

# EBU

OPERATING EUROVISION AND EURORADIO

# JOURNALISM & RADIO NEWS CONFERENCE

18 & 19 SEPTEMBER 2014  
BADEN-BADEN

## AGENDA

In collaboration with



#News2025

## DAY 1 - THURSDAY 18 SEPTEMBER

### 09:30 - 09:40

#### OFFICIAL OPENING & WELCOME

Gerold Hug (Radio Programming Director, SWR)

### 09:40 - 09:50

#### CHAIRMAN'S OPENING REMARKS

A look forward to some of the topics and issues being discussed over the next two days.

Speaker:

- Arthur Landwehr (Chairman, EBU Journalism & Radio News Subcommittee)

### 09:50 - 10:05

#### NEWS FROM THE EBU

This will include details about Radio News operations and exchanges, as well as a briefing about the EBU's ongoing VISION2020 project and an update about new services and events.

Speakers:

- Mike Mullane (Head of Media Online, EUROVISION)
- Francesca Matera (Radio News Producer, EBU)

### 10:05 - 10:45

#### ADAPTING TO THE CHANGING NEWS MARKET (PART 1)

The first part of this keynote session will focus on how one of Scandinavia's biggest selling newspapers is embracing the mobile revolution and engaging with the YouTube generation. Jan Helin became Swedish daily Aftonbladet's editor-in-chief in 2008 and is considered one of the most influential publishers in Sweden. Aftonbladet adapted very early on to the changing news market. The paper successfully incorporated internet and social media journalism into its business model.

Keynote speaker:

- Jan Helin (Editor-in-Chief, Aftonbladet)

Chair:

- Anne Lagercrantz (Head of News, Swedish Radio)

### 10:45 - 11:00

*Coffee break*

### 11:00 - 11:45

#### ADAPTING TO THE CHANGING NEWS MARKET (PART 2)

How should Public Service Media position themselves and what concrete steps do they need to take in order to engage with young people? One of Germany's leading digital media strategists, Prof. Hermann Rotermund, shares his thoughts on the opportunities and the challenges posed by the changing news market.

Keynote speaker:

- Prof. Hermann Rotermund (Centre for Digital Cultures, Leuphana University, Germany)

Chair:

- Anne Lagercrantz (Head of News, Swedish Radio)

### 11:45 - 12:30

#### CHALLENGES FOR PSM

How should Public Service Media adapt in order to reach future audiences and stay relevant? Who are our allies and who are our adversaries?

Chair:

- Berndt Hagenkord (Head of German Service, Vatican Radio)

Panellists:

- Bill Echikson (Head of Free Expression EMEA, Google)
- Vittorio Argento (Deputy Director of News, RAI)

### 12:30 - 14:00

*Lunch*

### 14:00 - 15:45

#### E-LAB VISIT

Guided tour of SWR's new lab for the development of innovative cross media formats for young audiences. The visit will include group discussion with members of the E-Lab team.

**15:45 – 16:00**

*Coffee break*

**16:00 – 17:00****UNDERSTANDING THE AUDIENCE**

Practical tips for gaining insights into your audience and for engaging more effectively with listeners and viewers online.

Chair:

- Conor McNally (Radio and TV presenter, RTÉ)

Panellists:

- Annika Ruoranen (Head of News Audience Research, YLE)
- Madiana Asseraf (Social Media Strategist, EUROVISION Media Online)
- Mike Mullane (Head of EUROVISION Media Online)

**17:00****END OF FIRST DAY'S SESSIONS****19:00****NETWORKING DINNER**

Kurhaus Restaurant Baden-Baden

<http://www.kurhausrestaurant.de/en/start.htm>

By invitation of SWR

**DAY 2 - FRIDAY 19 SEPTEMBER****09:30 – 09:45****SWR KEYNOTE: “PUBLIC SERVICE MEDIA – THE TRUSTED AND LEADING FORCE IN FUTURE JOURNALISM”**

The head of SWR outlines his vision for creating a powerful public news organization.

Speaker:

- Peter Boudgoust (SWR, Director General)

Chair:

- Arthur Landwehr (Editor, SWR)

**09:45 – 10:15****NINJA NEWS**

VRT (Belgium) has been experimenting with new ways to reach younger audiences. The project leader shares his thoughts, experiences and lessons learned.

Speaker:

- Stijn Lehaen (Head of VRT Start-up)

Chair:

- Hannes Aigelsreiter (Editor, ORF)

**10:15 – 10:30**

*Coffee break*

**10:30 – 12:00****QUALITY MANAGEMENT IN NEWS & JOURNALISM**

How do you measure and improve quality in a climate of change and financial uncertainty? This session will include a case study from SWR, followed by a roundtable discussion and questions from the audience.

Chair:

- Fausto Coutinho (Head of News, RTP)

Panellists:

- Arthur Landwehr (Editor, SWR)
- Audrius Braukyla (Head of Radio News, LRT)
- Michael Good (Managing Editor, RTÉ)
- Tomas Pancir (Head of News, Czech Radio)

**12:00 – 12:15****CHAIRMAN'S CLOSING REMARKS**

A quick look back at the highlights and lessons of the last two days.

**12:15**

*Lunch*



**EBU Contact**

Mike Mullane  
Head of Media Online  
mullane@ebu.ch  
T +41 22 717 2603

**EUROPEAN BROADCASTING UNION**

L'Ancienne-Route 17A  
1218 Le Grand-Saconnex  
Geneva, Switzerland

T +41 (0) 22 717 21 11  
info@ebu.ch  
www.ebu.ch

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