



## ETHICAL JOURNALISM INITIATIVE

### A Campaign to Fight Discrimination through Freedom of Expression and the Highest Professional Standards in Journalism

7<sup>th</sup> & 8<sup>th</sup> November, 2011

“Dom novinárov” – The House of Journalists, Bratislava, Slovakia

### Draft Program

#### Sunday November 6<sup>th</sup>, 2011

- 09.00 – 16.30      **ARRIVAL OF PARTICIPANTS**  
Accommodation at Falkensteiner Hotel Bratislava  
Pilárikova ulica 5, SK 811 03 Bratislava,  
Tel. +421/ (0) 2 / 59236-100
- 17.00 – 20.00      **PRESS CONFERENCE AND WELCOMING DRINK**  
“Dom novinárov” – The House of Journalists, Bratislava, Slovakia

#### Monday November 7<sup>th</sup>, 2011

- 09.00 – 09.30      **REGISTRATION**
- 09.30 – 10.00      **Welcome address & Opening**  
*Peter Kubinyi*, Chairman, Slovak Syndicate of Journalists  
*H.E. Rudolf Chmel*, Deputy Prime Minister for Human Rights and Minorities
- 10.00 – 10.30      **ETHICAL JOURNALISM INITIATIVE CAMPAIGN**  
Yuk Lan Wong, European Federation of Journalists  
Sejal Parmar, Article 19
- 10.30 – 10.50      **COFFEE BREAK**



10.50 – 12.30

**CODE OF ETHICS – FROM THEORY TO REALITY**

**Július Lörincz** – Vice-chairman of the Press Council of the Slovak Republic  
**Miloš Mistrík** – Chairman of the Council for Broadcasting and Retransmission  
**Nataša Slavíková** – Director General, Section of Media, Audiovisual and Copyright Law, Ministry of Culture

Discussion

12.30 – 14.00

**LUNCH**

14.00 – 15.30

**MEDIA PORTRAYAL OF ETHNIC MINORITY**

**Zuzana Vatrálová** – Director, IOM Slovakia  
**Peter Kresák** – Head of Office, UNHCR Slovakia  
**Kálmán Petőcz** – Director General, Section of Human Rights and Equal Treatment, Government of Slovakia  
**Jarmila Lajčáková** – Research Centre for Ethnicity and Culture

Discussion

15.30 – 15.50

**COFFEE BREAK**

15.50 – 17.30

**MEDIA AND MINORITIES IN THE REGION – CURRENT ISSUES**

**Kristína Magdolenová** – Managing Director, Roma Media Center Slovakia  
**Samuel Žiak** – Vice-chairman, National Council of the Slovak National Minority in Serbia  
**Tóth Károly** – Association of Hungarian Journalists, Hungary  
**Wojtek Szpocinski** – Press Club Polska, Poland  
**Dmitrij A. Borobec** – Regional organization of the National Association of Journalists, Ukraine

Discussion

18.30 - 22.00

**DINNER**

Venue: Pulitzer Restaurant



**Tuesday November 8<sup>th</sup>, 2011**

- 09.00 – 09.30      **REGISTRATION**
- 09.30 – 11.00      **MEDIA AND MINORITIES IN SLOVAKIA – CURRENT ISSUES**  
*Pavol Múdry* – International Press Institute Slovakia  
*Marek Baláž* – East Slovakia Regional Reporter, TV Markíza Slovakia  
*Barbara Ostoverchá* – Researcher, Slovak National Centre for Human Rights  
*Lubica Stanek* – Deputy Managing Director for Policy, Strategy and Media, Open Society Foundation Bratislava
- Discussion
- 11.00 – 11.15      **COFFEE BREAK**
- 11.15 – 13.00      **LOCAL BROADCAST MEDIA AND MINORITIES ISSUES – INCL. SCREENING OF SELECTED TV NEWS**  
*Nataša Petrová* – Managing Director, Local TV Stations' Association "LOTOS"  
*Dana Reindlová* – Managing Director, Regional TV in Prievidza  
*Marcel Blahut* – Managing Director, Regional TV REDUTA Sp. Nová Ves  
*Jaroslav Šepela* – Managing Director, Regional TV Humenne
- Discussion
- 13.00 – 14.30      **LUNCH**
- 14.30 – 15.30      **LOCAL PRINT MEDIA AND MINORITIES ISSUES**  
*Katarína Čižmáriková* – Head of the Košice Regional Office, Slovak Syndicate of Journalists  
*Peter Bercik* – Editor in Chief, Korzár regional daily, Košice  
*Zita Suráková* – Editor in Chief, MY Novohradské noviny regional daily, Lučenec
- Discussion
- 15.30 – 16.30      **Conclusions/recommendations**



*This conference is hosted by the Slovak Syndicate of Journalists and with the financial support from the European Union's Fundamental Rights and Citizenship Programme.*