Conference Programme
World Press Freedom Day 2012
New Voices: Media Freedom Helping to Transform Societies

3 - 5 May 2012
Karthago Le Palace Hotel, Tunis, Tunisia

Consistent with Article 19 of the Universal Declaration of Human Rights, the establishment, maintenance and fostering of an independent, pluralistic and free press is essential to the development and maintenance of democracy in a nation, and for economic development.

– The Declaration of Windhoek, 3 May 1991

Thursday 3 May 2012: Pre-Events (by invitation only)

3 May 10:00-14:00	Registration (for all participants)
1-6 May*	Highway Africa Youth Newsroom Training *Organized by Future Journalists Project* *Venue: Nadwa Room*
2 May* 17:00-19:30	Roundtable on Media & Governance: Sustaining the Pioneer Role of Tunisia in the Arab Awakening *Organized by The Center for Developing Communication (CDC Tunis) and Tunisia-Live* *with the support of African Development Bank* *Venue: Novotel Mohamed V*
3-5 May	Training Session on The Role of Media In Fostering Accountability *Organized by African Development Bank* *Venue: Centre africain de perfectionnement des journalistes et communicateurs (CAPJC)*
3 May 12:30-15:00	World Press Freedom Day Fellows Programme *Organized by IREX* *With support from the U.S. Department of State Bureau of Democracy, Human Rights and Labor* *and the John S. and James L. Knight Foundation* *Venue: Serail Room*
3 May 09.00-12.30	Meeting with the Group of Technical and Financial Partners to Support the Tunisian Media Sector *Convened by Swiss Embassy in Tunisia* Venue: *El Diwan Room*
3 May 13:00-14:30	Lunch Supported by Audiovisuel extérieur de la France (AEF) Venue : Restaurant Ryadh (by invitation only)
3 May 16:00-19:30	Award Ceremony UNESCO/Guillermo Cano World Press Freedom Prize Venue: Presidential Palace (by invitation only)

Friday 4 May 2012

08:00-09:30	Registration (for all participants)
09:30-10:30	**Opening Session** **Welcome Remarks:** Mohammed BELHOCINE, UN Resident Coordinator in Tunisia **Special Remarks:** Message from Jean PING, Chairperson of African Union Commission **Opening Speeches**: Irina BOKOVA, Director-General of UNESCO Hamadi JEBALI, Prime Minister of Tunisia
10:30-11:00	Refreshments break
11:00-12:30	<u>**Plenary Session 1:**</u> ***Media Freedom Helping to Transform Societies: New Voices, Youth, and Social Media*** ***Venue: Serail Room*** **Description:** Tunisia demonstrated the transformative power that can be brought forth by the convergence of social media, mobile connections, satellite TV, and the will of the people to fundamentally change socio-economical-political situation. It triggered a domino effect, strengthened by an earnest desire for freedom of expression, which went on to reach Tahrir Square in Egypt, the city of Benghazi in Libya and other parts of the region. The actions of young people have been crucial during the Arab spring movement. The confluence of press freedom and freedom of expression, through various traditional as well as new media such as social media, has given rise to an unprecedented level of media freedom. From developed countries mired in economic woes to developing countries, people and especially young people have found a voice where there was none before. As media freedom grows, the strength of the each individual voice grows in tandem, and calls for social transformation and positive political change become an unstoppable force. **Moderator**: Rana SABBAGH, Executive Director, Arab Reporters for Investigative Journalism (ARIJ), Jordan **Keynote Speech:** Tawakkol KARMAN, 2011 Nobel Peace Prize Laureate **Panel:** Frank LA RUE, UN Special Rapporteur on the Promotion and Protection of the Right to Freedom of Opinion and Expression Lina BEN MHENNI*, The Tunisian Girl Blog*, Tunisia Omar BELHOUCHET, El Watan, Algeria Asieh AMINI, Political Affairs Editor for Radio Zamaneh, Iran Vivienne WALT, Journalist, Time, USA Moeed AHMAD, Head of New Media, Al Jazeera **Sample questions:** • What are the best ways to engage youth in the wider promotion of freedom of expression? • How can the voice of the youth be reinforced and their role as important part-takers during transitional times adequately recognized? • How can media freedom be used to improve the democratic development of a country? • How can governments use new media to better meet citizens' right to information? • What are the added values of social media in contributing to democratic debate? • New media has helped create a new level of media freedom, how do capitalize on the gains made and ensure that freedom of expression be guaranteed? • What lessons can traditional journalism draw from social media's implication in the transition towards democracy - and vice versa?

12:30-14:00	Lunch *Supported by African Development Bank* *Venue: Restaurant Ryadh (by invitation only)*
14:00-15:30	**Parallel Session 1** *Round Table on Regulation and Self-regulation of Media Space* *Supported by Organisation internationale de la Francophonie (OIF)* *Venue: Cèdre d'Or Room* **Description**: Freedom of expression as embodied in the major international reference texts, is certainly one of the pre-requisites of democracy. In transitional period, freedom of the press plays an even more important role. Ethical regulation of media space by public authority, institutions of broadcast regulation, associations of journalists and bloggers, allows for true democratic governance. Thus, new legal frameworks for these freedoms and their application must be in line with international standards. In terms of media regulation, good practices which were identified may be useful for regulating independent, transparent and professional media. Finally, freedom of the press exercised by journalists and bloggers covers the rights, but also implies duties, especially in transitional period where editorial independence, integrity and professionalism are the cornerstones of a healthy coverage of media and citizens. **Moderator**: Slimane ZEGHIDOUR, Editor-in-Chief, TV5MONDE, France **Panel:** Dunja MIJATOVIC, OSCE Representative on Freedom of the Media Larbi CHOUIKHA, Member of Instance nationale indépendante pour l'Information et la Communication (INRIC), Tunisia Mohammed GALLAOUI, Member, La Haute Autorité de la Communication Audiovisuelle, Morocco Sarra GRIRA, Journalist and International Editor, Observateurs France 24 (AEF), France **Sample questions/topics**: • What are the comparative experiences on the links between media, governance and democratic transition? • What is the legal and institutional framework guaranteeing freedom of expression under international and regional standards? • Why enshrine freedom of expression, press freedom and access to information? • How to guarantee media independence and access to information? • How to promote media pluralism and digital culture? • What are the best practices observed for democratic regulation of the media in countries in democratic transition? • How to reconcile freedom of expression and self-regulation of journalists and bloggers?

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Parallel Session 2
Journalism Ethics in Transitional Situations
Supported by DW Akademie
Venue: El Diwan Room

Description: Changing mindsets is essential in times of transition. Journalists in transitional situations, who were used to deliver government-friendly information and were accustomed to self-censorship, are faced with the challenge of changing their editorial habits. Holding governments and powerful institutions accountable, and adopting the methods of investigative journalism are essential tasks in a new media context. Media must develop their role of watchdogs respecting ethical principles in accordance with international standards.

Moderator: Patrick H. LEUSCH, Head of Project Development Division, *DW Akademie*

Panel:
Aidan WHITE, Coalition for Ethical Journalism
Angela SIRBU, former Director, TV Moldova 1, Moldova
Atidel MEJBRI, The Center of Arab Woman for Training and Research (CAWTAR), Tunisia
Bechir OUARDA, Director, Observateur de la déontologie des médias, Tunisia
Celso SCHRODER, President of the Federation of Latin American and Caribbean Journalists (FEPALC)
Kevin BANKSTON, Senior Counsel & Free Expression Director, Center for Democracy & Technology, USA
Omar Faruk OSMAN, President, Federation of African Journalists (FAJ)

Sample questions:
- How can journalists help counter corruption within media (such as "brown envelopes") and transform professional attitudes in the media sector and develop trust among the audience?
- What measures need to be implemented both by the public authorities and by media organizations in order to promote independent quality journalism?
- How ensure that changes in editorial practices in a new media landscape are actually taking place?
- Ethics and covering sensitive subject matter (sexuality, religion)

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Parallel Session 3
Are all media reforms created equal? Exploring the roles of parliament and government in media reform during democratic transition processes
Supported by ARTICLE 19
Venue: Serail Room

Description: 2011 was a year marked by uprisings and revolutions, some of which resulted in major changes to the political landscapes of countries, paving the way for democratic transition. In this context, what role can media reforms, including legislative and regulatory reforms, play towards consolidating democratic building processes? By exploring recent experiences in Egypt and Tunisia as well as drawing from lessons learnt in Senegal and Kenya, speakers and experts will share best approaches towards media reform and discuss the impact these have had on democratic transition during major political changes. In particular, they will examine the ways in which legislative and regulatory reforms in the media sector can consolidate or weaken the democratic transition process. Issues to be addressed include challenges faced by newly elected governments or parliaments, risks associated with media reforms in fragile contexts, optimising civil society and NGO intervention, ending state control over the media. Using case studies and country examples, the session will also aim at highlighting the positive impact of increased press freedom during democracy building.

	Moderator: Agnes CALLAMARD, Executive Director of ARTICLE 19 **Panel:** Ajmi LOURIMI, Representative of the executive office of Ennahda, Tunisia Ferida LAABIDI, President of the Rights and Freedom Commission, National Assembly, Tunisia Gitobu IMANYARA, Member of Parliament and former journalist, Kenya Mamadou KAMARA, Professor, University Gaston Berger de Saint Louis, and former member of the High Authority for Audiovisual and Communication, Senegal Maria LEISSNER, Human Rights Ambassador, Sweden Mustapha BEN LATAIEF, Professor, Faculty of Law, University of Tunis and former member of the High Authority for the achievement of the revolution, political reform and democratic transition (March 2011-October 2011), Tunisia Rasha ALLAM, Professor of Journalism and Mass Communication, American University in Cairo, Egypt **Sample questions**: • Why place media reform at the heart of any democratic transition process? • How can media reforms smooth the path for democratic transition during major political changes? • What happens when media reforms are not implemented and how best to meet this challenge? • What key recommendations can be gathered from recent (Tunisia, Egypt...) and older experiences (post-communist era) in terms of the positive and negative impact of media reforms following major political changes? Are there any patterns emerging? • What are the key risks associated with premature media reforms in these fragile contexts? Are there any risks of introducing them too soon or too late? • Identifying missed opportunities: for the purposes of learning lessons, what are some of the best and worst decisions taken by transitional / care-taker or elected governments and parliaments in recent years? • What initiatives should the media and civil society undertake to engage with newly elected governments and parliaments, with little experience in governance or governing, to push for media reform? • How can international Non-Governmental Organisations (NGO) contribute to supporting the media reform process in transitional democracies?
15:30-16:00	Refreshments break
16:00-17:30	**Parallel Interactive Session A** *Innovations in Gathering and Sharing News* *Supported by IREX and the Center for International Media Assistance* *Venue: El Diwan Room* **Description**: Evolving technologies and changing approaches are creating new ways to gather and share news. These innovations confound the barriers of distance, infrastructure, human resources, funds, literacy, and censorship – or have the potential to do so. For this session, presenters will share what they have come up with to get more and better information to citizens. They will show us what problem they decided to address, how they went about it, and what obstacles they have faced. The presentations should give us ideas about replicating or adapting these strategies for other environments. The session will open with each of the presenters offering a five-minute look at something new their organization is doing. An open forum for questioning the innovators will follow. **Facilitator:** Drusilla MENAKER, Senior Media Advisor, IREX **Speakers:** Amy O'DONNELL, Radio Project Manager, FrontlineSMS:Radio, UK Jeff BLASIUS, Co-Founder, SeeClickFix.com, USA Khaled KOUBAA, Policy Manager, Google

Lauren WOLFE, Director, Women Under Siege Syria, USA
Lawrence RANDALL, Executive Director, Liberia Media Center, Liberia
Rose SHUMAN, Founder and CEO, Open Mind – Question Box, USA
Jeffrey AVINA, Director of Citizenship & Community Affairs for Microsoft Middle East and Africa
Tikhala CHIBWANA, General Manager, Blantyre Newspaper Limited, Malawi

Sample questions:
• What happened that was unexpected during development?
• What is planned next to build on this approach?
• How would variations on these ideas meet news needs or information challenges in other places?

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Parallel Interactive Session B
Media and Public Engagement: Understanding and Engaging 21st Century Societies
Supported by BBC Media Action
Venue: Cèdre d'Or Room

Description: In the 20th Century, most strategies designed to support and engage media were focused on institutions in society. Support to media was mainly concentrated on enhancing the independence, freedom, professionalism, sustainability and public interest role of newspapers, as well as radio and television stations. Increasingly attention is now focused on how media in all its forms is relevant to and used by citizens. This session will look at how different media and communication organizations understand and respond to the information and communication needs, priorities and aspirations of ordinary citizens. It will examine how research is increasingly informing and underpinning media support programmes with the aim of responding to the issues of most concern to publics, how political and other actors engage with electorates, and issues of media literacy among young populations most shaping new media realities.

Facilitator: Zein Tawfig, Presenter, BBC Arabic's Question Time (Sa'at Hissab)

Speakers:
Diana SENGHOR, Director-General West Africa Panos Institute, Senegal
James DEANE, Director of Policy and Insight, BBC Media Action
Maha ABOUELENEIN, Head of Global Communications & Public Affairs for Google in the Middle East & North Africa
Rania Khaled AL HUSSAINI, Media Literacy Programme, Doha Centre for Media Freedom

Sample questions:
• What is the role of research in understanding information and communication needs and aspirations and how should organizations be responding to better research in this area?
• To the extent there is a shift, what are the implications for established media organizations, and especially the repercussions for media and journalistic freedom, of an increased focus on direct engagement with citizens?
• What kinds of media and other strategies are proving most effective in responding to increasingly networked societies?

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Parallel Interactive Session C
Improving the Safety of Traditional Media Workers and New Media Practitioners
Supported by International Press Institute (IPI)
Venue: Serail Room

Description: In recent years, international organisations as well as local journalists' groups have focused strongly on the issue of journalists' safety, and significant resources have been dedicated to the development of mechanisms aimed at ensuring greater safety for journalists exercising their profession. However, despite significant efforts involving some of the world's most prominent experts in this field, there has been no decrease in the number of killings of, and other attacks against, journalists. This has led to a degree of scepticism about the international community's ability to promote safety, and a perception among professionals that danger is intrinsic to the profession and that only efforts undertaken by journalists and media companies on an individual level – safety training, awareness, and equipment – lead to visible results. Panellists will assess journalists' awareness about international organisations' efforts to promote safety, the repercussions of such efforts on their work, the success of media organisations in promoting greater safety, as well as other successful ways to stop the targeted killings of, and attacks on, journalists.

Facilitator:
Alison Bethel MCKENZIE, Executive Director, International Press Institute (IPI)

Panel:
Lina ATTALLAH, Managing Editor, Egypt International (Al Masriy Al Youm), Egypt
Nabile JMOUR, Secretary-General, Culture and Information Syndicate (UGTT), Tunisian Union, Tunisia
Owais Aslam ALI, Secretary-General, Pakistan Press Foundation & Pakistan Press International, Pakistan
Sylvie COUDRAY, Chief of Section for Freedom of Expression, UNESCO

Sample questions:
• How can we create a more binding international framework on journalists' safety, and to what extent is such a framework desirable?
• What have been the results of international efforts to promote journalists' safety? Has the international community done enough? What else can be done?
• What have been the results of journalists' and media organisations' efforts to promote safety? Have they done enough? What else can be done and what are the challenges?

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Parallel Interactive Session D
Journalism and Democracy 2.0: New Players and New Expectations
Supported by Canal France International (CFI)
Venue: Ryadh2 Room

Description: It is widely admitted that traditional media have become the fourth estate in democracies. Since they are institutionally recognized, they are bound to the legal frameworks and they have built intimate links with political and economic players. The digital revolution has offered new space for media activities with different dynamics and new expectations. From the Arab revolutions to the coverage of elections in western countries, we are only discovering, day after day, the extent of this new activity. New media are not replacing traditional media but they are helping audiences make up their minds and evaluate the formerly-called "official" presentation made by traditional media. New medias are light and flexible, they rely on community dynamics, they launch messages, they provide content that everyone, including traditional media, is free to use. They do not fight official media, they

	surf on them and they even need them to be advertised and exposed to the largest number. A little like when printing revolutionized writing, new media are opening a new era, a new journalistic practice and new forms of democracy. **Facilitator:** Ziad MAALOUF, Mondoblog, L'atelier des médias, AEF/RFI, France **Panel :** Cheik FALL, Independent Journalist, Senegal Malek KHADHRAOUI, Co-Founder of Nawaat, Tunisia Rafika BENDERMEL, Bondy-blog, France and Tunisia Wael ABBAS, Blog-Journalist, Egypt Wissam TARIF, Blog-Journalist & Director of NGO INSAN, Lebanon
17:30-18:15	**Special Event** ***Special Session by Arab League Educational, Cultural and Scientific Organization (ALECSO)*** ***"Promoting knowledge-based reporting in the Arab World"*** ***Venue: Serail Room*** with Welcome Remarks by Director-General of ALECSO, Mohammed-El Aziz BEN ACHOUR and Speech by Guest of Honour, Janine Di GIOVANNI
	Side Event A ***"Media Transparency: New Sustainability Reporting Guidelines for Media organizations"*** ***Launch Event*** ***Supported by Global Reporting Initiative (GRI), FNPI (New Journalism Foundation), AVINA Foundation and Javeriana University*** ***Venue: Cèdre d'Or Room*** ∞∞∞∞∞∞ *Side Event B* ***"The Common Ground Approach and Its Application in the Tunisian Media: Constraints and Opportunities"*** ***Supported by Search for Common Ground*** ***Venue: El Diwan Room*** ∞∞∞∞∞∞ *Side Event C* ***Launch of IFEX Tunisia Monitoring Group (IFEX-TMG) project publications in Arabic:*** ***1. Training manual on online campaign strategy development and the use of the Internet for freedom of expression, developed by ANHRI in cooperation with CTPJ*** ***2. IFEX-TMG anthology of free expression, in cooperation with PEN Tunisia and Atlas Publishing*** ***3. Freedom of Expression multi-media campaign in cooperation with Nawaat.org*** ***Venue: Ryadh 2 Room***
19:45	**Evening Reception** ***Supported by Google and the Ministry of Culture of Tunisia*** ***Venue: Baron d'Erlanger, Sidi Bou Said***

Saturday 5 May 2012

| 9:00-10:30 | **Plenary Session 2:**
The Reshaping of the Media Landscape in Transitional Environment
Supported by International Media Support (IMS)
Venue: Serail Room

Description: The media market in countries in transition often experiences major shifts and changes. The emergence of new media outlets is likely to reconfigure market share. Government subsidies for the media may have been cut or reduced. Furthermore, there may have been a reliance on international media previously rather than local news sources. Indeed, national media outlets, founded before the transition, were often controlled by the authorities. In newly democratic countries, the media sector enjoys a much higher level of freedom, but it suffers a lack of best practices and internationally-referenced regulation systems. There are significant questions about whether state-owned media in a given country can be transformed into (one or more) public service media outlets, whether they should be privatised, or whether the two strategies could be combined. Moreover, the media must learn to adapt to a new culture of self-regulation and to the strengthening of the professional standards. Thus, the development of adequate media training is a priority.

Moderator : Biljana TATOMIR, Deputy Director, IMS

Speakers:
Bambang HARYMURTI, CEO and Publisher TEMPO, Indonesia
Edetaen OJO, Media Rights Agenda, Nigeria/Liberia
Kamel LABIDI, President, Instance nationale pour la réforme de l'information et de la communication (INRIC), Tunisia
Kanak DIXIT, Editor-in-Chief, Himal Southasian, Nepal
Libby LLOYD, Media and Policy Expert, South Africa
Miklos HARASZTI, Writer, University Teacher and OSCE Representative for Freedom of the Media (2004-2010), Hungary

Sample questions:
• How will the mushrooming of new media outlets influence the flow of information in emerging democratic countries?
• How to develop relations between major international media groups and emerging local media?
• What is needed for the development of editorially independent public service media, and how can previously state-owned media regain the trust of citizens?
• What are the needs of the newly emerging private media sector?
• How is the regulation of the media sector changing in transition countries?
• What is needed to reorganize capacity-building for journalists in a media sector undergoing radical transformation? |
| 10:30-11:00 | Refreshments break |

11:00-12:30	**Parallel Session 4** *Title: Developing Public Service Broadcasting in Transitional Times* *Supported by France Télévisions, Arab States Broadcasting Union (ASBU), and European Broadcasting Union (EBU)* *Venue: Serail Room* **Description:** Turning previously state-controlled media into media that serve their public and no longer the state is seen as a vital factor - and challenge - for the transition towards more a democratic society. Public service media can be instrumental in promoting access to knowledge, deepening democracy, and further development. Editorially independent media ensure the transparency of the transitional process, act as a government watchdog, and provide a forum for public debate. In transitional situations, public service broadcasters can give an overall national voice to the country, and promote balanced reporting and national reconciliation. PSBs should also be sensitized to the possible positive impact from new media technologies when it comes to adopting an ever changing audience-oriented profile. Technological innovation can have the potential to renew the vitality of PSBs. **Moderator:** Janis KARKLINS, Assistant Director-General for Communication and Information, UNESCO **Panel:** Salaheddine MAAOUI, Director General, Arab States Broadcasting Union Claudio CAPPON, Vice-President of European Broadcasting Union (EBU) Pier Luigi MALESANI, Secretary General, Conférence Permanente de l'Audiovisuel Méditerranéen (COPEAM) Naglaa EL-EMARY, BBC Arabic Cairo Bureau Chief and Head of Special Projects Habib BELAID, CEO of Radio Tunisienne, Tunisia Jerôme CATHALA, Director, France TV Magazine, France TV, France Rachid ARHAB, Commissioner of CSA Conseil Superieur de l'Audiovisuel, France **Sample questions:** • How to turn previously state-controlled media into editorially-independent public service media that are considered as trustworthy sources of information in the society? • How can the previously state-controlled media best adapt to the new media landscape where they are no longer the only source of information? How can they take advantage of new technological developments to increase interaction with their users? • How to build a good management model, including the principles of self-regulation, according to international standards? • How can public service broadcasters provide a voice to women and minority groups that were previously not heard? • How can a public service broadcaster co-exist and cooperate with independent, private media? ∞∞∞∞∞∞ **Parallel Session 5** *The Decriminalization of Speech* *Supported by Special Rapporteurs* *Venue: El Diwan Room* **Description**: There is a tendency to place a limit on the exercise of freedom of expression by criminalizing the press in defamation charges. Yet criminalization of defamation is not in accordance with international standards. To ensure sustainable conditions for press freedom, it is essential to decriminalize defamation. When defamation is made a penal crime, this may be used to severely limit the right to freedom of expression: when penalties are imposed, they often fail to meet the requirements of necessity and proportionality, and the reason for punishment is not always made

known to the public. Such actions may thus be used as an excuse to prevent public debate and the legitimate criticism of government and other powerful entities in society. In a transitional situation towards democracy, open debate on matters of governance must be guaranteed; it is therefore crucial to decriminalize defamation and instead include this issue in the civil code or let it be dealt with by self-regulatory bodies.

Moderator: Guy BERGER, Director of Freedom of Expression and Media Development, UNESCO

Panel:
Catalina BOTERO, OAS Special Rapporteur on Freedom of Expression
Dunja MIJATOVIC, OSCE Representative on Freedom of the Media
Frank LA RUE, UN Special Rapporteur on the Promotion and Protection of the Right to Freedom of Opinion and Expression
Pansy TLAKULA, Special Rapporteur African Commission on Human and People's Rights

Sample questions:
- How can the decriminalization of defamation law be accelerated, and how can defamation be incorporated into the civil code, in accordance with international standards?
- What are some of the emerging issues concerning defamation in the new media? For example, where does the responsibility lie for a defamatory comment made on a third party social media application? Who should take the responsibility for opinions posted on social media sites?
- How to ensure that open public debate on governance is not limited by defamation laws?

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Parallel Session 6
Social Media: Gaining Leverage, Networking, Security
Supported by Doha Centre for Media Freedom
Venue: Ryadh 2 Room

Description: Internet is rapidly changing the media landscape, creating an unprecedented level of freedom of expression. The rather centralized and structured mass media is challenged to leverage its place in the new network. Digital security becomes a new issue in the evolving ecosystem. Each panelist will have five minutes to present as the basis for discussions with the audience on topics like professionalism amongst bloggers, digital security and corporate transparency. The aim is to explore innovative ideas for better cooperation, to jointly enhance press freedom in the Arab region and the rest of the world.
Moderator: Ole CHAVANNES, Senior Coordinator Doha Centre for Media Freedom, Qatar

Panel:
Abu Alhayjaa M. MAJEED, Information Security Coalition (ISC)
Amjad BAIAZY, Media Activist, Syria
Bill ECHIKSON, Head of Free Expression Policy and PR for Europe, Middle East and Africa, Google
Lamees DHAIF, Journalist, Bahrain
Mohammed ABU SHRARKH, Gaza Office Manager, AMIN Media Network, Palestine
Omar CHATRIWALA, Co-founder, Dohanews.co, Qatar
Sami BEN GHARBIA, Co-founder, Nawaat.org, Tunisia

Sample questions:
- How to build collaborations in a social media context?
- Online press freedom vs quality journalism: how to guarantee transparency and integrity among the netizen community?

	• What better measures need to be implemented by corporate partners to promote independent journalism and limit digital censorship? • What new techniques are expected in the near future that will influence the media landscape?
12:30-14:00	Lunch Supported by Al-Jazeera Network *Venue: Restaurant Ryadh (by invitation only)*
14:00-15:30	**Parallel Session 7** *Media Ownership, Transparency and the Economics of Quality Information* *Supported by Global Reporting Initiative (GRI), FNPI (New Journalism Foundation), AVINA Foundation and Javeriana University* *Venue: Serail Room* **Description**: In transitional countries, new media freedom leads to a mushrooming of new media outlets and the reorganisation of established media companies. In this context, independent new media initiatives often experience challenges to ensure quality journalism, to preserve their editorial independence, and above all to survive economically. For bigger actors, there is a tendency to take part in the rush to win the market, instead of fighting for enhanced quality according to international standards. New media outlets and established media groups find themselves in competition in a continually changing media landscape, which raises the question of their coexistence and cooperation. Editorial independence is often challenged by an unclear line separating the media owners from the editors or journalists especially when the same person occupies these functions. In such a context, it is vital to ensure transparency of ownership to avoid eroding freedom of expression, media plurality and diversity in content. **Moderator**: Ricardo CORREDOR, Executive Director of New Journalism Foundation, Colombia **Panel**: Aboubakr JAMAI, Former Director for the *Journal Hebdomadaire,* Morocco Eli NOAM, Professor of Finance & Economics, Columbia Business School, Columbia University, USA Fiona HARRISON, Human Rights Consultant, Access-Info Europe, Spain Lucy GOODCHILD, Manager, Press and Communication, Global Reporting initiative (GRI) Mirjana MILOSEVIC, Deputy Director, Press Freedom and Development Programmes, World Association of Newspapers (WAN) Nabil KAROUI, Director, Nessma TV, Tunisia Roukaya KASENALLY, Director of Communication and Knowledge Management, African Media Initiative **Sample questions**: • What are the best business models for new independent media in a transitional context? • What are the different alternative funding solutions for media outlets? • What are the best monitoring mechanisms to ensure competition and pluralism of ownership in the media sector? • What should be the legal foundation of media ownership? • In times of unstable revenues, how can one guarantee quality independent journalism, online as well as offline, based on ethical principles in line with international standards? • How to urge regional and national media owners to respect cultural diversity in media? • How to prevent vertical integration, horizontal integration and cross ownership from hindering the right to information? • What are the long-term sustainable perspectives for new media owners, and how can one prevent the ownership of the distribution of content from hampering access to information? • How to ensure a clear line between media owners and editors? • How to prevent the interests of media owners—be they religious, economic or political—from influencing editorial content and threatening independent journalism?

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Parallel Session 8
Mapping Digital Media
Supported by Open Society Institute
Venue: El Diwan Room

Description: Mapping Digital Media is a global research project by the Open Society Media Program. The values that underpin good journalism, the need of citizens for reliable and abundant information, and the importance of such information for a healthy society and robust democracy: these are perennial, and provide compass-bearings for anyone trying to make sense of current changes across the media landscape. The Mapping Digital Media project, which examines these changes in-depth, aims to build bridges between researchers and policy-makers, activists, academics, and standard-setters across the world. It also builds policy capacity in countries where this is less developed, encouraging stakeholders to participate and influence change. At the same time, this research creates a knowledge base, laying foundations for advocacy work, building capacity and enhancing debate. Covering 60 countries, the aim of the MDM project is to examine and assess the impact of how these changes affect the core democratic service that any media system should provide, namely news about political, economic and social affairs. The MDM reports are produced by local researchers and partner organizations in each country. Cumulatively, these reports will provide a much-needed resource on the democratic role and potential of digital media.

Moderator: Marius DRAGOMIR, Senior Manager, Media Programme, Open Society Foundation, UK

Panel:
Alexei PANKIN, Editor, WAN-IFRA-GIPP Magazine
Bouziane ZAID, Assistant Professor Al Akhawayn University in Ifrane and Lead Reporter in the MDM Morocco Report, Morocco
Francesca Fanucci, Free Expression Associates,
Ioana AVADANI, Executive Director, Center for Independent Journalism, Romania
Rodrigo Gómez GARCIA, Senior Lecturer, Department of Communication Sciences Universidad Autónoma Metropolitana-Cuajimalpa, Mexico
Somkiat TANGKITVANICH, Vice President, Thailand Development Research Institute, Thailand
Supinya KLANGNORANG, National Broadcasters & Telecom Commission, Thailand

Sample questions:
- What have been the gains and losses of public service or state media caused by the digital switchover of terrestrial platforms and the rise of new media?
- Are citizens taking the opportunities offered by new media for civil and political activism?
- Has digitization affected the work of journalists and the quality and accuracy of their reporting? If yes, how?
- Is the overall framework of policy, law and regulation responsive to the challenges of digitization?
- Has there been a relative increase in public consultation (in terms of debate and participation) with respect to new media technologies, in comparison with the amount of such consultation in the analog context?
- Which policies and legal provisions relating to digitization have had an impact, direct or indirect, on pluralism and diversity in digital broadcasting?

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Parallel Session 9
Access to Information: Why is it Important?
Supported by African Platform on Access to Information (APAI)
Venue: Ryadh2 Room

Description: Media freedom is undermined when there is a lack of information infrastructures and insufficient skills and literacy to access and critically evaluate information. Investigative journalism is greatly hindered when information cannot be accessed readily. Inequalities in terms of access to the Internet and to computers represent a particularly important challenge, despite the fast development of mobile telephony. The situation in Africa is especially difficult since many African countries still have no legislation on access to information, and where such legislation does exist, its implementation has faced serious difficulties. In this context, *the Pan African Conference on Access to Information* (PACAI) was organized by the Windhoek + 20 Working Group, from 17 to 19 September 2011. Over 220 delegates met in Cape Town and signed *the African Platform on Access to Information* (APAI), which calls on African states to guarantee underprivileged groups access to information. The challenges relating to access to information are also related to a lack of training, especially among youth, women, and older people, in the use of ICTs and in media and information literacy (MIL). Specialized training in these areas should be included in the education system. Moreover, good access could be greatly aided with information-friendly policies, and a solid implementation of freedom of information/right to information laws.

Moderator: Luckson CHIPARE, Chairperson, Media Institute of Southern Africa (MISA)

Panel:
Fatou JAGNE-SENGHORE, Regional Representative, Article 19, West Africa
Gamal EID, Executive Director, Arabic Network for Human Rights Information (ANHRI), Egypt
Gilbert SENDUGWA, Coordinator and Head of Secretariat for the Africa Freedom of Information Centre (AFIC),
Glenda DANIELS, Journalist, Mail & Guardian, South Africa
Habiba MEIRI-CHEIKH, Director of Department of Public Information Directorate, African Union Commission
Tomáš TRAMPOTA, Director, Institute of Communication studies and Journalism of Charles University, Prague

Sample questions:
- What are the best ways to improve access to quality information in rural, remote and insular areas?
- Where do mobile technology developers and service providers fit into the long-term development of press freedom and freedom of expression?
- What are some of the strategies that could enhance the media and information literacy amongst media users and practitioners?
- What are some of the considerations for implementing FOIA or RTI in countries with no such provisions?
- How to implement appropriate procedures ensuring access to information to every person regardless of his or her age, nationality, political ideas, sexual orientation, and health status?
- What is needed to urge governments to apply access to information to public and private bodies?

15:30-16:00	Refreshments break

16:00-17:30	*Special Plenary Session on Tunisia: The Way Forward* *Venue: Serail Room* **Moderator:** Rachid ARHAB, Commissioner of CSA Conseil Superieur de l'Audiovisuel, France **Speakers:** Mehrezia LABIDI, Vice President of the Constituent Assembly of Tunisia Samir DILOU, Minister of the Human Rights and Transitional Justice, Tunisia Abdelkrim HIZAOUI, Director, Centre africain de perfectionnement des journalistes et des communicateurs (CAPJC) Fahem BOUKADOUS, Director, Tunisia Centre for Freedom of the Press Mouna BEN HLIMA, Cyber Activist and Founder of Association des Bus citoyens, Tunisia Ridha KEFI, Member of Instance nationale indépendante pour l'Information et la Communication (INRIC), Tunisia **Closing Remarks**: Janis KARKLINS, Assistant Director-General for Communication and Information, UNESCO
19:00-20:30	**<u>Closing Reception</u>** *Supported by French Embassy in Tunisia* *Venue: French Embassy in Tunisia (by invitation only)*

Sunday 6 May 2012: Post-Events (by invitation only)

tbc	*Roundtable on Education, Training, and Research* *Organized by Media Diversity Institute (MDI) with the support of Open Society Foundation Media Programme* *Venue: Serail Room* Description: Universities have a key role to play in optimizing media's function in democracy and development, both indirectly by training entry and mid-career journalists and directly through contributing to policy advocacy as well as fostering a culture of respect for freedom of expression. The basic criteria for quality journalism education should be openly discussed and established among educational practitioners. Innovation, relevance and sustainability of journalist training must be ensured. To be effective, the training must connect with the local and national reality, and be informed by research findings.
08:30-17:00	*Stakeholders Meeting on Decriminalization of Expression* *Supported by Special Rapporteurs* *Venue: El Diwan Room*
tbc	African Platform on Access to Information (APAI) Workshop on Access to Information *Venue: Ryadh2 Room*
09:00-17:00	Meeting of the Coordinating Committee of the Pan Africa Media Network (PAMNET) *Venue: Le Cèdre d'Or Room*
09:00-17:00	World Press Freedom Day Fellows Programme *Organized by IREX* *With support from the U.S. Department of State Bureau of Democracy, Human Rights and Labor* *and the John S. and James L. Knight Foundation* *Venue: Casa Romana Room*
tbc	Conclusion of Highway Africa Youth Newsroom Session *Venue: Nadwa Room*
tbc	Conclusion of African Development Bank Workshop *Venue: Centre africain de perfectionnement des journalistes et communicateurs (CAPJC) (tbc)*