

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**

WHAT ARE MEDIA OUTLETS DOING TO STAY RELEVANT AND CREDIBLE? WHAT SOCIAL ROLES ARE THEY PLAYING IN TODAY'S WORLD? AS THE NEWS BECOME MORE EASILY AVAILABLE TO THE USER, ARE MEDIA OUTLETS BECOMING MORE FREE OR MORE CONSTRAINED AS GOVERNMENTS ATTEMPT TO REIN IN "OFFICIAL" AND "NON-OFFICIAL" MEDIA ON THE WEB?

GRACE SUNG, THE STRAITS TIMES

I BELIEVE, THAT IT IS VERY USEFUL TO COMMUNICATE AND DEBATE WITH OTHER COLLEAGUES FROM DIFFERENT COUNTRIES, TO COMPARE THE SITUATIONS WITH PRESS AND TV IN THEIR LANDS WITH RUSSIAN MEDIA AND TO STUDY THE NEW WAYS OF MEDIA-DEVELOPING IN THE WORLD TO MAKE A FORECAST FOR MEDIA-DEVELOPING IN MY COUNTRY.

MARIA RYBAKOWA, RBC-DAILY

JOURNALISM IN THE INTERNET HAS SENSITIVE LOWER QUALITY STANDARD THAN TRADITIONAL PRESS. IF INTERNET IS THE FUTURE FOR OUR PROFESSION, OTHER PROCEDURES, REGULATIONS, QUALIFICATIONS AND CONTROLS MUST BE PUT IN PRACTICE.

SEBASTIÁN LACUNZA, PERFIL.COM

I'M INTERESTED AS A CONSUMER OF NEWS, AS A VOTER, AS A CITIZEN BOTH OF THE UNITED STATES AND THE WORLD WHO NOW, MORE THAN EVER, NEEDS AN ENGAGED, HIGH-QUALITY MEDIA TO KEEP ME INFORMED.

TIMOTHY GIBBONS, FLORIDA TIMES-UNION



THURSDAY, SEPTEMBER 6, 2007

20.00 WELCOME TO BONN

Get together for those who arrive on Thursday. Enjoy a drink and a beautiful view of the river at Rohmühle, located on the banks of the Rhine.

Rohmühle, Rheinwerkallee 3, 53227 Bonn

FRIDAY, SEPTEMBER 7, 2007

09.30 REGISTRATION

Villa Hammerschmidt, Adenauerallee 135, 53113 Bonn, ground floor

10.30 OPENING

Rüdiger Frohn, *Stiftung Mercator*

Dining Hall, ground floor

11.00 OPENING KEYNOTE

THE CULT OF THE AMATEUR – HOW TODAY'S INTERNET IS KILLING OUR CULTURE AND ASSAULTING OUR ECONOMY

Andrew Keen, *AfterTV.com*

Dining Hall, ground floor

12.15 PANEL 1

A PERSON LIKE ME – VANISHING TRUST, CREDIBILITY COLLAPSING?

Heiko Hebig, *Hubert Burda Media*

Hartmut Knüppel, *Dresdner Bank*

Cornelia Kunze, *Edelman*

Chair: Christian Meier, *Freelancer*

Reception Room, ground floor

12.15 PANEL 2

FLAWLESS DEMOCRATS, MOMENTS OF MADNESS – PUBLISH AND PERISH?

Thomas Leif, *SWR*

Sonia Mikich, *WDR*

Oleg Panfilov, *Centre for Journalism in Extreme Situations*

Chair: Miodrag Soric, *Deutsche Welle, IJP*

Club Room, ground floor

13.30 LUNCHEBREAK

Terrace, ground floor

15.00 PANEL 3

FAILING NEWSPAPERS – FOR FREE, FOR GOOD?

Piet Bakker, *Amsterdam School of Communications Research*

Jón Kaldal, *Frettabladid*

Richard Kiessler, *Neue Ruhr Zeitung / Neue Rhein Zeitung*

Chair: Rob Davies, *Daily Telegraph Online*

Reception Room, ground floor

15.00 PANEL 4

GREEN JOURNALISM, GOOD JOURNALISTS – ON THE CAMPAIGN TRAIL?

Marcel Crok, *Natuurwetenschap & Techniek*

Martin May, *Vattenfall*

Tessa Mayes, *Freelancer*

Chair: Henry McDonald, *The Observer*

Club Room, ground floor

17.00 A CENTRE OF GLOBAL EXCELLENCE – BUNDESSTADT BONN

The historical centre of Bonn offers an abundance of sights which are easily reached on foot. The major points of the Beethoven monument, the romanesque Minster Cathedral, the Electors palace – nowadays the University – with the Hofgarten, the old baroque City Hall and the Rhine bank.

19.00 RECEPTION AT BONN CITY HALL

Ulrich Hauschild, *Deputy Mayor*

20.00 DINNER

Zur Lese, Adenauerallee 37, 53113 Bonn, Phone +49 (0) 228 22 33 22

SATURDAY, SEPTEMBER 8, 2007**09.00 BREAKFAST**

Terrace, ground floor

09.45 WORKSHOP 1**A PERSON LIKE ME – VANISHING TRUST, CREDIBILITY COLLAPSING?**

Coordinator: Grace Sung, *The Straits Times*

Reception Room, ground floor

09.45 WORKSHOP 2**FLAWLESS DEMOCRATS, MOMENTS OF MADNESS – PUBLISH AND PERISH?**

Coordinator: Annie Baxter, *Minnesota Public Radio*

Club Room, ground floor

10.15 WORKSHOP 3**FAILING NEWSPAPERS – FOR FREE, FOR GOOD?**

Coordinator: Carla Joosten, *Elsevier*

Reception Room, ground floor

10.15 WORKSHOP 4**GREEN JOURNALISM, GOOD JOURNALISTS – ON THE CAMPAIGN TRAIL?**

Coordinator: Tessa Mayes, *Freelancer*

Club Room, ground floor

11.00 CLOSING PLENARY SESSION**THE FUTURE OF THE MEDIA – A QUEST FOR GLOBAL EXCELLENCE**

in Cooperation with M100 Sanssouci Colloquium

Johny Lloyd, *Financial Times*

Dining Hall, ground floor

12.00 LUNCH

Terrace, ground floor

13:30 A VISIT TO „HAUS DER GESCHICHTE DER BUNDESREPUBLIK DEUTSCHLAND“

Approximately 7,000 original exhibits ranging from a railway saloon car of the federal chancellors to an original cinema from the 1950s up to parts of the Berlin wall, Honecker's warrant of arrest and the first Green Card for a foreign IT specialist are on display here.

Haus der Geschichte der Bundesrepublik Deutschland, Willy-Brandt-Allee 14, 53113 Bonn

PARTICIPANTS

Anne Absalonsen, Denmark, *Freelancer*
Annie Baxter, USA, *Minnesota Public Radio*
Anita Boomgarden, Germany, *Goethe-Institut*
Ligia Braslauskas, Brasilia, *Folha da Manhã S.A.*
Wang Chong, China, *China Youth Daily*
Rob Davies, UK, *Daily Telegraph Online*
Maricel Drazer, Argentina, *Deutsche Welle TV, HR*
Timothy Gibbons, USA, *Florida Times-Union*
Koen van Groesen, Netherlands, *www.network.tv*
Matthias Hannemann, Germany, *Freelancer*
Carla Joosten, Netherlands, *Elsevier*
Mario Kaiser, Germany, *Der Spiegel*
Sebastián Lacunza, Brasilia, *Perfil.com, Il Manifesto*
Imke Marggraf, Germany, *WDR*
Tessa Mayes, UK, *Freelancer*
Henry McDonald, UK, *The Observer*
Inga Michler, Germany, *Die Welt*
Tefo Mothibeli, South Africa, *Financial Mail*
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Sophie Schulenburg, Germany, *WDR*
Li Shuo, China, *China Daily*
Ayse Süberker, Turkey, *TRT*
Grace Sung, Singapore, *The Straits Times*
Beate Thewalt, Germany, *ZDF*
Dmitry Toporov, Russia, *Freelancer*
Stefanie Tyroller, Germany, *Freelancer*
Assaf Uni, Israel, *Haaretz Newspaper*
Iris Völlnagel, Germany, *Phoenix*
Assaf Yeheskelly, Israel, *Israeli TV – Channel 2 News*

VENUES

CONFERENCE VENUE

Villa Hammerschmidt, Adenauerallee 135, 53113 Bonn

ACCOMMODATION

Hotel Kanzler, Adenauerallee 148, 53113 Bonn, Phone +49 (0) 228 68 44 -0, Fax +49 (0) 228 68 44 -180

WELCOME VENUE

Rohmühle, Rheinwerkallee 3, 53227 Bonn

DINNER VENUE

Zur Lese, Adenauerallee 37, 53113 Bonn, Phone +49 (0) 228 22 33 22

VISIT VENUE

Haus der Geschichte der Bundesrepublik Deutschland, Willy-Brandt-Allee 14, 53113 Bonn

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