



**Asia-Pacific and Europe
Media Dialogue
9 - 10 November 2009
Amsterdam, Netherlands**



Day 1 - Monday, 9th November

**0930 - 1000 Opening Ceremony
Welcome Address RNW and AIBD**

1000 - 1030 Tea Break

**1030 - 1230 Session 1
Media and Responsible Practices**

An effective media can thrive in an environment where free expression exists and is practiced. It can create greater impact to society if it acts responsibly in reporting, analyzing and synthesizing events and issues around the world. Yet, oftentimes media has been criticized for its inaccurate and unfair reporting, accused of setting an agenda inimical to development and peace in some countries. How do we balance press freedom and press responsibility and accountability? Has media done enough to pursue responsible practices in various levels of its operation? What more can be done?

1230 - 1400 Lunch

**1400 - 1445 Session 2
Climate Change and Disaster issues: The role of media**

Floods, fires, cyclones, avalanches, Earthquakes, tsunamis... media makes hay when disasters strike. Can media play a role in preventing disasters? Experts forecast rising sea levels, melting glaciers, extinction of flora and fauna leading to a wide range of repercussions on civilization as we know it. And the key to stopping these is human behaviour on the planet. Can media help to slow down climate change? Is it enough to report the findings of scientists and international conferences on climate change?

1445 - 1615 World Café - Climate Change and Disaster issues

1615 - 1730 Reports from groups

Day 2 - Tuesday, 10th November

**0930 - 1100 Session 3
Content sharing and co-productions: Intercontinental Dialogue**

Along with the growth of media channels in the recent past, content production has grown significantly. Yet the appetite of the media consumers for more has only increased. Are content sharing and co-productions useful strategies when the ad spend and budgets are shrinking? How can content sharing and co-production help the bottom line while helping the media consumers to access information and entertainment from other parts of the globe? What practical steps can be taken?

1100 - 1130 Tea Break

1130 - 1300 Session 4

Increased Public Participation in Media

The passive viewers of the broadcast era are increasingly becoming active nowadays. They are getting more engaged in their programmes through text voting and messaging, competition television, and television shopping, among others. Blogs, Weblogs and Podcasts are also forms of participation by those in new media, providing content, ideas, photos and videos to mainstream media. How can mainstream media exploit this new level of engagement? How can radio and TV leverage user-generated content? As citizens everywhere are becoming active and important participants in the creation and dissemination of news and information, how is this transforming newsrooms and redefining journalism?

1300 - 1400 Lunch

1400 - 1445 Session 5

Cultural Diversity and Social Dialogue

Cultures diversify due to geographical and national boundaries, religions, languages and ethnicities, besides other reasons. In the celebration of cultural identity, people may assert one culture over others and the perceived humiliation leads to conflicts. In reporting conflicts Media, unwittingly and, at times deliberately, add fuel to fire. How can the potential for social dialogue inherent in media be harnessed to reduce cultural conflicts? Can media help in reconciliation?

1445 - 1615 World Café - Cultural Diversity and Social Dialogue

1615 - 1730 Reports from groups