



**Organization for Security and Co-operation in Europe
The Office of the Representative on Freedom of the Media
and
The OSCE Mission to Moldova**

Internet Media: Freedom, Professionalism, Sustainability

Training seminar for journalists from Belarus, Moldova and Ukraine

23-24 October 2012, Hotel Codru, 127, 31 August 1989 str., Chisinau

Annotated Agenda

Working languages: Russian, English

Day One, Wednesday, 23 October 2012

8:45 -09:00 Registration of participants

09:00 - 09:15 **Opening session:**

Welcoming remarks by Jan Plesinger, Deputy Head of the OSCE Mission to Moldova
Remarks by Vladimir Cuc, Head of the OSCE desk, Ministry of Foreign Affairs of Moldova
Welcoming remarks by Per Enerud, Press and Public Affairs Officer, OSCE Mission to Moldova
Welcoming remarks by Ilia Dohel, Project Manager, Office of the OSCE Representative on Freedom of the Media

09:15 - 10:50 **Session 1 – The state of Internet-based media in the states of Eastern Europe (Belarus, Moldova and Ukraine)**

Internet media are developing rapidly and are seen as an important and dynamic segment of the media market. The Internet is a tool to increase media outreach. Three participants from each country will present an overview of the online media segments in Belarus, Ukraine and Moldova. The moderator will ask the participants to make a brief introduction of their media outlets, focusing on major aspects of their work: content policy, efficient management, advertising and marketing, as well as on the legal framework in which they operate. During this session, participants will identify the issues which will be subsequently addressed by the international experts in more detail.

Moderator: Adilia Daminova, Project Officer, Office of the OSCE Representative on Freedom of the Media, Vienna

National reports by:

- *Mikhail Doroshevich, project manager, e-belarus.ORG, Minsk*
- *Zoya Kazanzhy, media consultant and media development trainer, Odessa*
- *Dumitru Ciorici, news director, UNIMEDIA, Chisinau*

10:50 – 11:10 Coffee break

11:10 – 12:50	Session 2 – New media era: reaching your audiences online. What will happen to the media in the next decade? Successful competition and adapting to rapid changes. Engaging your community and offering new services
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A growing number of experts predict that traditional media will cease to exist in the new decade. The session will look into how the developing infrastructure and technology will change our perception of the media and shape audiences' expectations. Adapting to their expectations and values are key to success of Internet media. Experiences of new democracies and countries in transition will be discussed.

Trainer: Yevhen Hlibovytsky, Media trainer and consultant, Lviv

12:50 – 14:10 Lunch

14:10 – 15:40	Session 3 – Marketing your online news portal: communication policy and attracting advertisers. Financial sustainability of online media: how can online news media generate income?
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This session will focus on offering the participants effective strategies and practical advice about marketing their online media outlets, including various aspects of an effective communications policy, self-promotion, attracting advertisement in smaller markets, co-operation with TV, radio and print media etc.

The session will also cover issues of achieving financial sustainability of online media outlets, offering practical advice based on the experience of the largest news portal in the Baltic states, DELFI.

Trainer: Aistė Žilinskienė, Director of Communications, DELFI, Vilnius

15:40 – 16:00 Coffee break

16:00 – 17:50

Session 4 – Data-driven journalism

This session will focus on new reporting and visualization techniques for online media. It will offer online journalists practical tips on how to process, refine, systematize and present the ever-growing amount of data in a meaningful way and understandable way to communicate with readers effectively. Technical tools and solutions for computer-assisted reporting will be demonstrated by the trainer.

Trainer: Mar Cabra, multimedia investigative reporter and member of the International Consortium of Investigative Journalists (ICIJ), Madrid

18:00

Dinner

Day Two, 24 October 2012

09:00 – 10:00

**Session 5 – Internet governance in the OSCE region:
challenges and best practices**

The session will focus on the effects of the rapid Internet development on state regulatory policies toward online content. It will look at the current trends in online media regulation in the OSCE region and the need to preserve the principles of freedom of expression online.

Ms. Adilia Daminova, Project Officer, Office of the OSCE Representative on Freedom of the Media, Vienna

10:00 – 10:15

Coffee Break

10:15 – 12:00

**Session 6 – Content policy: editorial guidelines for content
planning and reporting. How is online journalism different from
traditional journalism? Tolerance and non-discrimination
online. Dealing with users' comments.**

The session will focus on aspects of the editorial policy and editorial guidelines of online news media. Examples from Romania will be used to illustrate the principles explained by the trainer. She will offer the participants practical tips for winning content-policy solutions for online media. The session will also focus on promoting tolerance and non-discrimination in online media and dealing with “hate speech” and other inflammatory comments in forums. Incorporating a gender perspective into the work of online media will also be addressed.

Trainer: Magda Bărbăscu, Project Manager, CampusNews.ro, Bucharest

12:00 – 12:15

Coffee Break

12:15 – 13:00

Concluding session: questions and answers, evaluation

13:00 – 14:00

Lunch