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 LUNCHBREAK
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
Marcel Drazer, Argentina, Deutsche Welle TV, HR
Timothy Gibbons, USA, Florida Times-Union
Koen van Groesen, Netherlands, www.netwerk.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
Päivi Nikkilä, Finland, Freelancer
Astrid Oldekoop, Germany, Handelsblatt
Chrstyal Orderson, South Africa, SABC Television News
Jintana Panyaarvudh, Thailand, The Nation
Andrea Rübenacker, Germany, Deutsche Welle
Evelyn Runge, Germany, Freelancer
Maria Rybakova, Russia, RBC-daily
Bima Prameswara Said, Indonesia, Waspada
Alexandre Schossler, Brasilia, Deutsche Welle
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 Vollnagel, Germany, Phoenix
Assaf Yeheskel, 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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