



European Federation of Journalists



The European Union



The Russian Union of Journalists

Journalistic standards in reporting the EU and the portrayal of Russia: against stereotypes in the media

Brussels, 15-16 September 2016

The EU Delegation to the Russian Federation, in association with the European Federation of Journalists and the Russian Union of Journalists is delighted to welcome you to our third in a series of meetings of EU and Russian journalists in 2016. The event in Brussels looks at the role of journalistic standards in steering away from stereotypical approaches to reporting the EU and in portraying Russia.

After the first meeting in London devoted to the safety of journalists in digital age, and a seminar in St Petersburg on independent journalism earlier this year, our seminar draws on the expertise available in Brussels in the area of professional reporting of the EU affairs for diverse audiences. Russian and EU guests will speak about their perception how both sides are presented in mass-media in the current political climate, and the European Federation of Journalists will provide a panel discussion session on the state of journalism across the EU and Russia. On Friday, 16th September, two Brussels-based correspondents will deliver workshops on engaging and professional coverage of the EU business and institutions. A full planned programme of the event is enclosed.

Vygaudas Usackas

EU Ambassador to Russia

Ricardo Gutiérrez

Secretary-General, EFJ



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Schedule of Events

Thursday, 15 September 2016

The EU and Russia in Focus: An International Seminar on Combating Stereotypes in the Media

Venue: Residence Palace, 155 Rue de la Loi, Malbeek Room

09.00-09.30	Registration and welcoming tea/coffee
09.30-10.00	Welcoming remarks and opening addresses: <ul style="list-style-type: none">• Ricardo Gutiérrez, Secretary-General, European Federation of Journalists• Fernando Andresen Guimaraes, Head of Russia Division, EU External Action Service• Giles Portman, Head of East Strategic Communications Task Force, EEAS• Sanjin Soldatic, Deputy Head of Press and Info, EU Delegation to Russia
10.00 – 10.30	Keynote Speech: “The European Project and the Post-Communist World” , Nina Bachkatov , Université de Liège (ULG) Followed by Q&A
10.30 - 11.30	Session 1: Lessons from Brexit: The role of the media in informing Europeans and the outside world about the EU Moderator: Jeremy Dear , Deputy General Secretary of the International Federation of Journalists (IFJ), UK <u>Speakers:</u> Michael Binyon , the Times of London, United Kingdom Alexander Mineev , Novaya Gazeta, Brussels Chris Bobinski , Unia & Polska, Poland



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Issues for discussion:

1. Project Fear in the UK
2. EU media on Brexit
3. Balance in the media

11.30 – 12.00

Coffee break

12.00 – 13.30

Session 2: EFJ Panel Discussion on the State of European Journalism

Moderator: **Oliver Money-Kyrle**, Assistant General Secretary, IFJ

Speakers:

Philippe Leruth, President of the IFJ: job security and cuts in European media

Andrei Rikhter, Senior Advisor at OSCE Office of the Representative on Freedom of the Media: current threats to freedom of speech across Europe

Mogens Blicher Bjerregård, EFJ President: EU public service broadcasting in digital age; media and democracy in Poland, Hungary, the Balkans

Nadezda Azhgikhina, RUJ & EFJ: the state of journalism in Russia

Svetlana Kuzevanova, Mass Media Defence Centre, Voronezh, Russia: the law and the Russian journalism

Followed by general discussion

13.30 – 14.30

Lunch

14.30 – 15.15

Keynote Address: **“The media and the shift in perceptions of Europe in Russia in the aftermath of the Ukrainian crisis”**

Aude Merlin, Université Libre de Bruxelles

Followed by Q & A

15.15 – 16.30

Session 3: Russia in the European Eyes and the EU in Russian media

Moderator: **Marek Bekerman**, Programme Leader in International Journalism, University of Salford, Project Team Leader

Speakers: **Galina Dudina**, Kommersant, Russia

Roman Berger, ex-Moscow corr, Tages-Anzeiger, Switzerland

Valeriy Bezpyatikh, Gorodskie Vesti, Revda, Russia

Viktor Sukhanov, Prima Media, Vladivostok

Followed by general discussion

Issues for discussion:

1. Patterns in portraying Russia in the EU press
2. Gaps in Russian coverage of the EU
3. The missing links in understanding Russia and the EU

16.30 – 17.00

Closing remarks and General Discussion:

Ricardo Gutiérrez and Nadezhda Azhgikhina

19.00 – 22.00

Networking Dinner, Park Side Brasserie, 24 Avenue de la Joyeuse



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Friday, 16 September 2016

Professional workshops on covering EU affairs and Russia by the media

Venue: Residence Palace, 155 Rue de la Loi, Malbeek Room

- 08.30 – 09.00** **Welcome coffee and registration**
- 09.00 – 10.00** A session with **Robert Pszczel**, NATO's acting Director of the NATO Information Office in Moscow on NATO communication policy in Russia and its interaction with the EU information strategy
- 10.00 – 11.00** A session with **Alexandr Mineev**, Novaya Gazeta, long-term Brussels correspondent on covering the EU for the Russian audiences
- 11.00 – 11.30** Coffee break
- 11.30 – 12.30** A session with **Tanja Milevska**, freelance journalist and former EU correspondent for Macedonian A1 TV, on covering current EU politics
- 13.00 – 14.30** Lunch at Kafenio restaurant, Rue Stevin 134
- 14.30 – 16.30** A visit to the European Union External Action Service, including a meeting with the East Strategic Communications Task Force (for details, see the separate programme sheet in the information pack)