



## Conference Programme 'Media for Diversity in New EU Countries' Bucharest, 28-30 May 2010

**'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 Study on Media & Diversity recommendations will be used as a starting point for discussions. Delegates will be provided with the tools for post-conference networking, information exchange and future work based on the Action Plan.

### Day 1: Friday 28 May

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18.00 Registration and official reception  
(*Tulip Inn Hotel, Bucharest*)

Welcome by:

Mr Nicolae Idu, European Commission Representative to Romania  
Mr Attila Marko, Secretary of State, Department for Interethnic Relations,  
Government of Romania

### Day 2: Saturday 29 May

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09.30 – 10.45 Welcome by the EU Fundamental Rights Agency (FRA), the Council of Europe (CoE), the Centre for Independent Journalism (CJI) and the Media Diversity Institute (MDI)

**Key Note Speech:** Leslie Hawke, Co-founder, Asociația Ovidiu Rom

10.45 – 11.00 **'Somebody is already doing it – The Best Practice Findings of the EU Study on Media & Diversity and its Recommendations'**  
Milica Pesic, Executive Director, Media Diversity Institute

11:00 – 11:30 Break

11.30 – 13.00	<p>Session 1: Panel Discussion  <b>‘Broadening the Audience, Raising Income – How the Media Benefits from Covering Diversity’</b></p> <p>Chair: Milica Pesic, Executive Director, Media Diversity Institute</p> <p>Panel:  Ms Sue Caro, Head of Diversity Department, BBC, UK  Mr Łukasz Lipiński, National Desk Editor, Gazeta Wyborcza, Poland  Ms Claire Frachon, Editor, ‘Media and Cultural Diversity’, France  Mr Nick Carter, Society of Editors, UK</p>
13.00 – 14.00	Lunch
14.00 – 15.30	<p>Session 2: Panel Discussion  <b>‘Sources of Stories and Information – How Civil Society Organisations can Contribute to the Improvement of Diversity Coverage’</b></p> <p>Chair: Ioana Avadani, Centre for Independent Journalism, Romania</p> <p>Panel:  Ms Antonia Meszaros, News Anchor, Hungarian Television, Hungary  Mr Nicu Dumitru, ActiveWatch Media Monitoring Agency, Romania  Ms Joy Francis, Director, The Creative Collective, UK  Mr Sandor Orban, Director, South East European Network for Professionalization of the Media, Hungary</p>
15.30 – 16.00	<p><b>Launch of the ‘Media for Diversity in New EU Countries’ networking and information platform</b></p> <p>Mr Farid Littleproud, Web Editor, Media Diversity Institute</p>
16.00 – 16.30	Break
16.30 – 17.15	<p>Session 3: Presentation &amp; Discussion  <b>“Media &amp; Diversity - From recruitment to editorial policies; new challenges for the Media”</b></p> <p>Reynald Blion, Media &amp; Diversity Manager, Speak out against discrimination Campaign, Council of Europe.</p>
17.15 – 18.00	<p>Session 4: Presentation &amp; Discussion  <b>Media and Diversity</b></p> <p>Mr Alexander Pollak, Programme Manager, Equality and Citizen's Rights Department, EU Fundamental Rights Agency</p>
19.00	Dinner

## Day 3: Sunday 30 May

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- 09.00 – 09.30 Break-Out Group Task-Setting Session
- 09.30 – 11.00 Groups work in teams to produce draft 'Action Plans' for future work
- 11.00 – 11.15 Break
- 11.15 – 12.30 Groups work in teams to produce draft 'Action Plans' for future work (*Continued*)
- 12.30 – 13.30 Lunch & review of draft presentations with Media Diversity Institute and Centre for Independent Journalism representatives
- 13.30 – 15.00 Closing Session  
**'Name the actor - take the action'**  
Presentation of Action Plan Highlights & Discussion  
Chair: Ioana Avadani, Centre for Independent Journalism, Romania
- Close by European Commission, EU Fundamental Rights Agency, Council of Europe, Centre for Independent Journalism and Media Diversity Institute