

SEEMF

South East Europe Media Forum



Thinking out of the box: more profitability and transparency in the media market

Media business in South East Europe – structures of media ownership, entrepreneurship and quality journalism

International Conference, 15-16 November 2018

Participation by personal invitation

Conference venue:

Hotel Tirana International, Scanderbeg Square Nr.8, Tirana
Room Akernia Meeting room

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SEEMF – Thursday, 15 November 2018

16:00 – 17:00	Registration (SEEMF registration desk, <u>until 17:00</u> for security reasons)
17:00 – 17:30	Get-together

17:30 – 18:00	Opening Speeches	
	Oliver Vujović	Secretary General, South East Europe Media Organisation (SEEMO), Vienna
	Hendrik Sittig	Head, Media Programme South East Europe, Konrad-Adenauer-Stiftung, Sofia
	Walter Glos	Head, Country office Albania, Konrad-Adenauer-Stiftung, Tirana
	Ilir Melo	CEI National Coordinator, Director for Region & Neighbouring Countries, Albanian MEFA
Moderator: Erjona Rusi, A1 Report TV, Tirana		

18:00 – 18:30	Welcome Address by Ilir Meta, President of Albania incl. Public Interview
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18:30 – 20:00	Discussion: Media and Politics in Albania	
Panellists	Aleksander Cipa	President, Union of Albanian Journalists, Tirana
	Lutfi Dervishi	Public Television journalist and media expert, Tirana
	Jonila Godole	Executive Director, Institute for Democracy, Media and Culture, Tirana
	Klodiana Lala	Journalist, News 24 TV, Tirana
	Alfred Lela	Founder, newsportal Politico.al, Tirana
	Ilva Tare	News Director of Euronews Albania, Tirana
	Moderator: Oliver Vujović, Secretary General, SEEMO, Vienna	

20:00 – 20:15	<p>Presentation of the CEI SEEMO Investigative Journalism Award by Barbara Fabro (CEI), Oliver Vujović (SEEMO), Remzi Lani (Albanian Media Institute)</p> <p><u>Winners:</u> Stevan Dojčinović and Dragana Pećo; Krik, Belgrade in the section “Professional Journalists” and Nino Bilajac, CIN, Sarajevo in the section “Young Journalists” Special mention: Ákos Keller-Alánt, Magyar Narancs, Budapest Special diploma Olivera Lakić, Podgorica</p>
20:15 – 22:15	Dinner Reception Hotel Tirana International

SEEMF – Friday, 16 November 2018

09:00 – 09:15	Welcome	
09:15 – 10:45	Panel I: Power in our pockets: the business of news <i>What to do to ensure independent reporting?</i>	
Moderator	Lars Radau	Freelance journalist, Sächsische Zeitung, Dresden
Panellists	Sabina Castelfranco	Foreign correspondent, CBS Italy news, Rome
	Francesco De Filippo	Journalist, ANSA news agency, Rome
	Adelheid Feilcke	Head of Western Balkans, Deutsche Welle, Bonn
	Natalia Gumenyuk	Head and co-founder, Hromadske TV, Kyiv
	Boro Kontić	Director, Media Centar Sarajevo
	Goran Mihajlovski	Owner SDK web, founder Vest daily, Skopje
Discussion: Q & A		
10:45 – 11:00	Keynote address by Ognian Zlatev, Head of the European Commission Representation in Bulgaria, Sofia	
11:00 – 11:30	Coffee break	
11:30 – 13:00	Panel II: How does disinformation affect the work of media companies? <i>Influences of propaganda on media business</i>	
Moderator	Christian Mihr	Executive Director, Reporters without Borders Germany, Berlin
Keynote	Eric Chamberland	NATO Stratcom CoE, Riga
Panellists	Oksana Chelysheva	Journalist and human rights defender, Helsinki
	Marco Gombacci	Political analyst and founder/editor of @theEUpost, Trieste / Brussels
	Alina Radu	Director, Ziarul de Gardă daily, Chişinău
	Zoran Sekulić	CEO and founder, Fonet news agency, Belgrade
Discussion: Q & A		

13:00 – 14:00	Lunch break
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14:00 – 14:15	Special Speaker Nico Pitrelli , Media Expert, Trieste
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14:15 – 15:45	Panel III: Sustainability and credibility of media outlets <i>How to avoid influence of advertisers, sponsors and donors?</i>	
Moderator	Samra Luckin	Director Boram, PR-Expert, Sarajevo
Panellists	Stevan Dojčinović	Editor-in-Chief, KRIK, Belgrade
	Florian Nehm	Head of Corporate Sustainability & EU Affairs, Ringier Axel Springer Media AG, Berlin
	Silvio Pedrazzi	CEO, Intesa Sanpaolo Bank Albania and Board Member of FIAA, Tirana
	Elena Popović	General Counsel, Media Development Investment Fund, New York
	Klaus Schweighofer	Chairman of the Management Board, Styria Media International, Graz
Discussion: Q & A		

15:45 – 16:15	Coffee break
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16:15 – 17:45	Panel IV: Media ownership and transparency – is it in reality possible? <i>How to fight corruption in media companies?</i>	
Moderator	Ricardo Gutierrez	Secretary General, European Federation of Journalists, Brussels
Panellists	Sandra Bašić-Hrvatinić	Researcher, Center for Media Policy, Peace Institute, Ljubljana
	Željko Ivanović	CEO, Vijesti daily, Podgorica
	Besar Likmeta	Editor-in-Chief, BIRN Albania, Tirana
	Katerina Sinadinovska	President, Council of Media Ethics Macedonia, Skopje
Discussion: Q & A		

17:45 – 18:00	Closing remarks: Oliver Vujović (SEEMO), Hendrik Sittig (Head KAS Media Program), Barbara Fabro (CEI)
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