



15TH SOUTH CAUCASUS MEDIA CONFERENCE

Quality journalism for trustworthy and credible information

18-19 July 2018, Tbilisi, Georgia

BIOGRAPHIES OF INTERNATIONAL SPEAKERS

SESSION I: *The digital transformation of the media industry and its effects on the practice and quality of journalism*



Olga Zakharova

Head of Expert Council of the Ukrainian Television Academy

Ms. Zakharova works as a media strategy consultant and took up her current role at the Expert Council of the Ukrainian Television Academy in 2016. Prior to that, from 2011 to 2018, she was Director of strategic marketing at Media Group Ukraine, and, from 2009 to 2010, Director of strategic marketing for National Media Group. She has been CEO of 1+1 Video Design from 1998 to 2010. From 1996 to 2008, she was Creative Director and Head of the Creative department of the channel 1+1.

Ms. Zakharova has authored a number of publications in print media and on the Internet, and is a member of the jury of the International TV design competition BDA/PROMAX since 1998, in which she won an annual international prize in the field of TV marketing, promotion and design. She is also the winner of the New York TV Festival and six-time winner of the Teletriumph Award (Ukraine).

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SESSION II: *Quality of information in the age of “fake news” and disinformation*



Sami Ozuslu

Chairman, Turkish Cypriot Journalists' Association

Mr. Ozuslu took up his current position at the Turkish Cypriot Journalists' Association in October 2016. He has been Director and Editor in Chief on Kamal SIM and Radio SIM since 2008.

Mr. Ozuslu has published two books, produced and directed two TV documentaries, and has written for *Yeniduzen* newspaper for more than 20 years. He holds an MA in Radio-TV from the

Communications Faculty of Ege University, Izmir. He was born in Limassol, south Cyprus in 1968 and moved to Northern Cyprus after the 1974 war.

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SESSION III: Regulation and self-regulation in the digital era



Ludmila Andronic

Member, Media Self-Regulatory Organizations Network

Ms. Andronic is one of the most well-known communication experts in the Republic of Moldova. Currently, she is chairman of the Press Council—recently elected for a second term—and Corporate Affairs Director of Efes. She is also a professor at the Faculty of Journalism and Communication Sciences of the State University of Moldova. Ms. Andronic has had a 22-year career in communication and PR. Over the years she has been a Press Officer at the Ministry of Economy, the chief editor of Business Class Magazine, and a PR Manager at Le Bridge Corporation Limited. She has advised on projects for the World Bank, UNDP Moldova, USAID and the European Union.

Ms. Andronic is co-author of two books – “Social communication in crisis situations” and “Statistics in communication”. She is also an instructor in journalism and communication.

SESSION V: Master class “Why to study your media audience, and how to do that?”



Evgeni Kulakov

Founder, MediaToolbox

Mr. Kulakov is a user experience analyst with journalist/editor background. With over 10 years of applied audience and user research experience he is currently consulting publishers and editors with strong accent on specific media key performance indicators. He advises on usability of e-commerce and online media.

As an editor-in-chief, Mr. Kulakov started the business portal www.RB.ru and then re-designed the website of ‘Za Rulyom’. He conducted several usability studies, e.g. on perception of digital text and on the audience of gazeta.ru, aif.ru and others.

SESSION VI: Workshop “Countering hate speech and protecting freedom of expression”



Susan Coughtrie

Senior Programme Officer - Europe and Central Asia, ARTICLE 19

Since joining ARTICLE 19 in February 2012, Susan Coughtrie has worked on a number of issues related to freedom of expression and right to information across the Eurasia region – including media

freedom, safety of journalists, countering hate speech against minorities and restrictions to freedom of expression online.

Previously Ms. Coughtrie worked for the NGOs Reach All Women in WAR based in London and the Centre for Independent Media in Moldova. She graduated from the University of Manchester with a B.Soc.Si in Politics and International Relations and a Masters in Russian and Eastern European Studies.