



19 – 20 MAY, 2016

THE FUTURE OF PUBLIC SERVICE MEDIA IN THE WESTERN BALKANS: NEVER-ENDING TRANSITION?

INTERNATIONAL CONFERENCE

This event is organized by the University of Fribourg and
Center for Social Research Analitika



**19 – 20 MAY 2016
I DAY: 09.00 – 17.15 HRS
II DAY: 09.00 – 12.00 HRS**

**HOTEL BRISTOL
CONFERENCE ROOM
SARAJEVO 1
FRA FILIPA LASTRIĆA 2
SARAJEVO
WWW.BRISTOLSARAJEVO.COM**

**ATTENDANCE IS UPON
INVITATION ONLY**

SUMMARY

Conference “*The Future of Public Service Media in the Western Balkans: Never-Ending Transition?*” investigates the role, functioning, and future of public service media (PSM) in seven countries in the Western Balkans – Albania, Bosnia and Herzegovina, Croatia, Montenegro, Macedonia, Kosovo and Serbia – taking into account the specific context in which these services developed and the role the European Union played in these processes. Although the process of transformation from state to public broadcasting in Western Balkan countries was driven by the need to formally satisfy requirements of EU accession processes, it has faced many obstacles.

The conference aims to provide a comparative overview and analysis of the current trends and challenges faced by public service media in the region, in order to open up debate and potentially outline new perspectives for PBS in a rapidly changing and highly challenging environment. Particular emphasis will be put on the further harmonization of legislation with EU standards, economic and market demands, and technological pressures stemming from digitalization and new media.

PROGRAMME

Working language: English

DAY 1: MAY 19, 2016

09.00 – 09.30 Registration & Welcome coffee

09.30 – 09.45 INTRODUCTION AND WELCOME ADDRESS

Tarik Jusić, Center for Social Research Analitika,
Bosnia and Herzegovina

Manuel Puppis, University of Fribourg, Switzerland

09.45 – 10.30 KEYNOTE

*Prospects and Challenges for PBS Development in the
SEE: Overcoming Path Dependencies*

Zrinjka Peruško, Faculty of Political Science, University of Zagreb,
Croatia

10.30 – 12.00 PANNEL SESSION I: POLITICIZATION AND PBS

Chair: Laia Castro-Herrero, PhD candidate, University of Fribourg

*Moving to Another Level: The Role of Political Will in the Evolution of
Public Service Media in the Era of Networks*

Michal Glowacki, Faculty of Journalism and Political Sciences,
University of Warsaw, Poland

PSB and Political Parallelism in Macedonia

Snežana Trpevska, School of Journalism and Public Relations, Skopje,
Macedonia

Igor Micevski, School of Journalism and Public Relations, Skopje,
Macedonia

The Influence of Politics on PSB in Albania

Blerjana Bino, European University of Tirana, Albania
Discussion

PARTICIPANTS

Manuel Puppis, [University of Fribourg](#), Switzerland

Tarik Jusić, Executive Director, Center for Social Research [Analitika](#), BiH

Zrinjka Peruško, Faculty of Political Science, [University of Zagreb](#), Croatia

Michal Glowacki, Faculty of Journalism and Political Sciences, [University of Warsaw](#), Poland

Snežana Trpevska, [School of Journalism and Public Relations](#), Macedonia

Blerjana Bino, Researcher, [European University of Tirana](#), Albania

Peter Bajomi-Lazar, [Budapest Business School University of Applied Sciences](#), Hungary

Davor Marko, Non-resident Research Fellow - [Analitika](#); PhD Candidate, [University of Belgrade](#), Serbia

Nataša Ružić, Researcher/Assistant Professor, Faculty of Political Science, [University of Montenegro](#)

Naser Miftari, Journalism Department, [University of Pristina](#), Kosovo

Sally Broughton-Micova, [London School of Economics](#), United Kingdom

Tatjana Ćitić, editor of digital channel, [Radio-Television of Serbia](#)

12.00 – 13.00 LUNCH

13.00 – 15.00 PANEL SESSION II: PSB AND FUNDING

Chair: Manuel Puppis, University of Fribourg

A 'Carrot and Stick' Media Policy: The Case of Hungary

Peter Bajomi-Lazar, Budapest Business School University of Applied Sciences, Hungary

The Funding Model of PSB in Croatia

Davor Marko, Analitika – Center for Social Research, Sarajevo, BiH

Implications of Budget Funding for PSB in Montenegro

Nataša Ružić, Faculty of Political Sciences, University of Podgorica, Montenegro

The Role of Politics and Uncertain Funding of RTK in Kosovo

Naser Miftari, Journalism Department, University of Prishtina, Kosovo

Discussion

15.00 – 15.30 COFFEE BREAK

15.30 – 16.30 PANEL SESSION III: PSB AND DIGITALIZATION

Chair: Davor Marko, Center for Social Research Analitika, Sarajevo, PhD candidate

Digitalization and Technological Innovations of Public Media

Sally Broughton-Micova, London School of Economics, United Kingdom

What Comes After the Digital Switch-off: Prospects for PSB development in Serbia

Tatjana Ćitić, editor of digital channel, Radio-Television of Serbia

Obstacles to the Digitalization Process in BiH

Nidžara Ahmetašević, Independent Researcher, Bosnia and Herzegovina

Discussion

16.45 – 17.15 ROUND-UP

In the Mood for Innovation: Political, Economic, and Technological Progress of PSB in the Western Balkans

Barbara Thomass, University of Bochum, Germany

PARTICIPANTS

Laia Castro-Herrero, PhD candidate, University of Fribourg, Switzerland

Nidžara Ahmetašević, Independent Researcher, Bosnia and Herzegovina

Barbara Thomass, University of Bochum, Germany

Andrey Georgievich Rikhter, Senior Advisor, OSCE, Freedom of the Media Office

Helena Mandić, Director of Broadcasting, Communications Regulatory Agency of Bosnia and Herzegovina

Damir Hajduk, member of the Agency for Electronic Media, Croatia

Radka Betcheva, European Broadcasting Union (EBU), Geneva

Gvozden Flego, Member of the Parliament in Croatia

Milan Trivić, Editor of BH Radio, former director of BHTV

Igor Micevski, School of Journalism and Public Relations, Skopje, Macedonia

DAY 2: MAY 20, 2016

09.00 – 09.30 WELCOME COFFEE

09.30 – 10.00 KEYNOTE

Illiberal Tendencies and the Future of PSB in the Western Balkans

Andrey Georgievich Rikhter, Senior Advisor, OSCE, Freedom of the Media Office

10.00 – 11:30 ROUNDTABLE DISCUSSION

STAKEHOLDER'S PERSPECTIVES ON THE FUTURE OF PBS IN THE WESTERN BALKANS

Chair: Tarik Jusić, Analitika, Sarajevo

The Challenges of Regulating PSB in the Western Balkans

Helena Mandić, European Platform of Regulatory Authorities (EPRA), Vice-Chairperson & Director of Broadcasting, Communications Regulatory Agency of Bosnia and Herzegovina

The Public Value Test, PSBs, and the Media Market

Damir Hajduk, European Platform of Regulatory Authorities (EPRA), Vice-Chairperson & member of the Agency for Electronic Media, Croatia

The EBU's Role in the Western Balkans

Radka Betcheva, European Broadcasting Union (EBU), Geneva

The Impact of the Council of Europe's Media Policy on PSM in the Western Balkans

Gvozden Flego, Member of Parliament in Croatia

The Future and Challenges for PSB in BiH

Milan Trivić, Editor of BH Radio, former director of BHTV

11.30 – 12.00 ROUND-UP

The Future of PSB in the Western Balkans – Lessons Learned?

Manuel Puppis, University of Fribourg, Switzerland

12.00 – 13.00 LUNCH



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For more information
about project visit
www.analitika.ba

During the
conference we invite
you to send your
thoughts on Twitter
using the hashtag:



CONTACT

In case you have any questions regarding the workshop, please contact:

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