



JOURNALISM & SOCIAL MEDIA

PROGRAMME

THURSDAY 14 NOVEMBER 2013

8.30 - 9.00 am	WELCOMING OF PARTICIPANTS
9.00 – 9.10 am	INTRODUCTION AND WELCOMING WORDS ▶ Matt Shelley, Chief of Party, IREX G-MEDIA, Georgia ▶ David Hivet, Mediterranean-Asia Manager, Canal France International, France <i>Hosted by Onnik Krikorian, Journalist, Photojournalist & New Media consultant</i>
9.10 – 9.30 am	INTERNET ACCESS AND THE MEDIA IN THE SOUTH CAUCASUS As Internet penetration continues to increase in the South Caucasus more and more media outlets are finding a place online. New publications continue to appear and social media has increased the potential audience for news, information and opinion. Through their household surveys conducted annually, the Caucasus Research Resource Centers in Armenia, Azerbaijan, and Georgia have collected and analysed data on online usage, media consumption and other trends in the region. Speaker: ▶ Tina Zurabishvili, Research Director, Caucasus Research Resource Centers (CRRC), Georgia
9.30 – 10.45 am	DEBATE 1 – INTERNET, BREATHING NEW LIFE INTO INFORMATION? This year saw presidential elections held in each of the three South Caucasus countries and both online and social media once played an important role. Activists also used new tools to organize and mobilize while civil society organizations used crowdsourcing platforms to monitor them. How well did professional and citizen media journalists perform their role? Has the reality lived up to the hype? Is the Internet democratizing information by providing citizen and media professional alike a new space for reporting and self-expression online? What are the challenges, limitations, and risks? Moderator: Max Delany, Caucasus Correspondent, Agence France Presse, Georgia Speakers: ▶ Khandim Javadova, Multimedia producer, BBC World Service, Azerbaijan ▶ Samvel Martirosyan, Director, iDitord, Armenia ▶ Tiko Tsomaia, Assistant professor, GIPA, Georgia
10.45 – 11.15 am	BREAK
11.15 – 12.00 pm	WORKSHOP 1 – NEW ECONOMIC MODELS IN A NEW MEDIA ENVIRONMENT Both the traditional and online media in the South Caucasus face significant problems when it comes to financial sustainability which in turn raises concerns with regards to editorial independence. What steps are being taken in the South Caucasus to address this and what new initiatives are there that explore new economic models for the online media globally?



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	<p>Moderator: Mathias Huter, Senior analyst, Transparency International, Georgia</p> <p>Speakers: ► Pierre Boucaud, Founder, MarsActu, France ► Irina Sak, CEO, Publicis CCAR (Caucasus & Central Asia region), Georgia</p>
<p>12.00 – 12.45 pm</p>	<p>FOCUS 1 – CROWDFUNDING With the media facing financial obstacles in transitional and developing economies, the situation is even more difficult for citizen journalists and independent grassroots movements. Registered media outlets and civil society organizations do receive funding in the short term, but how can crowdfunding encourage a sustainable media as well as the participation of citizens in news gathering?</p> <p>Moderator: Onnik Krikorian, Journalist, Caucasus Conflict Voices, former Global Voices Caucasus Regional Editor, UK</p> <p>Speakers: ► Micheline Tobia, Co-founder, Editor, Mashallah News, Lebanon ► [REDACTED] Gregorian, Director/Producer, Profile Pictures, Armenia</p>
<p>12.45 – 2.15 pm</p>	<p>LUNCH</p>
<p>2.15 – 3.00 pm</p>	<p>WORKSHOP 2 – COPYRIGHTS Although always an issue in the South Caucasus, copyright has become a more serious one this year. With competition for readers even more of a problem in the age of Facebook, some online outlets are ready to do anything to rise to or remain on top. How can publications, journalists, photographers, and other media professionals protect their copyright and make sure it is recognised as theirs in legal terms?</p> <p>Moderator: Elza Ketsbaia, Organized Crime and Corruption Reporting Project (OCCRP), mentor BBC media action, Georgia</p> <p>Speaker: ► Suren Deheryan, President, Journalists for the Future NGO, Armenia ► Tamar Rukhadze, Executive Director, The Georgian Charter of Journalistic Ethics, Georgia</p>
<p>3.00 – 3.45 pm</p>	<p>WORKSHOP 3 – PROFESSIONAL AND CITIZEN JOURNALISTS WORKING TOGETHER Often viewed as in competition with each other, a lack of mutual trust prevents professional and citizen journalists from working together. In the South Caucasus, however, some citizen journalists have a professional media background or are specialists within civil society organizations. And with more and more citizens also using social media to express themselves, how can professional and citizen journalists not only co-inhabit the same space, but also cooperate and strengthen each other?</p> <p>Moderator: Pierre Boucaud, MarsActu founder, France</p> <p>Speakers: ► Natallia Radzina, Editor in chief, Charter 97, Belarus ► Nigar Hacizade, Social Media Editor, Al Jazeera, Azerbaijan</p>
<p>3.45 – 4.30 pm</p>	<p>WORKSHOP 4 – THE POWER OF IMAGES Images have the power to linger in the minds of the public longer than words, but photojournalism in the South Caucasus remains underdeveloped. Even if that situation is slowly changing, online image theft and limited budgets prevent many photojournalists from earning a living from their trade. However, new</p>



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	<p>opportunities now exist online for photography – if photographers and editors embrace new tools and practices.</p> <p>Moderator: Anush Babajanyan, Photographer, Coordinator at 4Plus Documentary Photography Center, Armenia</p> <p>Speakers:</p> <ul style="list-style-type: none">▶ Thomas Dworzak, Photographer, Magnum Photos, Georgia▶ □□□□□□□□□□□□□□□□, Photo Director Europe/Africa, Agence France Presse, France
4.30 – 5.00 pm	BREAK
5.00 – 5.45 pm	<p>WORKSHOP 5 – ONLINE TELEVISION</p> <p>With many television stations in the South Caucasus owned or linked directly to governmental or pro-governmental political parties or individuals, can the Internet offer an alternative? In 2002, the Armenian TV station A1 Plus lost its broadcasting frequency and is now only available online while in Azerbaijan the Baku-based Objektiv TV and Berlin-based Meydan TV are doing the same.</p> <p>Moderator: Emin Milli, Director, Meydan TV, Azerbaijan</p> <p>Speakers:</p> <ul style="list-style-type: none">▶ Emin Huseynov, CEO, Institute for Reporters' Freedom and Safety, Azerbaijan▶ Yuri Manvelyan, Editor, Epress.am, Armenia
5.45 – 6.15 pm	<p>FOCUS 2 – NEW TOOLS FOR A NEW AUDIENCE</p> <p>As penetration rates for social networking sites such as Facebook increase at impressive rates in the South Caucasus, other online tools and platforms such as Twitter are often overlooked. What other tools exist and how can professional and citizen journalists use them to reach and engage a wider audience? In particular, tools such as Storify offer journalists new opportunities to become curators of information.</p> <p>Speaker:</p> <ul style="list-style-type: none">▶ Prune Antoine, Freelance journalist, France
6.15 – 6.30 pm	RECAP AND CLOSE

FRIDAY 15 NOVEMBER 2013

8.30 – 9.00 am	WELCOMING OF PARTICIPANTS <i>Hosted by Benoit Thieulin, General Director, La Netscouade</i>
9.00 – 10.30 am	DEBATE 2 - INVESTIGATIVE REPORTING



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	<p>Over two decades since independence was declared, levels of corruption remain high in each of the three South Caucasus countries. At the same time, many issues remain unaddressed by much of the traditional media. What new possibilities does the Internet offer investigative journalists in Armenia, Azerbaijan, and Georgia?</p> <p>Moderator: Elizabeth Owen, Caucasus/Turkey news editor, EurasiaNet.org, Georgia</p> <p>Speakers:</p> <ul style="list-style-type: none"> ▶ Anne Dastakian, Senior reporter, Marianne, France ▶ Nana Naskidashvili, Journalist, Studio Monitor, Georgia ▶ Vusala Alibayli, Journalist, Radio Azadiq (RFE), Azerbaijan ▶ Lianna Sayadyan, Deputy Editor, Hetq Online, Armenia
<p>10.30 – 11.00 am</p>	<p>FOCUS 3 – CHARTER 97</p> <p>Charter 97 in Belarus is a human rights declaration modelled on the Charter 77 declaration in Czechoslovakia. Not only is it an initiative that organizes demonstrations and other actions, but also a web site that publishes news. In 2011, Charter 97’s editor-in-chief, Natallia Radzina, received the International Press Freedom Award.</p> <p>Speaker:</p> <ul style="list-style-type: none"> ▶ Natallia Radzina, Editor in chief, Charter 97, Belarus
<p>11.00 – 11.30 am</p>	<p>BREAK</p>
<p>11.30 – 12.15 pm</p>	<p>FOCUS 4 – ONLINE SECURITY AND PROTECTING SOURCES</p> <p>With recent revelations detailing how the National Security Agency (NSA) in the U.S. gained access to private data, online security and privacy continues to be a major issue affecting everyone. And with more activists and journalists using social media risking arrest and prosecution worldwide for doing so, the same is true in the South Caucasus. What are the best methods and practices for ensuring optimum security as well as the protection of sources?</p> <p>Speaker:</p> <ul style="list-style-type: none"> ▶ Christophe H., Head of Eastern Europe & Central Asia Desk, Reporters Without Borders, France
<p>12.15 – 13.00 pm</p>	<p>WORKSHOP 6 – REPORTING FROM THE REGIONS</p> <p>The media, as well as media consumption, is strongest in the capitals of the three South Caucasus countries while the situation in the regions, including among minority communities, is the weakest. What new approaches are being taken to change the situation?</p> <p>Moderator: Angela Nicoara, Country Director, IREX Azerbaijan</p> <p>Speakers:</p> <ul style="list-style-type: none"> ▶ Levon Barseghyan, Council Chairman, Journalists' Club "Asparez" NGO, Armenia ▶ Natia Kuprashvili, Executive Director, Georgian Association of Regional Broadcasters, Georgia
<p>13.00 - 2.30 pm</p>	<p>LUNCH</p>
<p>2.30 – 3.15 pm</p>	<p>CARTE BLANCHE GIVEN TO BENOIT THIEULIN General Director, La Netscouade – President of the National Digital Council, France</p> <p>MEDIA AND DIGITAL REVOLUTIONS (INNOVATIONS, TRENDS, FUTURE)</p>



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3.15 – 4.00 pm	<p>WORKSHOP 7 – EDUCATION AND ETHICS</p> <p>New approaches are crucial for journalists to adapt to a new media environment, but media education and literacy in general, as well as adhering to journalist ethics and standards, are still as important as ever. What is the situation in the South Caucasus and what obstacles still need to be overcome?</p> <p>Moderator: Beka Bajelidze, Caucasus Regional Director, Institute for War and Peace Report (IWPR), Georgia</p> <p>Speakers:</p> <ul style="list-style-type: none">▶ Tamuna Gabisonia, Senior Journalism Education Officer, IREX Georgia▶ Zviad Koridze, Member of the Board, Georgian Charter of the Journalistic Ethics, Georgia
4.00 - 4.30 pm	BREAK
4.30 – 5.15 pm	<p>WORKSHOP 8 – VISUALIZING DATA</p> <p>Facts and figures are crucial in covering important issues, but are often either ignored. Data can also be difficult to obtain and when it is available is presented to the public in ways that are often difficult to understand. What obstacles exist in collecting data and how can referencing or visualizing it strengthen reporting?</p> <p>Moderator: Jonne Catshoek, Director, Elva Community Engagement, Netherlands</p> <p>Speakers:</p> <ul style="list-style-type: none">▶ Pierre Romera, Chief Technology Officer, Journalism ++, France▶ Eric Barrett, Executive Director, Jumpstart, Georgia
5.15 – 6.00 pm	<p>WORKSHOP 9 – THE CONVERGENCE OF OLD AND NEW?</p> <p>Over the past two days we've heard many examples of new approaches being taken by professional and citizen journalists online. We've also heard about the convergence of traditional media and the new. Are we seeing a convergence of the two and is the term 'new media' now redundant?</p> <p>Moderator: Nigar Hacizade, Social Media Editor, Al Jazeera, Azerbaijan</p> <p>Speakers:</p> <ul style="list-style-type: none">▶ Shorena Shaverdashvili, Owner, Publisher, Liberali, Georgia▶ Azar Nazarov, Project Manager, "Voice of Youth" Internet Radio, Azerbaijan
6.00 - 6.15 pm	CONCLUSIONS FORUM 4M TBILISI 2013