



**The Digital Transition: A Regional Conference on Media in Southeastern Europe**  
**Hosted by the Public Affairs Section, U.S. Embassy Zagreb**  
**Hotel Palace - November 19-21, 2009**

Hotel Palace  
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Zagreb, Croatia  
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[www.palace.hr](http://www.palace.hr)

**Guest Speakers:**

1. Kent Collins, Chair, Radio-Television Journalism, University of Missouri Journalism School
2. David Mathison, Media Expert, Consultant, Author of Be the Media
3. J. Eric Braun, Digital Media Convergence Consultant

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## Schedule

### **Thursday, November 19, 2009**

18:00 Conference opening and donation of equipment for students' TV studio @  
University of Zagreb Faculty of Political Sciences/Journalism Department

Address: Faculty of Political Sciences/Journalism Department  
Lepusiceva 6

Remarks by Dean Vlatko Cvrtila

Remarks by Ambassador James Foley

Keynote presentation by Kent Collins: "The Voice of the Turtle -- Disaster Will  
Not Happen"

Cocktails to follow

### **Friday, November 20, 2009**

08:30-09:00 a.m. Participant registration at Hotel Palace

09:00-09:15 a.m. Welcome remarks by Robert Post, Public Affairs Officer

09:15-10:15 a.m. 1<sup>st</sup> panel

Trends in Media Transition - U.S./Great Britain/Western Europe

Eric, David and Kent report on the status of the media transition in the  
United States, Great Britain, Western Europe and elsewhere.

10:15-10:30 Coffee Break

10:30-12:00 2<sup>nd</sup> panel

Trends in Media Transition – Southeastern Europe, Country  
presentations , Kent Collins and Altin Raxhimi to co-moderate

Albania – Ilda Londo, Media Researcher - Albanian Media Institute

Bosnia & Herzegovina - Kenan Cerimagic, TV Hayat &  
Aleksandar Trifunovic, Buka

Croatia – Davor Glavas, independent media expert

|             |   |
|-------------|---|
|             | Kosovo - Agron Bajrami, Editor in Chief, Koha Ditore daily  |
|             | Macedonia – Saso Ordanovski, director of Alsat-M TV   |
|             | Serbia - Nikola Linta, Director of Development and New Technologies, RTVB92   |
|             | Slovenia – Lenart Kucic, Journalist/Commentator, Delo national daily  |
| 12:00-13:30 | Lunch Break – Hotel Palace  |
| 13:30-14:15 | “Non-conference” session – Dialogue on needs assessment   |
| 14:15-15:15 | 3 <sup>rd</sup> panel   |
|             | New Business Models for Traditional (legacy) Media. Explanation of the experiments in progress. Eric to moderate  |
|             | Presentation by Marko Rakar, Politika.com   |
| 15:15-15:45 | Coffee Break  |
| 15:45-17:00 | 4 <sup>th</sup> panel   |
|             | Monetization Issues - how traditional media can generate revenue on the new platforms. David & Eric to moderate   |
|             | Presentation by Silvio Sop, Internet Programs Project Manager – Croatian Radio (HRT): “Creating the Profile of a New Radio: The Case of Croatian Radio” |

**Saturday, November 21, 2009**

|                  |   |
|------------------|---|
| 09:00-10:30 a.m. | 1 <sup>st</sup> panel   |
|                  | Convergence of Media Platforms. Kent to moderate.   |
|                  | Presentation by Tena Perisin, Croatian TV (HRT) editor & lecturer at the University of Zagreb Journalism Department   |
|                  | Presentation by Mirko Petric, University of Zadar Sociology Department - Convergence culture in a non-convergent region: print vs. screen in the Southeast European context |
| 10:30-11:00      | Coffee Break  |
| 11:00-12:30      | 2 <sup>nd</sup> panel   |

Entrepreneurial Media Business Models. Explores what traditional journalists and broadcasters can learn about sustainability from online indie writers, authors, bloggers, podcasters, musicians, video/filmmakers, activists, politicians, and entrepreneurs. David to moderate.

Presentation by Zeljko Ivankovic, Banka magazine editor-in-chief:  
“Internet-Related Property Rights: Information as a public good”

12:30-14:00

Lunch Break – Hotel Palace

14:00-15:00

3<sup>rd</sup> panel

Social Media – how both legacy media and new media can utilize social networks. How both legacy and emerging entities can effectively utilize social media. Explores social networks like Facebook, MySpace, and LinkedIn, RSS syndication, YouTube, Twitter, blogging. David to moderate

Presentation by Ivo Spiegel, Board Member – Perpetuum mobile

15:00-16:00

Sustainable models for journalism: What's working? What might be working? What should be working?

Digital Video Conference with Bill Densmore, Director/Editor of the Media Giraffe Project at the University of Massachusetts-Amherst, and the New England News Forum. David to moderate.

Bill Densmore

<http://newshare.typepad.com/about.htm>

16:00-16:15

Coffee Break

16:15-17:00

4<sup>th</sup> panel

Closing comments. Q & A free-for-all.

17:00

Conference ends

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