

OPEN JOURNALISM

The First Expert Meeting

5 MAY 2014

Segment Gallerie I

Hofburg

Annotated Agenda

The Digital Age provides a unique opportunity to foster democratic cultures in which all members of society can participate.

Technological changes mean that the way journalism is practiced is changing as well as who is practicing it, too.

Those changes can be encapsulated in the term Open Journalism, which is often mentioned along with “social media,” “citizen journalism,” “user-generated content” and “New Media.” Social media platforms and tools available on the Internet equip practically everyone to create and share sound, text and images. A majority of media outlets have realized the potential and important role of user-generated content. The relationship between user-generated content and the news-making process is evolving and is affecting media organizations considerably.

Despite an increased workload on media to process and incorporate user-generated content, greater participation of the audience in the public debate is facilitated, thus contributing to democratic processes. There are a growing number of alternatives to traditional media actors, including news aggregators, search engines and social media and digital devices which influence the news-making process and force traditional media outlets to adapt and incorporate them in their news-making processes at all stages from pre- to post-publication.

The Office of the Representative on Freedom of the Media actively promotes issues related to freedom of the media and freedom of expression on the Internet, most recently through a high-level expert discussion at the ‘Internet 2013’ conference in Vienna, research and publications ‘2013 Social Media Guidebook’ and ‘Online Media Self-Regulation Guidebook’, as well master classes on regulatory and legal issues related to online media.

This is the first in a series of expert meetings organized by the Office of the OSCE Representative on Freedom of the Media within the framework of the project “Promoting democratic media freedom Open Journalism”. A series of such meetings will initiate and develop a discussion about Open Journalism and user-generated content between experts, policymakers and regulators from the OSCE participating States. The recommendations from the meetings would guide and support the OSCE participating States in the development of Open Journalism and new challenges posed by user-generated content.

The project also will improve awareness and understanding of Open Journalism by the relevant stakeholders and stimulate a debate on policy implications relating to Open Journalism. Open Journalism relies on user-generated content and encourages readers to contribute and shape the news-making process. Contrary to traditional journalism, Open Journalism does not just distribute a finished news/information product, but provides the audience with the opportunity to contribute to and shape news development based on the needs, interests and knowledge of the readers.

Open Journalism has the potential of better meeting the needs of society and providing a plethora of pluralistic information as well as an opportunity for an open discussion on issues important to the public. Obviously this new practice of involving the readers and using their content stirs up a variety of questions, social, legal, regulatory and ethical. This project will try to address these issues by providing a platform for discussions, analyses, challenges and best practices regarding user-generated content production on the Internet and Open Journalism in general.

The First Meeting brings together professional experts touching on the practice and terminology of Open Journalism and the impact of user-generated materials on traditional media, as well as the challenges it brings to the profession of traditional journalists from print to broadcast.

OSCE delegations are kindly invited to attend the meeting and raise questions of their concern and interest. This expert meeting does not envisage statements from OSCE delegations.

The expert meeting on 5 May will be webcast live on www.osce.org and all information related to the event, including documents and information about the speakers, is available at www.osce.org/event/open-journalism. The expert meeting can also be followed via Twitter. Please use the hashtag #OpenJournalism to follow the event and also to pose questions to the moderator and experts.

9:30 – 10:00 Registration with Coffee

10:00 – 10:15 Opening Remarks

Dunja Mijatović
OSCE Representative on Freedom of the Media

10:15 Session 1 – What is Open Journalism?

- How would you define Open Journalism? How different it is from the traditional journalism and traditional media?
- How widespread is Open Journalism? What is its future?
- What should be the response of the traditional media, confrontation or co-operation?
- What is the perception of Open Journalism by the public?

Moderator: Professor Geneva Overholser, School of Journalism, USC Annenberg

Speakers:

- **Jon Henley**, Features Editor, The Guardian
- **Tarlach McGonagle**, Senior researcher, Institute for Information Law (IViR)
- **Aidan White**, Director, **Ethical Journalism Network**
- **Galina Timchenko**, former editor of Lenta.ru

11:15 – 11:30 Coffee break

11:30 – 12:45 Session 1 - Discussion

12:45 – 14:00 Lunch Break

14:00 – 15:15 Session 2 – Role of Journalists

- **What is journalism in the new media environment? Is the concept of traditional newsgathering and news dissemination still valid or useful?**
- **How has traditional journalism changed with the development of the Internet and social media? What are its current techniques?**
- **What is the role of a journalist in the current media environment?**
- **What are the new challenges and opportunities for the journalists? How they interrelate with the audience?**
- **Is there still a need for professional journalists or are they being replaced by social media and automated news portals?**

Moderator: Geneva Overholser, professor, School of Journalism, USC Annenberg

Speakers:

- **Attila Mong**, Deputy Editor, atlatszo.hu
- **Boro Kontic**, Director, Media Centre, Sarajevo
- **Tim Karr**, Senior Director of Strategy, Free Press
- **Juan Luis Manfredi Sánchez**, journalist and professor at the University of Castilla La Mancha

15:15 – 15:30 Coffee break

15:30 – 17:00 Session 2 - Discussion

17:00 – 17:15 Closing Remarks

Andrey Rikhter
Director, Office of the OSCE Representative on Freedom of the Media