



Draft Conference Programme

World Press Freedom Day 2012

New Voices: Media Freedom Helping to Transform Societies

3 - 5 May 2012
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: Award ceremony

Award ceremony: UNESCO/Guillermo Cano World Press Freedom Prize

Friday 4 May 2012

8:00-9:00	Registration
9:00-10:30	<p>Opening Session</p> <p>Welcome Remarks by Prime Minister of Tunisia Opening Speech by Director-General of UNESCO, Irina Bokova</p>
10:30-11:00	Refreshments break
11:00-12:30	<p><u>Plenary Session 1:</u></p> <p>Media Freedom Helping to Transform Societies: New Voices, Youth, and Social Media</p> <p>Description:</p> <p>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,</p>

	<p>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. The “Occupy” movement which spreads across several regions of the world occupies a prominent spot in various social media. 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.</p> <p>Moderator:</p> <p>Panel:</p> <p>Sample questions:</p> <ul style="list-style-type: none"> • 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
14:00-15:30	<p style="text-align: center;"><u>Parallel Sessions:</u></p> <p style="text-align: center;"><i>Session A: Improving the Safety of Traditional Media Workers and New Media Practitioners Supported by International Press Institute (IPI)</i></p> <p>The development of new media has raised new issues on the safety of journalists as well as citizen reporters, especially in emerging democratic countries. Four years ago, the <i>Committee to Protect Journalists (CPJ)</i> reported that for the first time in mass media history, more online journalists are being jailed worldwide than journalists working in any other mass medium. Quality journalism is unlikely to flourish if media practitioners are constantly under threat of abduction, hostage taking, intimidation, illegal arrest, sexual attack or even murder. The protections afforded to traditional media workers must necessarily be extended to new media practitioners and the problem of impunity must be addressed, taking into account that the majority of crimes committed against media workers usually remain unpunished and uninvestigated. Online, there is a worrying trend which could threaten freedom of expression and press freedom. For example, comments left by anonymous individuals on social networking sites are being used as a justification to block certain websites or mount defamation lawsuits.</p> <p>Moderator:</p> <p>Panel:</p> <p>Sample questions:</p> <ul style="list-style-type: none"> • How to create a more binding international framework on journalists’ safety for states and how to include the protection of new media workers in it? • Would media professionals’ associations and unions be able to protect their rights and

	<p>improve their working conditions?</p> <ul style="list-style-type: none"> • Who are the citizen reporters and how can their safety be improved? <p style="text-align: center;">Session B: The Decriminalization of Defamation Supported by World Association of Newspapers and News Publishers (WAN-IFRA)</p> <p>Description:</p> <p>There is a tendency to place a limit the exercise of freedom of expression by criminalizing the press in defamation charges, whether it might be for the protection of the reputation of individuals, religion or national security. 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.</p> <p>Moderator:</p> <p>Panel:</p> <p>Sample questions:</p> <ul style="list-style-type: none"> • 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 secure that open public debate on governance is not limited by defamation laws?
15:30-16:00	Refreshments break
16:00-17:30	<p style="text-align: center;"><u>Parallel Interactive Session One</u></p> <p style="text-align: center;">tbc</p> <p style="text-align: center;"><u>Parallel Interactive Session Two</u></p> <p style="text-align: center;">tbc</p>

17:30	Cocktail Dinner

Saturday 5 May 2012

9:00-10:30	<p style="text-align: center;"><u>Plenary Session 2:</u> <u>The Reshaping of the Media Landscape in Transitional Environment</u></p> <p>Description:</p> <p>The media market in countries in transition often experience 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.</p> <p>Moderator:</p> <p>Panel:</p> <p>Sample questions:</p> <ul style="list-style-type: none"> • 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	<p style="text-align: center;"><u>Parallel Sessions-Debates</u></p> <p style="text-align: center;"><i>Session C: Developing Public Service Broadcasting in Transitional Times</i></p>

Supported by Arab States Broadcasting Union (ASBU) and European Broadcasting Union (EBU)**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 situation, 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 a potential to renew the vitality of PSBs.

Moderator:**Panel:****Sample questions:**

- How 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 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?

***Session D: Professional Standards and Ethical Issues: the Training of Media Professionals
Supported by ALECSO and Doha Media Center***

Description:

Changing mindsets is essential in times of transition. Journalists 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. The basic criteria's of quality journalism should be openly discussed and established among media practitioners. Sustainability of journalist training must be ensured and this would include follow-up assessments and refresher courses. To be effective, the training must connect with the local and national reality

Moderator:**Panel:**

	<p>Sample questions:</p> <ul style="list-style-type: none"> • What are the best practices to 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 organisations in order to promote independent quality journalism? • How ensure that changes in editorial practices in a new media landscape are actually taking place?
12:30-14:00	Lunch
14:00-15:30	<p style="text-align: center;"><u>Parallel Sessions</u></p> <p style="text-align: center;"><i>Session E: Access to Quality Information and Media Freedom Supported by African Platform on Access to Information (APAI)</i></p> <p>Description:</p> <p>Media freedom is undermined when there is a lack of information infrastructures and insufficient skills and literacy to access and critically evaluate information. 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 do exist, its implementation has faced serious difficulties. In this context, <i>the Pan African Conference on Access to Information (PACAI)</i> was organized by the Windhoek + 20 Working Group, from 17 to 19 September 2011. Over 220 delegates met in Cape Town and signed <i>the African Platform on Access to Information (APAI)</i>, 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. .</p> <p>Moderator:</p> <p>Panel:</p> <p>Sample questions:</p> <ul style="list-style-type: none"> • 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?

	<p style="text-align: center;">Session F: The Ownership of Media Supported by Global Reporting Initiative</p> <p>Description:</p> <p>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 both 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.</p> <p>Moderator:</p> <p>Panel:</p> <p>Sample questions:</p> <ul style="list-style-type: none"> • 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 instable 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 inter-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?
15:30-16:00	Refreshments break
16:00-17:00	<p style="text-align: center;">Plenary Closing Session</p> <p>Special Remarks by OSI Youth Program Closing Speech by the Assistant Director-General of Communication and Information Sector, Jānis Kārklīņš</p>