

Program as of November 06, 2018
The conference will be held in English.

Thursday, November 15

18:30 - 20:00 **Opening Panel** (Embassy of the Federal Republic of Germany)

INNOVATIVE MEDIA IN A CONTESTED POLITICAL SPACE

In cooperation with the Czech-German Future Fund

Journalism's crucial role to represent the public interest is being actively undermined by declining audiences, upended business models, and the emergence of alternative sources of content. The net result is a disturbingly low level of trust among consumers who complain about political and business agendas, fake news, and low-quality media overall. Given this atmosphere, has technology been a boon or bane to quality journalism?

Welcome:

Jakub Klepal, Executive Director, Forum 2000 Foundation, Co-Chair, Prague Media Point, Czech Republic

Jeremy Druker, Executive Director, Transitions, Founder, Press Start, Co-Chair, Prague Media Point, Czech Republic/USA

Participants:

Jonathan Ledgard, Technologist, Former Correspondent, The Economist, United Kingdom

Lenka Kabrhelová, Journalist, Czech Radio, Nieman Harvard Fellow 2018, Czech Republic

Yulia Savchenko, International Broadcaster and Anchor, Current Time, Voice of America, USA

20:00 - 21:30 (Embassy of the Federal Republic of Germany)

RECEPTION

Friday, November 16

09:00 - 09:05 (Goethe-Institut, Conference Room)

OPENING REMARKS

Robert Kvile, Ambassador to the Czech Republic, Norway

09:05 - 10:00 **Keynote Discussion** (Goethe-Institut, Conference Room)

EMERGING DIGITAL TECHNOLOGY DEVELOPMENTS IN MEDIA

5G, AR/VR, IoT, Artificial Intelligence, and Big Data Analysis all hold real promise when linked to innovative business models that facilitate better reporting and greater engagement with consumers. What are the challenges that might limit these opportunities, and how might government policies around the world promote or inhibit them?

Participants:

Stuart N. Brotmann, Professor of Media Management and Law, Professor of Journalism and Electronic Media, University of Tennessee, USA

Geir Terje Ruud, Chief Development Officer, Norwegian News Agency (NTB), Norway

Moderator:

Jeremy Druker, Executive Director, Transitions, Founder, Press Start, Co-Chair, Prague Media Point, Czech Republic/USA

10:00 - 10:15

COFFEE BREAK

10:15 - 11:30

Presentation (Goethe-Institut, Conference Room)

**"NETWORKS OF OUTRAGE": MAPPING RIGHT WING
MOVEMENTS IN EUROPE**

In a year-long project, researchers at HIIG and journalists at derStandard.at collaborated to gain a perspective on right-wing movements, parties and politicians in Europe by investigating their public online communication and by conducting interviews and on-site research. The speakers will talk about their journalistic and scientific methods and output, the lessons that they have learned from working very closely with scientists, which tangents they took as a reaction to then-current events and how Facebook's recent restrictions on content accessibility now make many of our stories impossible or much harder to report. This project was funded by Volkswagenstiftung via an interdisciplinary grant program.

Participants:

Noura Maan, Foreign Desk Writer, Der Standard, Austria

Markus Hametner, Data Journalist, Addendum.org, Austria

10:15 - 11:30

Panel (Goethe-Institut, Foyer)

**AN INDUSTRY IN FLUX: MASSIVE CHANGES TRANSFORMING
THE MEDIA**

Krisztian Szimon, Visiting Lecturer, Eötvös Loránd University, Hungary

How Online News Start-ups Survive Under Hybrid Regimes

The media landscape has been redrawn many times in the last 30 years in Eastern and Central Europe. In the 90s and early 2000s, there has been a trend towards independent media ownership as a tool for financial portfolio diversification, thereby making media more independent and resistant to capture by governments. However, due to the global financial crisis, digitalization and the emergence of repressive governments, the trend has been reversed. The research focuses on the sustainability of online political news start-ups

in Hungary and Russia. The central research question is how independent online media can survive in hybrid regimes, where the government is not in support of independent voices.

Džina Donauskaite, Director of Lithuanian Journalism Center, Lithuania
Effects of Global Intermediaries on Baltic Digital-Born Newsrooms

The global digital intermediaries - Facebook, Google, Youtube, Twitter - play an increasingly significant role not only in the production and distribution of journalistic content in Baltic media markets, but also in the search for sustainable local journalism business models. While audiences are eager to use the new media for local-language news, it is not enough to yield financial stability to sustaining journalism as the global intermediaries acquire more and more resources from local advertisers. This paper presents ongoing research results and discussion on the effects of global intermediaries to news ecosystems in Lithuania, Latvia, and Estonia.

Lynette Leonard, Associate Professor and Department Chair, Journalism and Mass Communication, American University in Bulgaria, USA

Katerina Avramova, Student, Journalism and Mass Communication, American University in Bulgaria Bulgaria

Mergers and Acquisitions in the Media Industry: The Implications of the Proposed AT&T-Time Warner Merger

In an environment of growing competition, media firms strategize to maintain market power. The planned merger of AT&T, telecommunications company, and Time Warner, a mass media conglomerate, is being sued by the US Department of Justice on the grounds that the merger would limit competition and result in restricted choice for consumers. The outcome of the trial will create a precedent for the future. The central question of this study is to determine whether the regulatory authorities should approve the deal and to assess the economic as well as ethical implications of this deal.

10:15 - 11:30

Panel (Goethe-Institut, Lecture Room)

TECHNOLOGY IN THE EMPLOY OF JOURNALISTIC WORK

Walid Al-Saqaf, Senior Lecturer in Journalism and Media Technology, Södertörn University, Sweden

Malin Picha Edwardsson, Senior Lecturer in Journalism and Media Technology, Södertörn University, Sweden

The Comparison of Fake News Detecting and Fact-checking AI Based Solutions

Despite the rise of blockchain technology and the increase use of its decentralized database structure, few journalists appear to have the skills to use this kind of cryptic data without external technical support. By using action research, this study aimed at studying one approach to retrieving blockchain data for investigative journalism stories. To do so, the study entailed the creation of an open-source tool to help in the extraction of data from Bitcoin blockchain and convert the output to familiar formats, which would then make analysis of blockchain data easier.

Andrej Školkay, Research Team Coordinator, School of Communication and Media, Slovakia

The Comparison of Fake News Detecting and Fact-checking AI Based Solutions

Information disorder is a term that is increasingly being used to describe the unwanted state of information pollution. There is an increasing but still weak recognition of the interdependence between information disorder and the advancements in Artificial Intelligence (AI). This presentation is a contribution to the comparative perspective on this issue: it investigates how AI can help in addressing information disorder stemming in particular from the massive use of social media by comparing the most developed and publicly available fake-news detecting and fact-checking AI solutions.

Tomás Dodds, PhD Student, Institute of Cultural Anthropology and Development Sociology, University of Leiden, the Netherlands

How Has Digital Technology Transformed Journalism: A Newsroom Ethnography on Media Infrastructure, Time and Form

Technologies inside the newsroom are changing and journalism is changing with them. This research aims to answer the following research question: How has digital technology transformed the practice of newsmaking? In order to answer this question, the study looks into three aspects of news production, namely, the physical infrastructure, temporality and media forms, and see how the introduction of digital technologies inside two different newsrooms in Chile -one newspaper and one television station- is having an impact on them.

Moderator:

Tony Curzon Price, Economic Advisor to the Secretary of State for Business, Energy and Industrial Strategy, Director, Open Democracy, United Kingdom

11:30 - 11:45

COFFEE BREAK

11:45 - 13:00

Presentation (Goethe-Institut, Conference Room)

DESIGN THINKING FOR MEDIA PROFESSIONALS

In cooperation with the Czech-German Future Fund

Media today are often accused of being out of trust with their audiences. Advocates of design thinking believe that their approach – until recently rarely applied in the media world – can help. Our panelists will provide a quick introduction to design thinking and talk about practical experiences of using this approach to improving the relationship with readers and the obstacles.

Participants:

Josef Dvořák, Senior Innovation Designer, Direct People, Czech Republic
Marcel Bachran, Designer, Edenspiekermann, Germany

Moderator:

Jeremy Druker, Executive Director, Transitions, Founder, Press Start, Co-Chair, Prague Media Point, Czech Republic/USA

11:45 - 13:00

Panel (Goethe-Institut, Lecture Room)

THE IMPACT OF DIGITAL STORYTELLING

Vladimir Bratic, Associate Professor, VA Communications Studies, Hollins University, USA

A Force of Conflict or a Voice of Peace: A Case Study of Charlie Hebdo Magazine

In 2015, two armed men entered the editorial meeting of the French satirical magazine Charlie Hebdo and killed 12 people. Immediate reactions to the attack showed the extreme polarity of opinion in regards to Charlie Hebdo: on the one side, the acclaim for the heroic pursuit for the right to free expression and on the other, the denunciation of such expression as hate speech. This study explores such extreme polarity of positions from the perspective of media's contribution to conflict and peacebuilding. In particular, it asks whether the Charlie Hebdo coverage fits into the discourse of journalistic incitement of conflict or media's contribution to peace.

Anna Sumszkaya, Associate Professor of the Department of Television, Broadcasting and Technical Media of Journalism, Ural Federal University, Russia

Multimedia and Transmedia Projects as a Tool for the Formation of "Spiritual Connection" of Russian Millennials

This research focuses on the use of multimedia story on different platforms in journalism and discusses the cases of transmedia stories created by Russian journalists, including the personal experience of the author of creating a transmedia story. We think that innovative, maybe still experimental, formats and ways of telling history in the storytelling format can help build the trust of millennials in this controversial political digital media space. The purpose of the research: to reveal the structure and features of the perception of multimedia and transmedia projects by millennials as residents of the "electronic borderland".

Elsayed Darwish, Journalism and Media Professor, Zayed University, UAE

The Potentials and Challenges of Mobile Journalism Reporting in the Arab World: Media Elites' Perception

Mobile journalism reporting in the Arab World has not evolved adequately, and has not yet proven that it represents a new wave of journalism. Most Arab media organizations did not show any real adoption of the new practices. Despite the emergence of the web in newsrooms, Arab media organizations simply talk about the importance of turning digital, without providing the means to do so. The coverage also confirms that Arab journalists are lagging behind or are even absent altogether from this revolution, and its potential. This paper sheds light on how mobile journalism is being used nowadays and the potentials and challenges of mobile journalism in the Arab world.

13:00 - 13:10

Special Address (Goethe-Institut, Foyer)

TRANSFERRING KNOW-HOW INTERNATIONALLY: THE EXAMPLE OF DENÍK N

In cooperation with the International Visegrad Fund

Speaker:

Pavel Tomášek, Editor-in-Chief, Deník N, Czech Republic

13:10 - 14:00

NETWORKING LUNCH

14:00 - 14:30

Special Address (Goethe-Institut, Conference Room)

THE MEDIA WELFARE STATE: NORDIC PUBLIC SERVICE BROADCASTING IN THE DIGITAL AGE

Speaker:

Gunn Enli, Professor of Media Studies, University of Oslo, Norway

14:30 - 15:45

Discussion (Goethe-Institut, Conference Room)

THE MYTHS AND TRUTHS OF MULTIMEDIA JOURNALISM

Multimedia journalism has offered the promise of reaching audiences wherever they are, at any time of day, and on a multitude of platforms. But is it best to focus on doing just one type of media and doing it well? Or is the best path to a successful, sustainable business through branching out? The panelists will address the perils of putting too much faith in the power of technology to reinvent the media in the 21st century.

Participants:

Michael Fleischhacker, Talkshow Host, Publisher and Editor, Addendum.org, Austria

Craig La May, Associate Professor in Residence, Northwestern University In Qatar, Associate Professor, Medill School of Journalism and IMC, USA

14:30 - 15:45

Panel (Goethe-Institut, Lecture Room)

SMART PHONES AND SOCIAL MEDIA: A MIXED BAG

Juliette Storr, Communications Department, Pennsylvania State University-Beaver, USA

A Blessing or a Curse: Caribbean Journalism Upholding Truth and Democracy in the face of Technological Innovations

In the midst of the avalanche of information caused by digital technologies, journalism has come under more scrutiny as questions of its relevance dominates the discourse. In the English-speaking Caribbean the smartphone has become the number one medium rapidly changing consumption of information. This research assesses the state of journalism in six countries in the English-speaking Caribbean. It identifies the impact of digital technologies on journalism and addresses the challenge of maintaining relevance.

Thomas Wold, Postdoctoral fellow, Department of Information Science and Media Studies, University of Bergen, Norway

Social Media and News Production

Social media are part of the networked public sphere, and are becoming an important arena for the production, dissemination and consumption of news. How does this change

journalism? Which innovations do we want to contribute to and how should we proceed under conditions of uncertainty? In order to answer these questions, we need to first map stakeholders' perceptions of the current situation and attempt to predict the potential impacts of new technology. This presentation focuses on these issues from the perspective of the Norwegian news media's use of social media as a source for stories.

Marius Gudonis, Lecturer in Sociology, Institute of Sociology, Collegium Civitas University, Poland

Has the Far Right Colonized Social Media?: The Case of Genocide Denial in Poland

Genocide denial is one common feature of far right ideology and some studies show an increase in availability of denialist online documents and sites over the past couple of decades. However, the widespread assumption that far-right exponents have been particularly adept in their use of new forms of communication technology is mostly based on anecdotal evidence or supposition. What factors might be responsible for raising online genocide denial above the virtual cacophony of voices? This empirical study endeavours to test if far right Jedwabne denial has penetrated the social media outlet of YouTube more than the opposing self-critical perspective.

Moderator:

Eva Bognar, Senior Program Officer, Researcher, Center for Media, Data and Society, Central European University, Hungary

15:45 - 16:00

COFFEE BREAK

16:00 - 17:15

Panel Discussion (Goethe-Institut, Conference Room)

**THE LEADING EXAMPLES OF INNOVATIVE DIGITAL-AIDED
MEDIA STRATEGIES IN THE V4 COUNTRIES**

In cooperation with the International Visegrad Fund

The young media markets in the V4 countries - plagued by state interference, economic fragility of the mainstream media outlets, oligarchization, low media literacy and the resulting influence of "alternative" media -- often connected to Russian propaganda efforts -- are particularly vulnerable. However, even the V4 markets have seen successful, innovative, and widely respected media projects, such as DTV, Denník N and OKO.press. Are they sustainable? Can they be repeated? Can they become widely influential or will they remain confined to a specific social "bubble"? Are they able to fulfill their social role of "guardians of democracy"?

Moderator:

Wojciech Przybylski, Editor-in-Chief, Res Publica Nowa, Poland

Speaker:

Piotr Pacewicz, Editor-in-Chief, Oko.press, Poland

Matúš Kostolný, Editor-in-Chief, Denník N, Slovakia

Gábor Kardocs, CEO, 444, Hungary

Michal Klíma, Media Entrepreneur, Former Chair and Director General, Vltava Labe Media, Czech Republic

16:00 - 17:15

Panel (Goethe-Institut, Foyer)

ENGAGEMENT THROUGH DIGITAL TECHNOLOGIES

Ilona Biernacka-Ligieza, Professor of Humanities, University of Marie Curie Skłodowska, Poland

Online Communities – the Chance to Rebuild Local Agora?

This presentation provides a comparative analysis of how new communication technologies strengthen citizens' trust and enhance public dialogue, integration and civic engagement. We also examine the ways in which digital local spaces could counteract fragmentation and division in order to augment the quality of the democratic process and explore the potential for e-participation through a bottom-up approach.

Dmitry Chernobrov, Lecturer, Department of Journalism Studies, University of Sheffield, United Kingdom

Digital Volunteer Networks and Humanitarian Crisis Reporting

Digital technologies are rapidly transforming humanitarian crisis reporting. A particular aspect of this transformation is the appearance of digital volunteer networks that act as a source for media coverage. The earthquake in Haiti gave birth to “digital humanitarians” who provide crowdsourced information while being safely distant from the disaster zone itself. These networks offer a unique combination of speed and safe access, while escaping the issues that complicate the aid–media relationship, such as political pressures, and passive representations of affected communities.

Banu Akdenizli, Associate Professor, Northwestern University, Qatar

Where are They Now? Journalist and Twitter Use in Turkey

In a former study this author examined what kind of information Turkish journalists share online and how, if and how they engage with fellow users, and how their overall Twitter practice influences and in some cases redefines their role as professional journalists. Now, six years later, this study will revisit the same issue and compare and contrast if and how Twitter use among journalists in Turkey has developed in the current political climate in which the top journalists have been imprisoned and the media landscape in Turkey continues to be suffocated and distinctly lacking in freedom and editorial independence.

Moderator:

Lenka Waschková Čísařová, Vice-Dean for External Affairs Faculty of Social Studies, Masaryk University, Czech Republic

17:30 - 18:45

Panel Discussion (Goethe-Institut, Conference Room)

WOMEN IN THE NEWSROOM: BREAKING MALE DECISION- MAKING POWER

In cooperation with Heinrich Böll Stiftung Prag

In a recent study by the European Journalism Observatory (EJO), it was revealed that, across all of the 11 countries studied, "men wrote 41% of the stories, compared to just 23% written by women, while almost half of all the pictures (43%) that were published were just of men, compared to just 15% featuring only women." This gender imbalance becomes even more prominent when one begins to look at positions of authority. In the Czech Republic, for example, of the nation's 10 daily printed newspapers with monitored circulation, 9 have a man as editor-in-chief. The numbers are similar in most European countries. In this panel, the issue of the representation of women in the newsroom will be addressed, and in particular the lack of women in positions of authority and decision-making power. How does this problem impact content and the overall synergy of/in the newsroom? How might this disproportion be remedied? Can the technological revolution in the media help or hinder the role of women?

Participants:

Ines Kappert, Director, Gunda Werner Institute, Heinrich Böll Stiftung, Germany
Lenka Vochovcová, Research Fellow, Department of Media, Faculty of Social Sciences, Charles University, Czech Republic
Andrea Pető, Professor of Gender Studies, Central European University, Hungary

Moderator:

Christian Christensen, Professor of Journalism, University of Stockholm, USA/Sweden

17:30 - 18:45

Panel (Goethe-Institut, Foyer)

THE FUTURE OF AUDIO?

While broadcast is still king in most markets, the rapid growth of on demand audio/smart speakers/podcasts presents vast new opportunities for journalists, and a whole host of new challenges. Join us as we discuss the changing world of audio and learn about some early successes in public service podcasting.

Moderator:

Graham Griffith, Graham Griffith, Media Strategist and Public Radio Producer, USA

Speaker:

Dávid Tvrdoň, Podcast Producer and Product Manager for Online News, SME.sk, Slovakia
Lenka Kabrhelová, Journalist, Czech Radio, Nieman Harvard Fellow 2018, Czech Republic

18:45 - 19:45

(Goethe-Institut, Foyer)

CLOSING GLASS OF WINE

Remarks:

Jeremy Druker, Executive Director, Transitions, Founder, Press Start, Co-Chair, Prague Media Point, Czech Republic/USA

Saturday, November 17

10:00 - 12:00

Panel Discussion (Faculty of Social Sciences, Charles University, Hollar Building, Room 215)

PUBLIC SERVICE MEDIA IN CENTRAL EUROPE: WHAT ROLE SHOULD THE STATE ASSUME?

In cooperation with the International Visegrad Fund and the Czech-German Future Fund

According to the recent Digital News Report by the Reuters Institute and the Oxford University, the public service media - CT24 television channel and the Czech Radio - are the most trusted media in the Czech Republic. According to the same study, the trust in the Slovak public broadcaster RTVS is also relatively high, while the TVP in Poland and MTV in Hungary are among the lowest trusted. This seems to reflect the role that individual V4 governments play vis-a-vis their public media. Despite the fact that in all four countries the governments have attempted to gain control of public service media, the Czech TV and Czech Radio seem to be the ones that have so far maintained the highest levels of independence. The Hungarian government, on the other hand, seems to have achieved the most direct control. How do the public media in the V4 countries stand in comparison with their EU counterparts such as ARD, BBC or ORF? What are the differences among the individual V4 countries? What would be the desirable model?

Moderator:

Adam Černý, Journalist, Chairman, Syndicate of Journalists, Czech Republic

Speaker:

Gábor Kardocs, CEO, 444, Hungary

Piotr Pacewicz, Editor-in-Chief, Oko.press, Poland

Patrick H. Leusch, Head European Affairs, Deutsche Welle, Belgium/Germany

Zuzana Kovačič Hanzelová, Journalist, Formerly RSTV, Slovakia

Venues

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