Director, Southeast Europe Association, Munich

- **Bosnia-Herzegowina:** Ljiljana Zurovac, Executive Director, The Press Council in Bosnia-Herzegovina, Sarajevo
- **Macedonia:** Hristo Ivanovski, Diplomatic Editor, Dnevnik / Member of Macedonian Helsinki Committee, Skopje
- **Kosovo:** Serbeze Haxhiaj-Isufi, RTK / Courier du Kosova, Prishtina
- **Bulgaria:** Ognian Zlatev, Managing Director, Media Development Center, Sofia

### 15:45 hrs Coffee Break

**16:15 hrs Panel 4: Media Laws – Expectations and Reality**

Chair: Verica Spasovska, Head Programmes for Central and Southeast Europe, Deutsche Welle, Bonn

- **Serbia:** Slobodan Kremenjak, B92, Belgrade
- **Montenegro:** Milka Tadic Mijovic, Executive Director, Weekly “MONITOR”, Podgorica

**17:15 hrs Panel 5: Journalistic Skills: Training and Support, Best practices**

Chair: Alexander Andreev, Bulgarian Department, Deutsche Welle, Bonn

- **Activities of the “Deutsche Welle-Akademie“**  
Carsten von Nahmen, Head of Sections Europe and Central Asia / Project Development, Deutsche Welle, Bonn
- **Serbia / Balkans:** Gordana Igric, Balkan Investigative Supporting Network (BIRN), Belgrade

<p><b>18:00 hrs Panel Discussion:</b> <b>How can independent and professional journalists / media be supported?</b></p>
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Chair: Carola Kaps, Journalist, Munich

- Zoran Thaler, MEP, Member of the Progressive Alliance of Socialists and Democrats in the European Parliament, Brussels
- Mircea Toma, President of the board, ActiveWatch - Media Monitoring Agency, Bucharest
- Dietrich Schlegel, Reporters without Borders/ Member of the Board, Southeast Europe Association, Erfstadt
- Renate Schroeder, Director, International Federation of Journalists, Brussels