



IJP



3RD IJP ALUMNI CONFERENCE

**THE FUTURE OF THE MEDIA – A QUEST FOR GLOBAL EXCELLENCE
SEPTEMBER 7–8, 2007**

**VILLA HAMMERSCHMIDT, BONN, GERMANY
UNDER THE PATRONAGE OF FEDERAL PRESIDENT HORST KÖHLER
IN COOPERATION WITH THE M100 SANSSOUCI COLLOQUIUM**



CHANGING MEDIA, GROWING COMPETITION, VANISHING TRUST

Since 1981 the IJP actively promote discussion about the quality and ethics of global journalism. In our view changing media, growing competition and vanishing trust demand a thorough reappraisal of long-held assumptions and perceptions of the profession. This year's 3rd IJP Alumni Conference aims to open the floor for a dedicated debate on the future of worldwide journalism. The aim is to bring together a great variety of international perspectives and individual backgrounds that have become the distinct trademark of the IJP.

APPLICATION

The conference will take place on September 7–8, 2007 in Bonn. It will be primarily conducted in English. If you wish to participate please send a brief updated CV along with a summary of your interests in the debate.

SUGGESTED TOPICS

A PERSON LIKE ME – VANISHING TRUST, CREDIBILITY COLLAPSING?

Business is more trusted than either government or media in every region of the globe, according to the eighth annual Edelman Trust Barometer. "A person like me" is the most trusted spokesperson across the European Union, North America, and Latin America. In Asia, it is second only to physicians. Where does this leave our profession? Has vertical journalism to give way to more horizontal models, will competition establish a conversational approach?

FLAWLESS DEMOCRATS, MOMENTS OF MADNESS – PUBLISH AND PERISH?

Certified flawless democrats ruling Russia, Robert Mugabe calling the clubbing of opposition a moment of madness – modernization and globalization do obviously not equal westernization. Thus our search for a universal approach to journalism will have to look beyond the borders of Enlightenment. Where to?

FAILING NEWSPAPERS – FOR FREE, FOR GOOD?

Dead bodies being distributed, 1,000 tons of free papers a year binned in London alone, and a discussion at risk of boring its participants to death. Do we really need newspapers? What will those that survive the growing competition look like in a decade's time? Suffice to reorganize the newsroom and offer content online?

GREEN JOURNALISM, GOOD JOURNALISTS – ON THE CAMPAIGN TRAIL?

An all too obvious question raised by the vanishing trust in mass media, declining newspaper readership, and the business-model challenges of the web is: What is journalism for? Is it to make money? Is there a higher calling? Can Green Journalism save Mother Earth?

GRANTS

Participants from abroad will receive a grant to cover their travel expenses. German participants are expected to travel to and from Bonn on their own account.

APPLICATION DEADLINE

June 15, 2007

CONTACT

IJP – International Journalists' Programmes, Florian Lottmann, conference@ijp.org

WARMING UP

Join the debate and post your contributions to our new web-forum "The End of Journalism?" at www.eofj.org.

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