



**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

- |               |   |
|---------------|---|
| 10.00 – 10.10 | Welcome Remarks<br><br>Rainer Steffens<br>Director, Representation of the State of<br>North Rhine-Westphalia to the European Union<br><br>Dr. Yuri Borgmann-Prebil<br>Project Officer, DG Research and Innovation,<br>European Commission |
| 10.10 – 10.30 | The Impact of Media Accountability for a Free and Pluralistic Media in Europe<br><br>Prof. Dr. Vaira Vike-Freiberga<br>Chair, High Level Group on Media Freedom and Pluralism   |
| 10.30 – 10.50 | Presentation of Key Project Results<br><br>Prof. Dr. Susanne Fengler<br>Project Director MediaACT, Director Erich Brost Institute<br>for International Journalism, TU Dortmund University   |
| 10.50 – 11.10 | Presentation of Policy Recommendations<br><br>Prof. Dr. Matthias Karmasin<br>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](mailto:Erich-Brost-Institut@gmx.de)  
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