

11TH NEWS ASSEMBLY**AGENDA****MONDAY, 28 NOVEMBER 2016****13:00-14:00****OPENING LUNCH AT THE ENTRANCE OF STUDIO 2****14:00-14:15****OPENING OF THE 11TH NEWS ASSEMBLY****Benoît Balon-Perin**, Chair of the News Committee (RTBF)**Ulrik Haagerup**, Executive Director of News (DR)**Jean Philip De Tender**, Media Director (EBU)

Approval of the 10th News Assembly closing report

Approval of the 11th News Assembly agenda

14:15-15:00**OPENING KEYNOTE ON THE STATE OF JOURNALISM****Helen Boaden**, outgoing Director of Radio (BBC)

Today everyone has the potential to speak to millions at the touch of a virtual button. Opinions and lies often carry as much weight as objective facts, and disinformation has a remarkable staying power. The same technology that can serve in the pursuit of truth, is too often used in a race to capture eyeballs, with sensationalism and superficiality. It is used by terrorists to recruit and by others to mislead or propagandise. Must the purpose, role and the rules of journalism be re-written if we are to truly serve the public?

15:00-16:00**THE FOREST OR THE TREES. ARE WE TRAPPED IN A JOURNALISTIC FILTER BUBBLE?**

Among the core values of Public Service Media are Universality - producing trusted content for ALL people, minorities and majorities, and Diversity - accurately reflecting the plurality of a societies' voices. Surveys indicate that public trust in traditional media journalism is in decline and there are those who feel that the Trump victory, and the Brexit referendum result should not have been surprises at all, but that the news media could no longer see the forest for the trees and was living in its own "filter bubble". With many PSM under financial, political and commercial pressure, how can trust be restored? In a fragmented society how can public service media fulfil its remit and serve a diverse public with differing and often opposing views?

Moderator: **Richard Sambrook**

Professor and Director of the Centre for Journalism at Cardiff School of Journalism, former Director of Global News (BBC)

Panelists: **Helen Boaden**, outgoing Director of Radio (BBC)**Ulrik Haagerup**, Executive Director of News (DR)**Mette Bock**, Danish Liberal Alliance, former Director of Programs (DR)**Atte Jääskeläinen**, Director of News Current Affairs, Sport and Regional Programs (YLE)**Dr. Joan Barata**, Research Fellow, Central European University consultant on Media Freedom, Freedom of Expression and Media Regulation**16:00-16:15****GUNNAR HØIDAHL AWARD FOR EXCELLENCE IN THE NEWS EXCHANGE 2016**Presented by **Justyna Kurczabinska**, Head of Eurovision News Exchange**16:15-16:45****COFFEE BREAK**

16:45-18:30

EUROVISION NEWS - Interactive session based on questions from members

This is an opportunity to discuss Eurovision News activities and be brought up to speed on latest developments, and get answers to the questions that matter to you about EBU activities in the area of news and the work of the News Committee and its subcommittees.

Moderator: **Henrik Keith Hansen**
International media and management consultant; former Head of DR TV News

Panelists: **Benoît Balon-Perin**, News Committee Chairman (RTBF)
Emmanuel Frantz, Chief Financial & Administrative Officer (EBU)
Jean Philip De Tender, Media Director (EBU)
Jeff Dubin, Head of News and Events (EBU)
Justyna Kurczabinska, Head of Eurovision News Exchange (EBU)

19:00

COACHES DEPART FOR RECEPTION AT TIVOLI GARDEN HOSTED BY DR

TUESDAY, 29 NOVEMBER 2016

08:30-09:00

WELCOME COFFEE

09:00-10:00

IMMERSIVE NEWS - REPORTING IN 360°

Zillah Watson, Editor (BBC Research and Development) & **Matthew Price**, Chief Correspondent (BBC Radio 4) tell us about the pros and cons of immersive storytelling for news. Can VR & 360° technologies help us to increase audience engagement on a deeper level?

10:00-11:30

COVERING TERRORISM

Terrorists aim to spread a message of fear and cause panic, using not only the traditional tools of terrorism, but the tools of our own trade to spread propaganda and hatred. Journalism aspires to inform, uncover and expose wrongdoing, search for truth, apply objectivity and shine a light in dark corners. How do we inform our audiences of atrocities, while preserving the dignity of the victims, while providing balance and context? How do we avoid unintentionally aiding and abetting the propaganda of terror, under the pressure of an accelerated and never ending news cycle?

Moderator: **Hans Laroes**
Editor in Chief Dutch broadcaster (KRO/NCRV)

Panelists: **Elmar Thevessen**, Deputy Editor-in-Chief (ZDF)
Inge Vrancken, Editor in Chief TV News (VRT)
Michel Scott, Editor in Chief of the Foreign Desk (TF1)
Justine Katz, Journalist specialized in terrorism (RTBF)

Session produced by Eurovision Editor Julian Tarrant

11:30-12:00

COFFEE BREAK

12:00-12:30

THE FORCE BEHIND MOJOCON

Glen Mulcahy (RTE), Head of Innovation, RTE Technology, updates us on the latest in Mobile Journalism.

12:30-13:30

DIGITAL TRANSFORMATION IN THE NEWSROOM

The transformation of legacy broadcasters into truly digital enterprises is as much about people, mindsets, skill sets and new beginnings as it is about technology. During this session members will share their experiences of how their organizations are adapting to changes in the media environment to serve all audiences effectively with high-quality content and on all devices and platforms.

Moderator: **Madiana Asseraf**
Senior Media Development Manager (EBU)

Panelists: **Atte Jääskeläinen**, Director of News, Current Affairs, Sport & Regional Programming (YLE)
Olle Zachrisson, Head of News, Swedish Radio (SR)
Kristin Zeier, Head of Social Media News (DW)

13:30-14:15

LUNCH BREAK

14:15-16:00

NEW(S) DIMENSIONS

This session brings various case studies from the area of news revealing the richness and inventiveness of Public Service Media across Europe.

- **SVT case study:** "Syria 200" personal stories of Syrian refugees in Sweden - digital story telling by Martin Hedström, data journalist
- **Eurovision UGC Verification Network:** Member's perspective from Majd Khalifeh, VRT Journalist
- **SR case study:** How to manage threats and hate directed at journalists, by Emmy Rasper, show host at Swedish Radio talk radio P1
- **BBC case study:** "Newsnight" - going social by Cordelia Hebblethwaite, BBC Journalist
- **NRK case study:** News Conversations with Children with Supernytt, by Kristin Granbo, Multimedia Journalist
- **VRT case study:** Innovating in the VRT newsroom by Ezra Eeman, Head of News Hub

16:00-16:30

COFFEE BREAK

16:30-17:15

KEYNOTE ON US ELECTIONS

Amy Goodman, Host and Executive Producer of "Democracy Now!" shares her reflections on the campaign and the dramatic result of the U.S. Elections and the role of media in the process.

17:15-18:00

CONSTRUCTIVE NEWS: JOURNALISM WITH BOTH EYES

Session produced by host DR, presented by Ulrik Haagerup Executive Director of News (DR)

Does the traditional news focus on conflict and drama create a false public picture of the world? Is Constructive News a "North Korean" version of journalism or a fast growing mega trend to re-establish trust in news in societies where trust has eroded?

18:00

CLOSING OF THE ASSEMBLY