



EURASIAN MEDIA FORUM – 2010

Almaty, the Republic of Kazakhstan
April 27-28, 2010

Conference Agenda

Venue:

“Intercontinental Almaty” hotel

DAY 1 – April 27, 2010

- q 08.30-09.30: Registration of delegates
- q **10.00-10.30:** Conference Opening Ceremony (*Ballroom*)

Chair of the Conference:

Stephen Cole, Senior presenter, Al Jazeera International

Welcome Address by **Nursultan NAZARBAYEV**,
President of the Republic of Kazakhstan

Welcome by **Dr. Dariga NAZARBAYEVA**,
Chair of the Eurasian Media Forum Organizing Committee

- q 10.30-11.00: *Coffee break*
- q 11.00-12.30: **Session #1**

KAZAKHSTAN AS CHAIR OF THE OSCE: SIGNIFICANCE, EXPECTATIONS AND OPPORTUNITIES

The significance of Kazakhstan as the 2010 chair of the OSCE cannot be understated. Kazakhstan is the first former Soviet Union, the first predominantly Muslim country, the first CIS and the first Asian country awarded this role in over 35 years history of the organization.

This is seen by many as a significant endorsement of Kazakhstan’s progress towards a democratic society and the further integration of the country into the global community. For the OSCE, Kazakhstan’s chairmanship emphasises a changing world and a changing organisation but also throws up many challenges. It can be argued that Kazakhstan has failed to meet OSCE standards on civil liberties and media freedom. Some also claim the role was awarded for the political and economic advantage of the West, bearing in mind Kazakhstan’s considerable reserves of natural resources.

- What are the regional and international implications of the recent events in Kyrgyzstan – what role should the OSCE play?
- What is the regional and international significance of Kazakhstan chairing the OSCE?
- Will this role change stereotypes and western attitudes to new post-Soviet democracies?
- What does Kazakhstan expect from chairing the OSCE? How can the main priorities and objectives announced by Kazakhstan in this new capacity be assessed?

- With the economic crisis, increasing global tension and institutional crisis within the OSCE is the chairmanship a privilege or a burden and is Kazakhstan up to the task?
- What does the OSCE expect from Kazakhstan as a chair in 2010 – how will success be defined?
- Can Kazakhstan as chair give new momentum to the OSCE?

Chair:

David Merkel, Former Deputy Assistant Secretary of State for European and Eurasian Affairs at the U.S. Department of State

Speakers:

Kanat Saudabayev, State Secretary – Minister of Foreign Affairs of the Republic of Kazakhstan

William Courtney, First U.S. Ambassador to Kazakhstan

The Rt Hon The Lord Fraser of Carmyllie QC, Member of the House of Lords and Chairman of the British-Kazakh Society, UK

Dunja Mijatovic, OSCE Representative on Freedom of the Media, Austria

Robert Simmons, NATO Secretary General's Special Representative for the Caucasus and Central Asia, Deputy Assistant Secretary General of NATO for Security Cooperation and Partnerships, Belgium

Paul Fritch, Director of Office of the OSCE Secretary General

q 12.30-14.00: *Lunch ("Astana" restaurant - C floor, Asian Café - Lobby)*

q 12.00-13.30: **Roundtable: NATO's Partnership with Kazakhstan**
(Abai room, "M" floor)



q 14.00-15.30: **Session #2**

“UNKNOWN” IRAN...

The relationship between Iran and the West continues to be tense. Iran's nuclear programme and frequent statements regarding nuclear ambition add to the increasingly fraught relations.

Despite its international significance the internal workings of Iran are still relatively unknown in Western media. Last year's dramatic election and Ashura protests added to a growing global interest in the societal and political developments in the country.

The 30 years since the revolution have seen dramatic and fundamental changes within Iran. With strong principles and values Iranians have always stood up for their independence and interests. The internal development of Iran is not well known to the rest of the world whose media continue to portray Iran as an isolated country and a cruel fanatical enemy. However Iran is becoming more globalised.

- What does the world know and understand about the Iranian identity, mentality and internal processes?
- What are the main features of the Iranian political culture and the issues and policies shaping the country's future?
- Do secular Western states understand the complexities and nuances of dealing with theocracies such as the Islamic Republic of Iran?
- Is there a policy to continuously censure the West and does this yield good result for the Iranian authorities?
- Do the international media accurately portray the realities on the ground in Iran? Is the image of a fanatical and cruel regime an accurate reflection of reality or is the media pandering to stereotypes?

- How does Iranian government wish to be perceived in the international arena and what relationships would they like to have with Western media?
- Are the Iranian media interested and ready to play a more constructive role in building a more positive image of the country on the international arena?

Chair:

Peter Lavelle, Presenter, Russia Today Channel

Speakers:

Ramin Mehmanparast, Spokesman and Special Assistant Minister of Foreign Affairs, Iran

Kairat Abusseitov, Ambassador of Kazakhstan to UK

Maxim Shevchenko, Author and host of “Judge by Yourselves” political talk show, Channel 1, Russia

Heydar Djemal, Chairman of the Islamic Committee of Russia

Hooshang Amirahmadi, President, American Iranian Council, Academic and political analyst, Iran

Ulrich Tilgner, Iran Correspondent, SF (Swiss Television)

q 14.00-15.30: **Prospects for Kazakhstan’s Chairmanship of the Organisation of the Islamic Conference (OIC)**
(Abai room, “M” floor)



q 15.30-16.00: *Coffee break (Sponsor- Russia Today)*



q 16.00-17.30: **Session #3**

PANDEMIC OF FEAR

The apparent hyping of many recent global news stories raises questions about the ability of journalism to appropriately and responsibly cover, rather than inflame stories in the fast moving, 24/7 news cycle.

Last year’s H1N1 outbreak provides the most recent example but others include Y2K, bird flu and global warming. In these stories scientists and officials, keen to publicise potential risks, engage the public via the 24 hour news machine. The unintended consequences include a media focus on the extremes, heightened public fears, then backlash and conspiracy theories when the exaggerated fears are not immediately realized.

The current interactions of science, journalism and public information, on what maybe critical global issues, appears to undermine the credibility and public trust of all those involved.

- Is there a better way for agencies, scientists and media to interact so that the public can have faith in what they are being told?
- How can media organisations avoid the natural inclination to go for headlines declaring the extremes of the predicted risk rather than analysis, questioning and proportionate response?
- For agencies, scientists and health officials, where is the balance between wanting to drive the narrative and presenting a balance of scientific opinion?
- How much responsibility do the media have for creating a culture of fear – what evidence is there that the media create rather than follow the fear?
- How can the media take a more critical position and play a more constructive role in order to adequately inform and educate the public?
- Do journalists and editors need to be more scientifically literate or do agencies and scientists need to be more media literate?

Chair:

Vladimir Rerikh, Producer, journalist, Kazakhstan

Speakers:

Umit Sezgin, Editor in Chief, TRT-Turk, Turkey

Louise Voller, Deputy Editor, Chili Group, Denmark

Darren Murphy, Former Special adviser for Political Communications in the UK Prime Minister's office (1997-2005).

Ulrich Keil, Professor, Department of Epidemiology and Social Medicine at the University of Münster, Germany

Oleg Kisselev, Director, of the Flu Research Institute, Russian Academy of Medical Science, Head of the National Flu Centre at WHO, Russia

q 16.00-17.30: **The Customs Union: Issues and Prospects**
(Abai room, "M" floor)



q 19.00-21.00: **Reception**
hosted by the Almaty City Mayor and International Herald Tribune



International Herald Tribune
THE GLOBAL EDITION OF THE NEW YORK TIMES

DAY 2 – April 28, 2010

q 09.30-11.00: **Session #4**

MEDIA LAW AND MEDIA FREEDOM: ANXIETIES AND REALITIES

The Internet has become embedded in to the fabric of social, political and economic life in most nations, consequently the issue surrounding its regulation creates complex dilemmas and much controversy.

In many countries authorities for a variety of reasons are attempting to control the web by using firewalls, broadening censorship or extending libel and defamation laws to internet users.

In Italy, Turkey, Australia and Kazakhstan the implementation of, or even the suggestion of, Internet regulations has caused anger and concern amongst users, freedom of speech groups and the media.

In the past year there has been a "spike in threats to the free flow of information" according to US Secretary of State Hillary Clinton in a recent major speech on Internet freedom. She went on to reference China, Tunisia, Uzbekistan, Egypt, Iran, Saudi Arabia and Vietnam as countries of particular concern. In this session we ask:

- What is the role of the state when it comes to protecting societies and individuals from the extremes of the Internet?
- Should the Internet be free from regulation and restriction?
- Is it possible through regulation, to strike a balance between freedom and responsibility?
- When does Internet regulation infringe on human rights (and who decides this?)
- Do countries that "...violate the basic rights of Internet users risk walling themselves off from the progress of the next century" – as suggested by the US Secretary of State?

Chair:

Monita Rajpal, News Anchor, CNN

Speakers:

Dunja Mijatovic, OSCE Representative on Freedom of the Media, Austria

Miklos Haraszti, Former OSCE Representative on Freedom of the Media, Austria

Tatyana Bendz, Chief Editor of Internet portal “2b.kz”, Kazakhstan

Prof. Carlo Alberto Carnevale Maffè, Internet economist, Milan's Bocconi University, Italy

Dr. Yaman Akdeniz, Associate Professor in Law, Faculty of Law, Istanbul Bilgi University, Director, Cyber-Rights.Org, Turkey

Dr Makram Khoury-Machool, PhD, School of Oriental and African Studies, SOAS, University of London, UK

Audrone Nugaraitė, Chief Advisor to the President of the Republic of Lithuania

q 11.00-11.30: *Coffee break (Sponsor-Russia Today)*



q 11.30-13.30: **Session #5**

DEVELOPMENT OF SOCIAL NETWORKS AND THE PHENOMENON OF “CITIZEN” JOURNALISM

Journalism is no longer the sole preserve of the news professional but now operates in a networked information ecosystem based on public participation and connectivity. Internet and social media encourage engagement between the audience and professional journalists as never before. This public engagement is not only transforming journalism, offering an historic opportunity to create unprecedented and increased value, but changes the cultural situation as well. This new paradigm is changing rapidly, but the essence and quality of these changes have not been fully understood yet.

In this session, organised by the World Economic Forum’s Global Agenda Council on the Future of Journalism, we will examine the potential for networked journalism.

- How do news organisations and journalists need to adapt to realise the potential of this opportunity?
- What new business models and revenue streams are available to networked news organisation?
- How should regulators respond to this new paradigm?

The session, which is part of a series of similar sessions taking place at media conferences in Bonn, Abu Dhabi, Beijing, Yaounde, Paolo Alto, and Washington DC aims to:

- inspire creative applied thinking among professional journalists;
- encourage new ways of interacting with the public;
- recognise new independent sources of networked news in the civil society, government and business sectors.

Chair:

Cristiana Falcone, Senior Advisor to the Executive Chairman, World Economic Forum USA Inc.

Speakers:

Wilfried Ruetten, Director, European Journalism Centre, Netherlands

Guido Baumhauer, Director of Strategy, Marketing and Distribution, Deutsche Welle, Germany

Professor Kenneth Krushel, President, Media Assets Partners, USA

Turi Munthe, CEO, Demotix, UK

Michael Tippett, CEO and Founder, NowPublic, Canada

Bruce Wilson, Managing Director, Central Asia practice, The PBN Company, Kazakhstan

Naveen Naqvi, Freelance journalist, Pakistan

Dariya Bublik, Creative director, Internet forum “Tsentr Tyazhesti”, Kazakhstan
Miklos Haraszti, Former OSCE Representative on Freedom of the Media, Austria
Alexander Kuznetsov, Internet Communications Director, “Cros”, General Director of “New Media Cros Interactive” agency, Russia

q 13.30-15.00: *Lunch (“Astana” restaurant - C floor, Asian Café - Lobby)*

q 15.00-16.30: **Session #6**

POLITICAL IMAGE: SHOW MUST GO ON?

Historically, political leaders have tended to conduct their private lives according to certain behavioural stereotypes with image guided by traditional ethical standards.

Today we often see the political elite engaged in frivolous behaviour mostly for the benefit of TV and glossy magazines. In their desire to be accessible, understandable and popular many political figures blur the distinction between politics and show business. Consequently they increase the risk and opportunity of parody and mockery.

What is going on here? Is this simply a fascination with the personal peculiarities of individual politicians and their image, or an indication of a broader decline in public standards? Or is this just the spirit of the times; politicians altering their behaviour to appeal to the changing nature of media?

- Why is the private life of some international political figures a great source of interest and fun to the media and public?
- Does frivolous behaviour by political leaders break down barriers and stereotypes to such an extent that they can even encourage or provoke incidents such as the shoe attack on George W. Bush or the assaults on the Pope and Silvio Berlusconi?
- Do politicians who desire “openness” also invite the exposure of their private lives to public scrutiny?

Chair:

Tim Arlott, Business manager, Europe, Reuters Television, Thomson Reuters, UK

Speakers:

Sandy Dumont, Founder and President, World Association of Image Consultants, USA

Alexander Arkhangelskiy, Author and TV host, “Tem vremenem (In the Meantime)” programme, “Culture” TV channel, Russia

Lyudmila Adilova, Doctor of Political science, Professor of the Russian State University of Liberal Arts

David Lawday, Paris Correspondent, “New Statesman” Magazine, France

q 16.30-17.00: **CLOSING ADDRESS**
by **Dr. Dariga Nazarbayeva**, Chair of the Eurasian Media
Forum Organizing Committee, Kazakhstan

q 19.00-24.00: **Forum Gala Event** *hosted by EAMF and CNN International*

