



Media Accountability and Transparency in Europe

Final Conference of the EU Research Project

- June 6, 2013 -

Media Self-Regulation in Europe: How to make the media more accountable?

Brussels, Representation of the State of North Rhine-Westphalia
to the European Union, Rue Montoyer 47, 1000 Brussels

Programme

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| 10.00 – 10.10 | Welcome Remarks

Rainer Steffens
Director, Representation of the State of
North Rhine-Westphalia to the European Union

Dr. Yuri Borgmann-Prebil
Project Officer, DG Research and Innovation,
European Commission |
| 10.10 – 10.30 | The Impact of Media Accountability for a Free and Pluralistic Media in Europe

Prof. Dr. Vaira Vike-Freiberga
Chair, High Level Group on Media Freedom and Pluralism |
| 10.30 – 10.50 | Presentation of Key Project Results

Prof. Dr. Susanne Fengler
Project Director MediaAcT, Director Erich Brost Institute
for International Journalism, TU Dortmund University |
| 10.50 – 11.10 | Presentation of Policy Recommendations

Prof. Dr. Matthias Karmasin
MediaAcT, Director Medienhaus Vienna/Alpen-Adria University Klagenfurt |
| 11.10 – 11.30 | Coffee Break |

11.30 – 13.00

**What can Media Policy do to Encourage Media Accountability?
Discussion**

Chair: Prof. Dr. Boguslawa Dobek-Ostrowska
MediaAcT, University of Wrocław

Panelists:

Prof. Dr. Vaira Vike-Freiberga
Chair, High Level Group on Media Freedom and Pluralism

Dr. Eva Lichtenberger
Member of the European Parliament

Bernie Grogan
Deputy Press Ombudsman, Ireland

Dr. Martin Moore
Director, Media Standards Trust

Dr. Federica Casarosa
European University Institute, Firenze/MEDIADEM Research Project

Prof. Dr. Susanne Fengler
MediaAcT, Erich Brost Institute, Dortmund University

Prof. Dr. Matthias Karmasin
MediaAcT, Medienhaus Vienna, Klagenfurt University

13.00 – 14.00

Lunch

14.00 – 15.30

**Does the Industry do enough for Media Accountability?
Discussion**

Chair: Dr. Thomas Schiller
Editor-in-chief, EPD News Agency

Panelists:

Francine Cunningham
Executive Director, European Newspaper Publishers' Association

Ingrid Deltenre
Director General, European Broadcasting Union

Ross Biggam
Director, Association of Commercial TV in Europe

Manfred Protze
President, European Federation of Journalists

Aidan White
Director, Ethical Journalism Network

Prof. Dr. Stephan Russ-Mohl
MediaAcT, University of Lugano, European Journalism Observatory

Prof. Dr. Scott Maier
School of Journalism, University of Oregon (USA)

15.30 – 16.00

Presentation of the Media Accountability Index & Summary

Prof. Dr. Gianpietro Mazzoleni
MediaAcT, University of Milan

16.00

Coffee/End

Please register via email by May 30, 2013: Erich-Brost-Institut@gmx.de
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