



EUROMED AND THE MEDIA: DEAD SEA, JORDAN, SEPTEMBER 26-28, 2005

Under the Patronage of His Majesty King Abdullah II

OUTLINE PLAN OF EVENTS AND THEMES

The event will be structured to allow participating journalists the maximum possible freedom to take discussions in the directions they identify as most appropriate. Invited speakers will present brief introductions to selected topics which will then be responded to and freely discussed in plenary sessions and in specific breakout groups. Participants will be encouraged to challenge their own perceptions and those of their peers; where agreements are reached on the need for action, the information will be carried forward to relevant policy makers for consideration. Any relevant input from the preliminary meetings and from the online discussion will be presented at the start of each session.

SUMMARY OF PROPOSED CONTENT

Opening event

Welcome addresses; speeches on challenges for the media in the EMP; presentation of journalist Euromed Heritage awards; networking opportunities.

People: representative of the Royal Court, representative of the European Commission, media speakers, local media and invited public.

Session 1

The challenge of political division: can the media ignore conflict and report on economic, social, matters independently; will positives always be overshadowed by negatives; can journalists remain independent of such conflict or do they have a role regarding their native countries/peoples?

Session 2

The EMP and the challenge of intercultural communications: can EMP programmes work across cultural boundaries or are they thwarted by them; how do the media deal with cultural stereotypes; should they seek to challenge them or are journalists hampered by the prejudices of their audiences; is there a different set of views for domestic and foreign locations?

Session 3

The role of the media: what role can the media be expected to play *vis-à-vis* the EMP; are journalists prevented from being fully effective by matters of training, ownership and censorship; do new media offer positive or negative opportunities for the future?

Session 4

What should administrations do: how can policy-makers help journalists play a more positive role, what can be done to make EMP media independent, professional and fully functional?

1. OPENING EVENT MONDAY 26TH: 11.00 – 13.00, AUDITORIUM

Welcome to delegates from co-hosts, keynote speeches to set the context for the meeting, participation of local journalism students, participation of local media. Pre-function area, used before and after the session, will provide the opportunity for interviews, informal networking and discussion between public, media and participants.

1. Opening of conference: Nidaa' Ramahi, Watheq Kawa'ar
2. Welcome HE Mr Hisham Tal, Deputy Prime Minister for Political Development,
3. Welcome Christian Leffler (Director, External Relations, European Commission)
4. Video address: Dr Benita Ferrero-Waldner, European Commissioner for External Relations and Neighbourhood Policy
5. Scene setting: Address 1 - Mustapha Hamarneh (President JTV)
 Address 2 - David Gardner (Financial Times)
6. Euromed Heritage: background description and film
7. Euromed Heritage journalist award ceremony
8. Context setting: Christian Leffler (Director, External Relations, European Commission)

13.00 14.00: pre-function area – light lunch served for all attendees

2. SESSION ONE: MONDAY 26TH 14.30 – 18.00, GRAND BALLROOM

THE CHALLENGE OF POLITICAL DIVISION

Is progress on social, economic and cultural co-operation possible when political disputes dominate attention? Will information on positive co-operation always be overshadowed by the dramas and tragedies of political dispute? Is there a role for communications across cultures in easing the path of political reconciliation? Can journalists separate themselves from politics when their countries are active in disputes?

PROGRAMME

1. Introduction to session: main chair: Faisal Al-Rfouh (Jordan University/Ghandi Peace Institute)

2. Housekeeping and rules of engagement for discussions

Tom McGrath, European Commission External Relations

3. Communicating across divided communities: example 1, Northern Ireland

Tony Kennedy (Chief Executive, Cooperation Ireland)

4. Communicating across divided communities: example 2, Greece/Turkey

George Christoforidis (Editor Proto Thema), Leyla Tavsanoglu (Editor Cumhuriyet)

5. Communicating across divided communities: example 3, Palestine/Israel

Yossi Alpher (Bitter Lemons)

6. Questions

7. Coffee and informal networking

8. Open discussion on communications across the political divide:

Possible topics: can/should journalists reflect views of both sides, does media professionalism demand balanced presentation and how can the individual guarantee this, can journalism be compatible with activism/carrying messages, would increased reporting of human interest/non-conflict stories be beneficial or manipulative, do the media encourage racism/xenophobia, should they aim to defuse it?

19.30 – 22.30, Amphitheatre: cocktail reception and buffet dinner.

Host: R vd Meulen, Head of EU Delegation, Amman.

3. SESSION TWO: TUESDAY 27TH 09.30 – 13.00, GRAND BALLROOM

THE EMP AND THE CHALLENGE OF INTERCULTURAL COMMUNICATIONS

Can programmes of economic, political and civil cooperation overcome the inbuilt challenges of communicating between cultures? Do journalists see increases in mutual understanding arising from Euromed projects or is better understanding a precondition of success for such projects. To what extent are journalists themselves hindered by cultural barriers to understanding among their readers/audiences? Do they have a role in assisting intercultural understanding in their own countries?

PROGRAMME

1. Intro to theme: Main chair: Christian Leffler

2. Cultural stereotyping of women in the UK media

Speaker: Fadia Faqir (Author, advisor Institute for Women's studies, Beirut)

3. Environment and sustainability as key economic aspects for the EMP

Speaker: Vanya Walker-Leigh (Malta Sunday Times)

4. Establishing the rights of minorities to accurate media representation

Speaker: Haneen Zoubi (General Director, I'lam)

5. Questions

10.50 – 11.30: pre-function area: coffee and informal chat

11.30 – 13.00: breakout sessions

6. Breakout 1: the challenge of cultural stereotypes (Grand ballroom 1)

How race, gender and religion precondition; can/should this be overcome; whose role is it; are there domestic issues as well as international ones; do the media reflect or shape?

Chair: Roberto Carpano (Euromed Heritage RMSU)

7. Breakout 2: seeking true dialogue (Grand ballroom 2)

Is true dialogue possible between North and South using business as a base; can dialogue on commercial matters succeed where politicians fail; who should set the agenda; what can the media contribute?

Chair: Professor Dr. Muhsen Makhamreh (Jordan University)

8. Breakout 3: cultural clashes at home (Grand ballroom 3)

Possible topics: is multiculturalism possible/desirable, what does adaptation mean for local or and migrant groups, are xenophobia and racism inevitable, what is the role of the media?

Chair: Luca Fornari (Former Italian Foreign Minister)

13.00 – 14.00: restaurant, buffet lunch: opportunity for informal discussion

4. SESSION THREE: TUESDAY 27TH 14.30 – 18.00, GRAND BALLROOM

THE ROLE OF THE MEDIA, ACTUAL AND POTENTIAL

What role do journalists play – or wish to play – in reflecting the work of the EMP and assisting intercultural understanding and co-operation? Are journalists, individually or collectively, in a position to make a difference, irrespective of the actions of administrations? Do journalists have the freedom to work in the way they see fit? Do tomorrow's journalists need to be trained for this aspect of their work? Does the current focus on audiovisual and new media rob journalists of their power to present analysis and argument?

PROGRAMME

1. Intro to theme: main chair: Said Essoulami (Centre for Media Freedom, Middle East/North Africa)

2. Press freedom: the principles and realities of a free press

Speaker: Nidal Mansour (Center for Defending Freedom of Journalists)

3. Training: the function of training in producing journalists with an open outlook

Speaker: Patrick-Yves Badillo (Director EJCM, Marseille)

4. Broadcast media: implications of wider access to audio visual and new media

Speaker: Lawrence Pintak (Director, Adham Center for TV Journalism, Cairo)

5. Questions

15.40 – 16.20: pre-function area: coffee and informal chat

16.20 – 18.30: breakout sessions

6. Breakout: press freedom (Grand ballroom 1)

Political, commercial and ownership concerns – who dictates content; are the media led astray by audience demand; is complete journalist/publication/programme independence possible?

Chair: Catherine Power (International Press institute)

7. Breakout: training issues (Grand ballroom 2)

Who should determine the content; does training mean indoctrination/'ownership' of the trainee; should good training demand an international perspective; what support exists in journalist associations; is alternative support required.

Chair: Ramez Maluf (Beirut Institute for Media Arts)

8. Breakout: the challenges of audiovisual and new media (Grand ballroom 3)

Does modern audiovisual style inhibit analysis and thought; do producers reflect, rather than challenge audience prejudices; do internet/blogs increase/reduce understanding and dialogue; how will new media affect journalism and its traditional values?

Chair: Hala Zureikat (Jordan TV)

19.30 – 22.30: free choice dinner in selected restaurant. Opportunity for networking

5. SESSION FOUR: WEDNESDAY 28TH 09.30 – 13.00, GRAND BALLROOM

WHAT SHOULD ADMINISTRATIONS DO TO HELP THE MEDIA PLAY A POSITIVE ROLE?

Journalists know what challenges and barriers they face as they try to carry out their professional duties. What challenges could be better met through changes in regulatory, economic or support infrastructure of their profession? What do they see as the main impediments to the free flow of accurate information across the region? What would they like respective administrations to do to improve the situation?

PROGRAMME

1. Chairs

Bertrand Ginet (IFJ), Nadim Jamal

2. European Commission view of points raised and of the way forward

Tom McGrath, European Commission External Relations

3. Approach and agenda for the Marseille meeting

Blandine Pellistrandi, European Commission, Marseille

4. Approach and agenda for the Barcelona meeting

Elisabeth Dalmau, IEMed Barcelona

5. Summary of previous sessions, points given major emphasis by participants and priorities of participants for further actions

Hartley Millar, MPVV

6. Open discussion, introduction and moderation by chairs

6. Thank-you and goodbye.

13.00 - 14.00: restaurant, buffet lunch: opportunity for informal networking and discussion.

6. SESSION FIVE: WEDNESDAY 28TH 14.30 – 20.00, EXTERNAL

Study visit to archaeological project at Um Ar Rassass, plus time at Madaba: opportunity for reporting and informal networking and discussion, including dinner.