



Central Asia Media Conference: Best Practice Sharing on Public Service Broadcasting Models

**Bishkek, Kyrgyzstan
22-23 May 2014**

Preliminary Annotated Agenda

[Wednesday, 21 May 2014 19:00 Welcome Dinner, Holiday Hotel Bishkek for participants arriving the day before]

Day 1, Thursday, 22 May 2014

Venue: Holiday Hotel Bishkek

09.30 – 10.00 REGISTRATION

10.00 –10.30 OPENING SESSION

Moderator:

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

Welcoming remarks

John S. MacGregor, Acting Head of the OSCE Centre in Bishkek

Natalia Nikitenko, Member of the Committee on Education, Science, Culture and Sport, Parliament of the Kyrgyz Republic

Almazbek Usenov, Head of Department for Information Policy, President's Office, Kyrgyz Republic

Ainura Temirbekova, Deputy Minister of Culture, Information and Tourism, Kyrgyz Republic

Kubat Otorbaev, Director General, Public TV and Radio Corporation (OTRK), Kyrgyz Republic

Dunja Mijatović, OSCE Representative on Freedom of the Media

Mark Walsh, Internews Deputy Regional Manager, Central Asia

10:30 – 11:00 HIGH LEVEL PANEL

The role of public service broadcasting for Kyrgyzstan's democracy

Natalia Nikitenko, Member of the Committee on Education, Science, Culture and Sport, Parliament of the Kyrgyz Republic

Ilim Karypbekov, Chairman of OTRK Advisory Board, Kyrgyz Republic

11.00 – 11.15 Coffee break

11.15 –13.00 SESSION I. Funding Models for Public Service Broadcasters

An essential element for the proper functioning of a public service broadcaster is its funding model and how it secures political independence, maintains the quality, plurality and universality of programming and supports accountability toward and bonds with the public and their basic needs for information, education and entertainment. This session also aims to pay special attention to difficult environments such as low-income countries and small state budgets. Additional lead questions for the best practice exchange in this session could be:

- *What mix of funding sources works best in which environment?*
- *How can the legislative framework and PSB funding models avoid PSB being used as instruments for political influence?*
- *What problems do the different funding models (advertisement, license fee, state budget, etc.) face in low income and small state budget countries?*
- *How can a funding model provide incentives for the PSB to best serve the public interest and produce the highest quality?*
- *What are the essential distinguishing features in the funding mechanisms of public service broadcasters from state and commercial broadcasters?*

Moderator:

Corina Cepoi, “Supporting the Public Broadcaster” Project Director, Internews-Kyrgyzstan

Speakers

Andres Jõesaar, Head of media research, Estonian Public Broadcasting, former chairman of the Estonian Broadcasting Council

Kubat Otorbaev, OTRK Director General, Kyrgyz Republic

13.30 – 14.30 Lunch

14.30 – 17.30 SESSION II. Best practices in administration and management of PSB

Lean, cost effective structures as well as inbuilt accountability systems are important so that money is well spent. Administration and management structures and mechanisms of PSBs also have an effect on the task, quality, editorial independence and the programming a broadcaster can offer. A special element in PSBs is the supervisory board and its influence on the management of the PSB. The session will look at the challenges that occur when state broadcasters are transformed into Public Service Broadcasters. Additional lead questions could be:

- *What procedures can ensure that the public has a say in what their PSB is offering?*
- *How do PSB models differ from State Broadcasters and how can they avoid falling back into the status and problems of a State Broadcaster with their lack of remit, editorial independence, quality and credibility of their programming?*
- *How can the legal framework, management and administrative structures best contribute to output, creativity, innovation and orientation toward the task to serve the audience’s needs?*
- *How can PSB governance assure pluralism of opinions?*

Moderator:

Michael Unland, Senior Advisor, Office of the OSCE Representative on Freedom of the Media

Speakers

Ainārs Dimants, Chairman of National Electronic Media Council of the Republic of Latvia

Dainius Radzevičius, Member of the Commission of Radio and Television of Lithuania, Chairman of the Union of Journalists of the Republic of Lithuania

Marat Tokoev, Head of the Public Association “Journalists”, Kyrgyzstan

Begaim Usenova, Director of the Media Policy Institute, Kyrgyzstan

16.00 – 16.15 Coffee break

17.30 – 18.30 Side event: media development strategies for public service broadcasting

The side event tries to answer the question how media development organizations and the international donor community can best support the establishment and development of Public Service Broadcasting. The side event will be moderated by Internews in Kyrgyzstan which will contribute its knowledge in supporting the development of OTRK.

Moderator:

Mark Walsh, Internews Deputy Regional Manager, Central Asia

Speakers

Corina Cepoi, “Supporting the Public Broadcaster” Project Director, Internews-Kyrgyzstan

Elina Karakulova, Media Support Programme Director, Soros Foundation-Kyrgyzstan

Sergey Karpov, National Professional Officer, Communication and Information, UNESCO Almaty Cluster Office

Bettina Ruigies, Regional Coordinator South Caucasus, Turkey and Central Asia, Deputy Team leader

Eurasia

Lydia Rahnert, Country manager Kyrgyzstan

18.30 Reception hosted by the OSCE Representative on Freedom of the Media

9.30 – 12.45 SESSION III. Content and Programming issues: Editorial independence - programme requirements and public input/audience interaction**11.00 – 11.15 Coffee break**

PSBs can be a booster of programme quality and ethical standards if they strengthen the bonds to their audiences and the credibility they have as an independent, pluralistic, objective and trustworthy source of information. It is the task of the PSB to serve needs for entertainment, education, arts and culture of its audience. In newly independent countries PSB can play an important role in the nation-building process and the development of national identity, not by propagating state ideologies but with reports and discussions on national events, developments and politics that have meaning and affect the lives of viewers. Since a PSB is controlled, funded and made for the public it also needs to closely interact with its audience. Additional lead questions might be:

- *How can public input/ audience interaction be ensured?*
- *What feedback channels can a PBS use to keep close ties with its audience?*
- *A PBS is there to provide a basic supply to all communities living in a country. How can these needs of audiences and special interest groups be identified and served appropriately?*
- *How can PSB make best use of the opportunity to distribute their content through new media platforms in the digital age and under the influence of convergence?*
- *What are the essential differences of programme production and policy decisions in comparison with state and commercial broadcasters?*

Moderator:

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

Speakers

Angela Sirbu, Board member of the Independent Journalism Center (IJC), former Director of Moldovan Public Television Moldova 1

Naranjargal Khaskhuu, Globe International Center, NGO, Mongolia

Tamara Valieva, OTRK Ombudsman, Kyrgyzstan

Elena Skochilo, Dean at Journalism Department of the AUCA, Internews-Kyrgyzstan Programme Manager

Elena Voronina, Media expert, former member of OTRK Advisory Board

12.30 – 13.15 CLOSING SESSION.

Rapporteurs provide a summary on the main issues of the discussions.

Rapporteur Session I: Anna Vorobeva, National Professional Media development Officer, OSCE Center in Bishkek

Rapporteur Session II: Corina Cepoi, Project Director, Internews-Kyrgyzstan

Rapporteur Session III: Aidar Botagarov, Advisor, Office of the OSCE Representative on Freedom of the Media

Closing remarks

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

13.15 – 13.30 Group photo**13.30 – 14.45 Lunch**

14.45 – 16.00 **Tour through OTRK premises**

16.00 – 18.00 **Farewell Reception**