



'Name the actor - take the action' The purpose of the conference is for the participants - media and civil society organisations and policy makers – to develop an Action Plan applicable at the EU and national level. The EU Media4Diversity Study recommendations will be used as a starting point for discussions. Delegates will be provided with the tools for post-conference networking, information exchange and further work based on the Action Plan.

DRAFT CONFERENCE PROGRAMME

'MEDIA4 DIVERSITY IN NEW EU COUNTRIES'

Bucharest, May 28-30, 2010

Day One 18.00

Registration and Reception
Welcome by the Romanian Government official

Day Two

0930 – 10.45

Welcome by EU, EU FRA, Council of Europe, CIJ and MDI

Key Note Speech: Ms Dunja Mijatovic, OSCE Freedom of the Media Representative TBC

1045 – 11.00

MDI Executive Director Milica Pesic: "The Best Practice Findings of the Media4Diversity Study and its Recommendations"

Discussion

11.00-11.30 Break

11.30-13.00

Session 1 Panel Discussion

How the Media Benefits from Reporting Diversity Chair:

Ioana Avadani CIJ, Romania

Panel:

Ms Sue Caro, Diversity Department, BBC (UK).

Mr Nick Carter, Society of Editors, London, UK, former Chief Editor Leicester Mercury (UK)

Editor Roma Journalism Network, Romania

Ms Claire Frachon, Editor, 'Media and Cultural Diversity' (France/ EU)

Mr Sandor Orban, Director, SEENPM, Budapest, Hungary

13.00-14.00

Lunch

14.00-15.30

Session 2 Panel Discussion

CSOs' Contribute to the Improvement of Diversity

Coverage. Chair: Milica Pesic, MDI (UK)

Panel:

NGO specialized in minorities, Romania

Mr Mike Jempson, Media Wise Trust, UK

Ms Joy Frances, Director, The Creative Collective, UK

Ms Ilona MORICZ, Director, Centre for Independent Journalism Budapest TBC

15.30-16.00

Launch of 'Media4 Diversity in New Europe' networking platform on Media & Diversity portal. Mr Farid Littleproud, MDI (UK)

16.00-16.30

Break

16.30-17.15

Session 3 Presentation & Discussion

"Media & Diversity - From recruitment to editorial policies; new challenges for the Media", Reynald Blion, Media & Diversity Manager, Speak out against discrimination Campaign, Council of Europe.

17.15-18.00

Session 4 Presentation & Discussion
Media and Diversity, Ms Aydan Iyiguengoer, EU FRA

19.00

Dinner

Day Three

09.00- 09.30

Break-Out Group Task-Setting Session

09.30 - 12.30

Groups work in teams to produce draft 'Action Plans' for future work up to July 2010

(11.30 – 11.15)

Break

12.30-13.30

Lunch & Review of draft presentations with MDI/CIJ representatives

13.30-15.00

'Name the actor - take the action' Closing Session
Presentation of Action Plan Highlights. Discussion. Chair:
Ioana Avadani CIJ, Romania

Close by EU, EU FRA, Council of Europe, CIJ and MDI