

## Program of the conference

**20 June 2016, Embassy of Germany** (1014 Budapest, Úri u. 64-66.)

14:00 *Welcome Address*, Heinz-Peter Behr, the German Ambassador to Hungary

14:15 *Opening presentation*, Bernd Holznagel, Professor at Institute for Information-, Telecommunication and Media Law at the University of Münster

### **14:30 – 17:00 Achievements of the media transformation after 1989/1990**

**Moderator:** János Széky, journalist, *Élet és Irodalom*

14:30 Péter Bajomi-Lázár, Media Researcher: *Back to Ground Zero: Media Politics in Hungary, 1990-2015*

14:50 Barbara Thomaß, Professor at Institut for Media Studies, University of Bochum; Chair International Comparison of Media Systems: *Public Service Broadcasting in Central- and Eastern Europe – glass half full or half-empty?*

### **15:10 Break**

15:40 Adam Szynol, Institute of Journalism and Social Communication, University of Wrocław, Poland: *Made in Poland: media transformation after 1989*

16:00 Britta Hilpert, Spokesperson board Reporters without Borders: *Press freedom in Central and Eastern Europe in the light of the World Press Freedom index*

16:20 Discussion

### **17:00 Reception**

**21 June, 2016, Corvinus University, E III.** (1093 Budapest, Fővám tér 8.)

9:30 Registration, morning coffee

### **10:00 – 11:40 Experiments of the media investments in CEE**

**Moderator:** Tereza Krobová - PhD Student, Faculty of Social Sciences, Charles University in Prague

10:00 Vaclav Stetka, Lecturer, Loughborough University, and Senior Researcher, Charles University in Prague: *The rise of the oligarchs: the third media ownership transformation in CEE*

10:20 John Downey, Professor of Comparative Media Analysis, Director, Centre for Research in Communication and Culture, Loughborough University, UK: *Transnational capital and institutional isomorphism in Central and Eastern European media landscape*

10:50 Andrej Skolkay, Director, School of Communication and Media, n.o, Bratislava, Slovakia: *The issue of media ownership and its impact on journalism: some theoretical and empirical notes from Slovakia*

11:10 Discussion

**11:40 Lunch Break**

**13:00 – 14:50 New ways of political influencing**

**Moderator:** Marek Mracka - MEMO98 Project Coordinator

13:00 Attila Mong, journalist: *Soft Censorship in Hungary*

13:20 Matus Kostolny, Daily N, Editor-in-Chief: *Dennik N - Case study*

13:40 Dorota Głowacka, Lawyer, coordinator of the programme Observatory of Media Freedom in Poland run by the Helsinki Foundation for Human Rights (Poland): *Public media reform in Poland – a political takeover*

14:00 Leszek Jażdżewski, Editor-in Chief of Liberté!: *In the trenches – Polish media and political conflict*

14:20 Discussion

**14:50 Coffee Break**

**15:30 – 16:30 Media freedom as a challenge for the European Union**

**Moderator:** Krzysztof Jakubowski - President of the Board, Fundacja Wolności (Freedom Foundation)

15:30 Gábor Polyák, Associate Professor at the University of Pécs, Research Fellow of the University of Münster, Leader of the Hungarian NGO Mertek Media Monitor: *Unexploited European law opportunities for guaranteeing media freedom*

15:50 Sally Broughton Micova, Lecturer in Communications Policy and Politics at the University of East Anglia (UEA) and member of UEA's Centre for Competition Policy; Visiting Fellow at the London School of Economics with the LSE Media Policy Project; adjunct lecturer at the Institute of Communications in Skopje, Macedonia: *The implications of the review of the AVMS Directive for Central and Eastern Europe*

16:10 Discussion

**16:30 Concluding remarks**