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**APPLYING MEMBER-CENTERED STRATEGIES IN MEETING  
THE CHALLENGES TO MEDIA REFORMS**

Serbia, Belgrade, 26 Bulevar Mira Street

Day I, 24<sup>th</sup> June 2008

|       |                                                                                                                                                                                                                                                                |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11.30 | <b>Welcome Reception</b>                                                                                                                                                                                                                                       |
| 12.00 | <b>Opening Address</b><br>Sasa Mirkovic, ANEM Chairman<br>USAID/IREX/OSCE Representatives (Speakers TBD/TBC)                                                                                                                                                   |
| 12.25 | <b>ANEM Current and Future Activities</b><br>Sasa Mirkovic, ANEM Chairman<br>Snezana S. Green, ANEM Coordinator                                                                                                                                                |
| 13.00 | Lunch Break                                                                                                                                                                                                                                                    |
| 14.00 | <b>Media Privatization: Safeguarding Media Freedoms and Minorities' Rights</b><br>Sasa Jankovic, Ombudsman<br>Dragan Janjic, Deputy Minister of Culture<br>Slobodan Kremenjak, Attorney, Zivkovic & Samardzic Law Office<br>Snezana S. Green, ANEM Coordinator |
| 15.00 | Coffee Break                                                                                                                                                                                                                                                   |
| 15.15 | <b>Broadcast Media Consumption in Serbia - Spring 2008</b><br>Dragan Kremer, Consultant                                                                                                                                                                        |
| 16.30 | <b>Financial Sustainability of Commercial Media: Working Visit to B92</b><br>(bus transfer provided)<br>Sasa Mirkovic, ANEM Chairman<br>B92 Executive Officers                                                                                                 |
| 18.30 | Dinner (and free evening)                                                                                                                                                                                                                                      |



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## APPLYING MEMBER-CENTERED STRATEGIES IN MEETING THE CHALLENGES TO MEDIA REFORMS

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Day II, 25<sup>th</sup> June 2008

|       |                                                                                                                                                                                      |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10.00 | <b>ANEM Networking in Serbia and Beyond</b><br>Tomislav Damjanovic, AMEDIA Director<br>Sasa Mirkovic, ANEM Chairman<br>Veran Matic, Director of B92                                  |
| 11.00 | Coffee Break                                                                                                                                                                         |
| 11.15 | <b>Media Regulatory and Policy Reform</b><br>Goran Karadzic, Member of the Council of Republic Broadcasting Council<br>Slobodan Kremenjak, Attorney, Zivkovic & Samardzic Law Office |
| 12.00 | Coffee Break                                                                                                                                                                         |
| 12.15 | <b>Setting-up the Platform for ANEM Assembly Session:<br/>Discussion on the Membership Criteria</b><br>Sasa Mirkovic, ANEM Chairman<br>Snezana S. Green, ANEM Coordinator            |
| 13.00 | <b>Wrap-up Session &amp; Conference Evaluation</b>                                                                                                                                   |
| 13.30 | Lunch (and the end of the Conference)                                                                                                                                                |