

Project partners:



**How to save integrity of journalism and media?**  
**Learning lessons from good practices in protection of media integrity**  
**in the countries of South East Europe**

**Regional round table**

**With the support of the Open Society Foundations Program for Independent Journalism**

**Sarajevo, 14 April 2016**

**Aim:**

The media integrity research of the SEE Media Observatory from 2014 and 2015 revealed problems and obstacles, but also some good practices in protection and promotion of media integrity, i.e. public service values in journalism and media. Good practice in the region tends to be overlooked because problems are numerous and profound. The regional round table will discuss several good practices in media policy, anti-corruption framework in media and journalism practices in the region. The aim is to exchange information and knowledge about good examples – how they are achieved, what made them possible and how their experience can be useful for proposing and advocating media reforms.

Key findings of the small research on good practices of media integrity protection will be presented to encourage discussion among participants which will include representatives of good examples identified in the media integrity research, but also actors which face obstacles in their efforts to protect media integrity, but can learn from experiences of more successful examples.



This project is funded by the European Union Instrument for Pre-accession Assistance (IPA) Civil Society Facility (CSF).

**Agenda:**

**9.30 – 10.00 Introduction:**  
**Good practices in protection of media integrity: What makes them possible? – Key findings of case study research of the SEE Media Observatory.**  
**Brankica Petković**, SEE Media Observatory lead researcher and project coordinator

**10.00 – 11.30 Round table 1:**  
**Media policy and anti-corruption frameworks – How to develop regulation and measures to protect media integrity? What we can conclude from good practices in the region?**

**Introduction:**

**Milan F. Živković**, Former media policy advisor, Ministry of Culture, Croatia

**Mirjana Rakić**, Chairwoman of Council for Electronic Media and Director of Agency for Electronic Media, Croatia

**Prof. Miroslav Miličević**, Vice President of Anti-corruption Council of the Government of Serbia

**Discussion:**

**Helena Mandić**, Assistant Director of Broadcasting, Communication Regulatory Agency, BiH

**Jadranka Vojvodić**, Deputy Director, Agency for Electronic Media, Montenegro

**Mevludin Džindo**, Assistant Director, Agency for the Prevention of Corruption and Coordination of the Fight Against Corruption

**Snežana Trpevska**, Professor, School of Journalism and Public Relations Skopje, Macedonia

**Lutfi Dervishi**, Political analyst and media expert, Albania

**Isuf Berisha**, Researcher, Kosovo

**Chair: Brankica Petković**, Peace Institute, Ljubljana, Slovenia

**11.30-11.45 Break**

**11.45-12.30 Panel discussion:**  
**In search for good practices in media business and advertising industry – Where to start?**

**Panelists:**

**Barbara Krajnc**, Independent Communications Consultat, former Director General of Advertising Chamber, Slovenia

**Samra Lučkin**, Director of Boram advertising agency, BiH

**Chair: Ines Bamburać**, Media Center Sarajevo, BiH

**12.30-14.00 Round table 2:**  
**Good journalism is still alive in the SEE region – what makes it possible?**  
**Good journalists and editors, stable and transparent media organisation, non-profit ownership, enabling legal and financial conditions, including foreign donations, or something else? How the existing good practices in journalism and media operations can be better reflected in the media system?**

**Introduction:**

**Tamara Opačić**, Executive Editor of Novosti weekly, Croatia

**Brankica Stanković**, Editor of Insajder.net, Serbia

**Eldin Karić**, Editor of Žurnal online magazine, BiH

**Gordana Igrić**, Regional director of BIRN



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**Discussion:**

**Leila Bičakčić**, Executive director of Center for Investigative Reporting, BiH

**Vladan Mićunović**, Director of Montenegro Media Institute

**Saška Cvetkovska**, Editor at web portal Novatv.mk, Macedonia

**Aleksandar Trifunović**, Editor of Buka online magazine, BiH

**Baris Altintas**, Journalist, P24, Turkey

**Chair: Boro Kontic, Director, Mediacentar**

**Rapporteur of the Round table: Tihomir Loza**, Director, SEENPM and **Bojana Barlovac**, Freelance journalist and researcher, Serbia

**14.00-15.00 Lunch**

**Participants:**

<b>Name</b>	<b>Title and organization</b>	<b>Country</b>
<b>PARTNERS</b>		
Ilda Londo	Albanian Media	Albania
Ines Bamburać Alibašić	Media Center Sarajevo	Bosnia and Herzegovina
Monika Valečić	Investigative Journalism Center	Croatia
Qerim Ondozi	Press Council of Kosovo	Kosovo
Ilona Moricz	Center for Independent Journalism	Hungary
Vesna Nikodinoska	Macedonian Institute for Media	Macedonia
Vladan Mićunović	Montenegro Media Institute	Montenegro
Ljiljana Žugić		Montenegro
Dubravka Valić Nedeljković	Novi Sad School of Journalism	Serbia
Nurdan Sahin	Platform for Independent Journalism, P24	Turkey
Brankica Petković	Peace Institute, Ljubljana	Slovenia
<b>GUESTS</b>		
Milan F. Živković	Former media policy advisor, Ministry of Culture	Croatia
Mirjana Rakić	Resigning Chairwoman of Council for Electronic Media and Director of Agency for Electronic Media	Croatia
Miroslav Milićević	Vice-President of Anti-corruption Council of the Government of Serbia	Serbia
Jadranka Vojvodić	Deputy Director Agency for Electronic Media	Montenegro
Snežana Trpevska	The Institute of Communication Studies	Macedonia
Helena Mandić	Assistant Director of Broadcasting, Communication Regulatory Agency	Bosnia and Herzegovina
Mevludin Džindo	Assistant Director of the Agency for the Prevention of Corruption and Coordination of the Fight Against Corruption	Bosnia and Herzegovina



*Partnership to monitor media integrity and promote media reforms in South East Europe*

Sanita Sivić	Public Relations Advisor of the Agency for the Prevention of Corruption and Coordination of the Fight Against Corruption	Bosnia and Herzegovina
Tamara Opačić	Executive editor of Weekly Novosti (print and online)	Croatia
Eldin Karić	Editor of Žurnal online magazine	Bosnia and Herzegovina
Brankica Stanković	Editor of Insajder.net	Serbia
Gordana Igrić	Regional director of BIRN	Serbia
Leila Bičakčić	Executive Director of Center for Investigative Reporting - CIN, BiH	Bosnia and Herzegovina
Aleksandar Trifunović	Editor of Buka online magazine	Bosnia and Herzegovina
Saška Cvetkovska	Journalist, web portal Novatv.mk, and member of Organized Crime and Corruption Reporting Project (OCCRP)	Macedonia
Bojana Barlovac	Freelance journalist and researcher	Serbia
Barbara Krajnc	Independent Communications Consultat, former Director General of Advertising Chamber	Slovenia
Samra Lučkin	Director of Boram advertising agency	Bosnia and Herzegovina
Ljiljana Žugić	Former director Montenegro Media Institute, SEENPM Board Member	Montenegro
Baris Altintas	Platform for Independent Journalism – P24, SEENPM Board Member	Turkey
Tihomir Loza	Director, SEENPM	UK
Lutfi Dervishi	Political analyst and media expert	Albania
Isuf Berisha	Researcher	Kosovo
Borka Rudić	Secretary General, BH Journalists Association	Bosnia and Herzegovina
Ljiljana Zurovac	Executive director, Press Council in BiH	Bosnia and Herzegovina
Ena Bavčić	Programme Officer, Civil Right Defenders	Bosnia and Herzegovina
Jasna Kilalić	Deputy director, Democracy Office, USAID	Bosnia and Herzegovina
Jasna Jelisić	Political advisor to the EUD/EUSR in BiH	Bosnia and Herzegovina
Marius Dragomir	Senior Manager, Open Society Foundations, Program on Independent Journalism	United Kingdom

**Language** of the regional round table: English with translation to/from Bosnian/Croatian/Montenegrin/Serbian.

**Venue of the meeting:** Media Centar Sarajevo, Kolodvorska 3, Sarajevo, Bosnia and Herzegovina, <http://www.media.ba/>



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