

This activity is implemented within the framework of the project
**IPA 2007 Regional Programme Civil Society Media in South East Europe:
Support to Alignment to EU Standards,**
financed by the **European Commission and UNESCO**

Professional Standards and Self-Regulation in Media and State of Play of Media Policy in South-East Europe

International Conference

**Armada Hotel, Istanbul
22-23 February 2010**

AGENDA

22 February 2010, Monday

- Arrival of participants
- 17:00 – 19:30 Registration of participants
- 19:30 Dinner at Sera Restaurant, Armada Hotel

23 February 2010, Tuesday

- 8:30 Registration of participants
- 9:00 **Welcoming address**
- Yavuz Baydar, Newsroom Ombudsman, Sabah Daily
Tarja Turtia, UNESCO CI/FED Program Specialist and Project
Manager
- 9:15 **Panel I: Achievements and challenges in media accountability in
South East Europe**
- Moderator: Ognian Zlatev, Project consultant
- Speakers and topics: **Remzi Lani**, Director, Albanian Media Institute – *Setting the Context:
Reflections on media development and policies in the Balkans since
the fall of the Berlin Wall: how it all started and what went wrong:
Overall view of the current situation of media in the Balkans*
- Sandor Orban**, Program Director, SEENPM - *Media accountability in
SEE - another "imported" feature of democracy or "self-acknowledged"
need - lessons learned in SEENPM*

Ljiljana Zurovac, Executive Director, Press Council of Bosnia and Herzegovina – *Sustainable development of a Press Council in young democracy: the case of Bosnia and Herzegovina*

Ilda Londo, Media researcher, Albania – *How good intentions cannot bring about good results - complicated story of the efforts to introduce Code of Ethics and self-regulatory mechanism for media in Albania*

Yavuz Baydar, Newsroom Ombudsman, Sabah Daily, Turkey – *Enhancing audience trust in times of crisis: the role of readers' editor*

11:00 – 11:30

Networking break

11:30

Discussion
Moderator: Ognian Zlatev, Project consultant

12:30

Lunch at Sera Restaurant, Armada Hotel

14:00

Panel II: Learning from each other: Media self-regulation and accountability: working models

Moderator: Ognian Zlatev, Project consultant

Speakers and topics: **Thom Meens**, Ombudsman, “de Volkskrant”, The Netherlands – *The role of media ombudsman vs. Press Council: pros and cons*

Jacob Mollerup, Listeners and Viewers Editor, Danish Broadcasting Corporation, Denmark - *Self-control and dialogue in the midst of controversy - Lessons learned at Danish PBS and development of audiovisual media services in the new environment vis-a-vis media accountability systems*

Tarmu Tammerk, Ombudsman at Estonian PBS - *Making media self-regulation work: the case of Estonia*

Joe Thloloe, South African Press Ombudsman - *Media self-regulation: why is it important and which are the possible ways to practice it – South African **example**?*

15:15 – 15:45

Networking break

15:45

Discussion
Moderator: Ognian Zlatev, Project consultant

16:30

Conclusions, recommendations and the way ahead
Tarja Turtia, UNESCO CI/FED Program Specialist and Project Manager
Ognian Zlatev, Project consultant