



Latvian Presidency
of the Council of the
European Union

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MINISTRY OF FOREIGN AFFAIRS
REPUBLIC OF LATVIA



EASTERN PARTNERSHIP

Media Programme

1st Eastern Partnership Media Conference

ROLE OF MEDIA IN THE EASTERN PARTNERSHIP

19 – 20 May 2015

Venue: Radisson Blu "Latvija" Hotel, 55 Elizabetes iela, Riga, Latvia

Working languages: Latvian, English and Russian with simultaneous interpretation

Hashtag: #EaPMedia

Please note that only accredited media will be allowed to enter the venue: <https://eu2015.lv/media-eu/accreditation>. Questions on media accreditation: mediaaccreditation@es2015.lv

Wednesday, 20 May

09:00 – 09:45

Welcome and Opening Session

10 minutes at the beginning, video and photo opportunity in "Omega 1"
(Media listening room "Gamma" Hall)

Welcome by Ināra Mūrniece, Speaker of the Saeima (Parliament) of the Republic of Latvia

- Christian Danielsson, Director-General of Directorate-General for Neighbourhood and Enlargement Negotiations (DG NEAR) at the European Commission
- Nils Muižnieks, Council of Europe Commissioner for Human Rights
- Dunja Mijatović, OSCE Representative on Freedom of the Media
- Vaira Vīķe-Freiberga, President of the Club de Madrid (2014-), President of the Republic of Latvia (1999-2007), Chair of the High-Level Group on Freedom and Pluralism of Media in the European Union (2011-2012)

Chaired by Andrejs Pildegovičs, State Secretary of the Ministry of Foreign Affairs of the Republic of Latvia

09:45 – 11:15

SESSION 1: Media Environment in the Eastern Partnership Countries – Trends and Challenges (45 min panellists – 45 min discussion)

(Media listening room "Gamma" Hall)

The panel will look at the media landscape in the EaP countries, including the legal, regulatory and policy environment, and media integrity. What is the role of governments in ensuring an open and pluralistic media environment? What are the factors impacting on the development of professional media in the countries of the EaP region? What are the





implications of the development of the Internet and social media for the overall media environment?

Chaired by Eduards Stiprais, Undersecretary of State - Political Director of the Ministry of Foreign Affairs of the Republic of Latvia

Moderated by Aidan White, Director of Ethical Journalism Network & Former Secretary-General of the International Federation of Journalists

Speakers:

- Boris Navasardian, President of Yerevan Press Club (Armenia)
- Oksana Romaniuk, Executive Director of Institute of Mass Information (Ukraine)
- Tatiana Repkova, Founder of Media Managers Club
- Ehtel Halliste from the Estonian Centre of Eastern Partnership

11:45 – 13:15

SESSION 2: Resilient Media – Ensuring the Right of Citizens to Balanced, Factual and Reliable Information (45 min panellists – 45 min discussion)
(Media listening room “Gamma” Hall)

The panel will consider the role that media play in ensuring the free flow of objective information in a challenging environment. How can the resilience and professionalism of the media be strengthened? What factors impact on critical thinking and media literacy in society? How can cooperation between media professionals and media outlets, including at regional and international level, support the free flow of information in the EaP region?

Chaired by Eduards Stiprais, Undersecretary of State - Political Director of the Ministry of Foreign Affairs of the Republic of Latvia

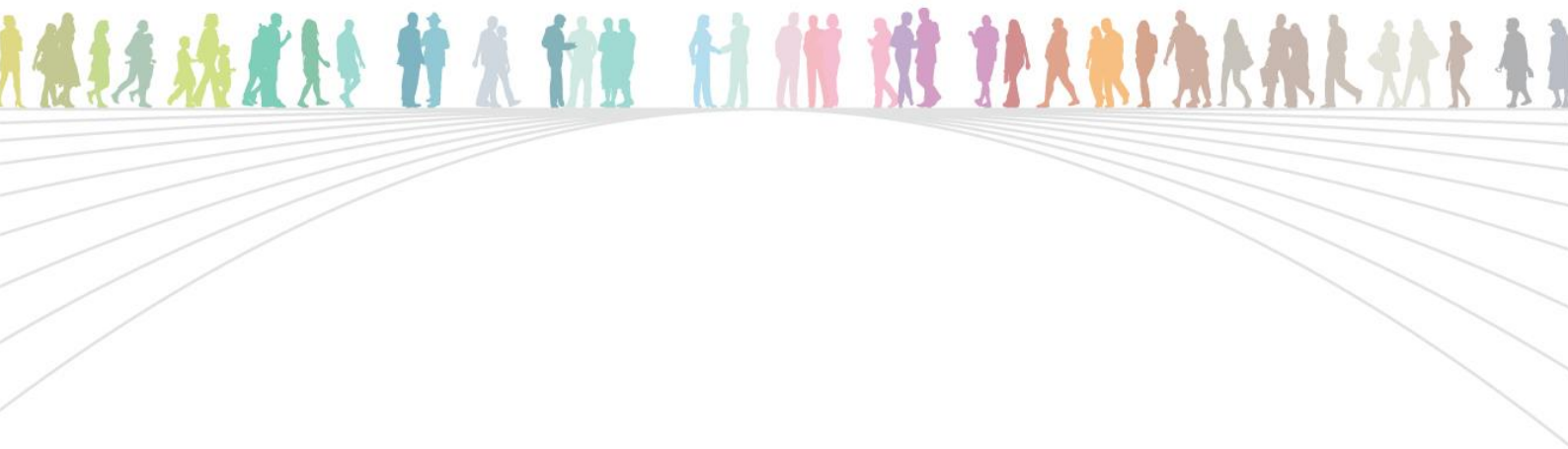
Moderated by Roland Freudenstein, Deputy Director - Head of Research at Wilfried Martens Centre for European Studies

Speakers:

- Dace Melbārde, Minister for Culture of the Republic of Latvia
- Petru Macovei, Executive Director of the Association of Independent Press (Moldova)
- Zhanna Litvina, Chairwoman of the Belarusian Association of Journalists (Belarus)
- Jerzy Pomianowski, Executive Director of European Endowment for Democracy

14:45 – 16:15

SESSION 3: The Way Forward – Identifying Appropriate Responses to Challenges and Donor Support (45 min panellists – 45 min discussion)
(Media listening room “Gamma” Hall)





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The panel will discuss responses to the challenges, take stock of the EU's assistance to media in the EaP region, and look at how to enhance possible contributions to improving the overall media environment in partner countries. How can capacity building amongst media professionals and media outlets best be supported? What role can professional networks play in improving overall media standards, and how can the development of such networks be supported? What role does opinion polling and media monitoring play in overall communication efforts? Are there other areas where donors can assist in the development of a professional and independent media sector?

Chaired by Eduards Stiprais, Undersecretary of State - Political Director of the Ministry of Foreign Affairs of the Republic of Latvia

Moderated by Gunnar Wiegand, Director of Russia, Eastern Partnership, Central Asia, Regional Cooperation and OSCE Directorate of the EEAS

Speakers:

- Arif Aliyev, Chairman of "Yeni Nesil" (New Generation) Journalists' Union (Azerbaijan)
- Maia Mikashavidze, Professor at GIPA, Caucasus School of Journalism and Media Management (Georgia)
- Mogens Blicher Bjerregård, President of the Steering Committee of European Federation of Journalists
- Tarmu Tammerk, President of Organization of News Ombudsmen / Media Ethics Ombudsman of Estonian Public Broadcasting Company

16:45 – 17:30

Summary of the Conference by Eduards Stiprais, Undersecretary of State - Political Director of the Ministry of Foreign Affairs of the Republic of Latvia

Concluding Speech by Johannes Hahn, Commissioner for Neighbourhood Policy and Enlargement Negotiations, European Commission

Video and photo opportunity in "Omega 1"
(*"Omega 1" Hall*)

Special Event

Tuesday, 19 May

18:30 – 19:30

Russian Language Media in the Eastern Partnership Region and Beyond – A Sneak Preview of the Feasibility Study by the European Endowment for Democracy

10 minutes at the beginning, video and photo opportunity in "Omega 1"
(*"Omega 1" Hall*)

The Brussels-based European Endowment for Democracy will present the preliminary findings of its feasibility study on Russian Language Media Initiatives in the Eastern Partnership region and beyond. The aim of the study is to provide recommendations on the





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way forward for development of independent Russian Language Media and to consolidate different actors in the Russian language info-sphere in order to optimise cooperation and identify synergies. The study is conducted by the Endowment with the support of a grant from the Government of the Netherlands and with a contribution from the Latvian government.

Chaired by Jerzy Pomianowski, Executive Director of European Endowment for Democracy

Speakers:

- John O'Loan, Co-Editor of the Feasibility Study
- Peter Pomerantsev, Author of a Chapter of the Feasibility Study
- Nataliia Lygachova, Founder and Chief-Editor of Telekritika (Ukraine)

To participate in the Special Event media representatives have to register by sending an email to solvita.martinsone@mfa.gov.lv. Registration is open until 12 May. Please keep in mind that the number of participants is limited. Places will be allocated on a first come, first served basis.

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