



What's Working

DECEMBER 5–7, 2019, PRAGUE

CONFERENCE REPORT

keynote



PRAGUE
MEDIA
POINT

Conference organizers



Prague Media Point is an annual international conference, dedicated to discussing the changing media landscape in a professional, political, economic, and social context. The aim is to gather leading scholars, journalists, media executives, and other experts to exchange experiences, establish new relationships and debate the challenges now facing both traditional and new media.

Our mission is to foster the media's work for the public good by convening solution-oriented expert gatherings, thus bringing together unique, regional perspectives and providing lasting networking experiences.

The project is co-financed by the Governments of Czechia, Hungary, Poland, and Slovakia through Visegrad Grants from the International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

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Thursday, December 5

BUSINESS SUSTAINABILITY

In cooperation with the Embassy of Switzerland and the Czech-German Future Fund

Thursday, December 5, 2019, 11:00-12:15, Room 1

Speakers:

Ján Simkanič, Director, Deník N, Czechia

Simon Jacoby, Publisher, Tsüri.ch, Switzerland

Sarah H. Klein, Editor-in-Chief, Tea after Twelve, Germany

Moderator:

Tony Curzon Price, Director, openDemocracy, Former Economic Advisor to the Secretary of State for Business, Energy and Industrial Strategy, Steering Committee, Prague Media Point, United Kingdom

Ján Simkanič, Director of *Deník N*, began with a conversation on the dependence of the media on the participation of the general public. He discussed recent expansion into the digital realm with a recent victory in attaining digital subscribers for paid digital content. He goes on to state "now we have over 14,000 subscribers and more than 1 million users, published 3 books and we started podcasts which are free but very good marketing."

Simon Jacoby, co-president and co-founder of the second largest publishers association in Switzerland, begins his portion of the conversation by explaining the reasoning behind the existence of the organization. He says the organization was founded "because we recognized that journalism business is no longer a large money-making business but democratic society needs it." He describes the target group of the local city magazine, of which he is founder/co-founder, is the millennial population which is ages 22-40. He goes on to explain the magazine's focus topics, current budget and team structure.

Sarah H. Klein, Editor-in-Chief of *Tea after Twelve*, recounts the start of her company six years ago and shares that the phrase when translated to German was a saying for being "very close to armageddon." Ms. Klein tells the audience, "we are the cold war kids, we grew up in fear," and proceeds to introduce the concept of this communications company, to focus on a solution rather than describing the problem in further detail, as most media does. She also describes ideas to improve her project.

30 YEARS OF FREE MEDIA IN THE CZECH REPUBLIC: LESSONS FOR THE FUTURE?

In cooperation with the City of Prague

Thursday, December 5, 2019, 11:00-12:15, Room 2

Speakers:

Jiří Majstr, CEO, Czech News Agency (ČTK), Czechia

Václav Štětka, Lecturer in Communication and Media Studies, Loughborough University, Czechia/United Kingdom

Ondrej Podstupka, Deputy Editor-in-Chief, SME, Slovakia

Robert Čásenský, Editor-in-Chief, Reportér Magazín, Czechia

Moderator:

Jeremy Druker, Co-Chair, Prague Media Point conference, Executive Director, Transitions, USA/Czechia

Four men working in a media environment shared their experience during the discussion related to the changes and current state of the Czech media.

"I heard a lot of speeches about the year 1989 over the past year and they have been all gloomy. I am glad we can look at the bright side of the media after 30 years after the Velvet Revolution," said Václav Štětka. From his point of view, the Czech public media service is in a much better state than other media in Central and Eastern Europe where the public broadcasting service is changing into a tool for propaganda. According to Štětka, the citizens in Czechia have started to realize that the media still needs to be defended and the current rise of civil society is important. As Ondrej Podstupka said: "It is healthy for the country to have critical media with national impact." He added: "Our public service is not as good as in Czechia." However, there is a strong influence from Russia and China. Recently, one of the main TV channels was purchased by one of the richest people in Czechia, owner of the PPF Company, Petr Kellner. "There are rumors that Petr Kellner will push *TV Nova* to China, other rumors are that the PPF already sponsors some Czech minor alternative media," claimed Štětka. One of the lessons for the future can be to engage the youth with the importance of the media. Online service run and operated by Czech TV and *Czech Radio* is frequently visited by people below the age of 25. Robert Čásenský added his point of view: "I have been teaching once a week at Prague journalism school for the past few years. In every group, you can find some talented people. I am optimistic that we will get new blood into the Czech journalism."

MINORITY MEDIA

Thursday, December 5, 2019, 12:30-13:45, Room 1

LGBT Community-Based Organizations as News Sources: Political Communication in Shifting Contexts

Tomás Dodds, PhD Researcher, University of Leiden, Netherlands

Transnational and Translocal Media Practices of Vietnamese in the Czech Republic

Tae-Sik Kim, Assistant Professor, Masaryk University, South Korea/Czechia

The Selkups: A Big Story About a Small Nation Told by Students

Vasily Vershinin, Senior Lecturer, Tomsk University, Russia

Moderator:

Douglas Arellanes, Lecturer, Anglo-American University, USA/Czechia

Three scholars were talking about minority media with three perspectives on minority groups and their relationships with the media.

Tae-Sik Kim from Masaryk University described the two generations of the Vietnamese community in Czechia. Whereas the older one relies on satellite television and Vietnamese news and shows, the younger one is very active on social media, even creating their own “diasporic media”. This new generation is “like a banana – yellow skin, white mentality (...) and they try to highlight their in-between identity.” What both generations do have in common, however, is the underrepresentation and misrepresentation in media that causes and supports the use of stereotypes. **Tomás Dodds** from the University of Leiden focuses primarily on LGBT minorities and he dedicated his presentation to the sources journalists work with. His research started with the question: “Why is there always the same NGO in the media?” He went on to explain that one of the main reasons is the time pressure: “You are competing with other media. Now whoever publishes first, wins.” In order to keep it fast, journalists need to know who to call and then who is going to give them quotes right away. **Vasily Vershinin** from Tomsk University presented one of the projects he did with students about a small nation of Selkups. The purpose of projects like this is for the students, it is usually their first immersive journalism experience and at the same time, it is an opportunity for the minority in question to be more visible. He provided advice for a successful project about minorities and stressed that “if a journalist can’t find local media to publish their story, they can find teammates and build the story as a project and tell it to the wide audience even internationally.”

DEUTSCHE WELLE AND RFE/RL: GETTING THE MESSAGE ACROSS

In cooperation with the Czech-German Future Fund

Thursday, December 5, 2019, 12:30-13:45, Room 2

Speakers:

Jeremy Bransten, Regional Director for European Language Services, RFE/RL, USA

Adelheid Feilcke, Head of European Languages Desk, Deutsche Welle, Germany

Moderator:

Arzu Geybullayeva, Journalist, Azerbaijan

The first topic of the discussion was the strategies that news media adopt to reach their target audience and the way people’s perception of news has shifted over the past recent years. Both speakers described the platforms their companies use and how that can vary in different regions along with reasons. **Adelheid Feilcke** pointed out the importance of the involvement of the audience and explained that the key tool for reaching the audience to this day is still credibility. **Jeremy Bransten** spoke of how storytelling becomes more and more important in journalism as it makes the content more intriguing and comprehensible for a wider audience: “We need to think more about the angles and perhaps to see the impact through somebody’s eyes.” The speakers then shared examples of their work that showed the use of the discussed strategies - explainer videos. The next topic was the political circumstances in the countries DW and RFE/RL cover. “Despite the censorship in countries like China or Iran, we are working hard to get the message through. Of course, we get attacked a lot, but the best defense is to stay calm and transparent,” said Feilcke. Bransten described the issues with censorship, persecution, etc. like a cat and mouse game, “we have gone creative in finding ways around these situations, but it’s sometimes very tough for the people that work for us.” Later, topics such as reporting from occupied territories of Ukraine or internet trolls were brought into the discussion by the attendees.

AMEDIA: STRONG LOCAL NEWSPAPERS IN NORWAY

In cooperation with the Embassy of Norway

Thursday, December 5, 2019, 14:45-15:15, Room 2

Speaker:

André Støylen, CEO, Sparebankstiftelsen DNB, Norway

André Støylen, a Norwegian economist and former politician, described a way in which he and his foundation, Sparebankstiftelsen DnB (Savings Bank Foundation), bought Amedia – the second-largest media company in Norway. Savings Bank Foundation concentrates primarily on buying art and then depositing it to national galleries or museums. At first, they weren't interested in buying Amedia, but it was the power of over 60 local newspapers, which belong under it, that caught Støylen's interest. So, when Amedia went to a public sale in 2015, the Savings Bank Foundation decided to buy it. Støylen said, that before the purchase, they needed to believe in three things, "First, we believe that it is important for local communities to have strong and reliable local newspapers. Second, we believe there is a future for local journalists and there is a public willingness to pay them. And third, we believe that in a challenging media environment, it is a benefit for everyone to be a self-owned entity, not being owned by a foreign company. Since 2016, the number of subscribers to Amedia newspapers increased from 450,000 to 600,000. Over 50% of them are purely digital. According to Støylen, sport played a huge part in this – and particularly football. "A lot of subscribers came because we bought rights for a lower level of football. It is important and popular among local communities." Støylen believes that after buying Amedia, they secured a vital part of democratic infrastructure existing in Norway. He concluded by saying that "being a subscriber of your local newspapers is a part of good citizenship."

TEASER SESSION

Thursday, December 5, 2019, 15:15-16:30, Room 1

This Teaser Session had several people discuss their current projects, each for six minutes, in order to explain what they are doing, help inspire others and to gain possible partners.

Jakub Górnicki, who is based out of Warsaw, Poland, works with an organization called "All Traders" which focuses on global issues with a local impact. The organization has worldwide reach extending from the Amazonas, Pakistan to even Barcelona, Spain. The stories gathered are used to create interactive stories and every Friday a magazine is produced with a 20,000 people outreach.

Lena Späth is introducing a start-up based in Munich that focuses on connecting publishers to freelance journalists on the international platform. She explains "you would think freelancers are in such high demand and the life of a freelance journalist is really great" however goes on to introduce the very real financial and social struggles in the profession. Thus, the project serves to build a directory of the top freelance journalists worldwide. She introduces the logistics of the project, "you can search through the marketplace, you have the articles and you can then also when you find an article interesting, click on the article, find a summary of the article."

Michael Nevradakis is the communications instructor at the American College of Greece and he introduces the journalistic start-up titled *Orthos Logos* which is the "first constructive journalism start-up and it was founded late last year". He discusses how Greece suffers from a "huge credibility crisis toward mainstream media" and *Orthos Logos* works to help this problem by supplementing current existing media and providing a solution rather than replacing it and presenting what he calls "hard news". He discusses plans for media expansion including a monthly publication, an online e-magazine, plans to have a limited print run and possibly even a podcast.

Jiří Pasz, a freelance journalist from Czechia who begins by explaining his roots in humanitarian and social work. He talks about a recent project titled "A Country that Doesn't Exist" which is based in Central African Republic. He explains his 6 months in the area "it's chaos, it's anarchy but you can also get some positive stories out of that". He wants more exposure for his stories since they are geographically unique and wants to be creative with his passion. He discusses infrared photography which "captures a spectrum which is not visible to the human eye, which is why these photos have a different feeling". He briefly mentions a new education program for the less fortunate of the area as well and ultimately asks for advice on any further steps for his project.

Andrej Šolkay is the Director of the School of Communications and Media in Slovakia and is offering an individual or institutional level of cooperation for any journalists looking for employment. He is willing to provide pay and needs people to contribute to the four ideas of this program, social media, enthusiasm, art and regeneration. There would be a networked approach to the program as far as logistics, he explained.

Nina Fasciaux works as Manager for Solutions Journalism Network and Sarah McCann is the Vice-President of Practice Change which is based in New York. They begin the talk with an explanation of how journalism has lost its meaning. They introduce an example of an American Tourist writing about the Trump Election, after she submitted it, she was told to "cut it down by 90% and make it not about journalism" (McCann). After this was posted to the speaker's blogs, it gained 180,000 reads and became a viral sensation in the solution journalism network. They want to pay it forward and provide journalists with an opportunity to report on controversial and polarizing issues. Nina explains that they are "all about creating a space to get new information that you would normally not hear about."

Patrick Leusch, Head of European Affairs for *Deutsche Welle*, came to discuss a program currently in discussion and with potential funding from European commissioners. He explains that the program has 10 languages available however the target group has made itself to “focus on Central and Eastern Europe.” He discusses diversity in media in polarized media and introduces the question: “how can we contribute to a dialogue, to a constructive approach?” The public, especially the younger generations are slowly being driven away from supporting Europe due to populist, right wing media. He goes on to explain how this project could ultimately spark a debate to help the journalism crisis.

Kevin Davis, the CEO of KLJD Consulting, shifts the perspective and asks the question “how do we serve the needs of our communities?” He discusses partnering with NGOs, journalists, advocates, or other groups to fix individual problems around the world providing all kinds of assistance. He explains that perhaps journalism doesn’t need saving, it just needs more backing, that it is “underserved by traditional media.” He introduces an example, *Outlier Media* in Detroit, run by Sarah Alvarez. Kevin Davis discusses how she realized a problem in Detroit and made conscious efforts to focus and fix that one issue and had tremendous success.

Eva-Maria Verfürth is the Editor-in-Chief of *Tea after Twelve*, a solutions-based online magazine which has been in publication for about 5 years. She explains that she was “fed up with media coverage, not that we don’t need it, but that it’s missing something.” She explains that “solution-based approaches” really focus on provoking motivation to actually change what the media is constantly complaining about. She discusses the extremely international perspective they are taking as a company, discussing issues (in the base language of English) stretching from (but not limited to) the United States to Pakistan. The goal is to share solution based journalism to create a global network to ultimately make the world a better place.

Anastasia Rudenko, a Ukrainian journalist, is the founder of media outlet *Rubryka*. This establishment is two years old and a response to the Russian occupation of Ukrainian cities in 2014. The outlet has already had major success as it “reaches an audience of one million readers a month” (Rudenko). The key topic the media outlet focuses on is ecology in Ukraine, she discusses the production of ecological documentary films. She speaks on the company’s experience with crowdfunding and expresses a desire to gear towards solution journalism.

FROM CONCEPT TO AUDIENCE: NEWS CONTENT DEVELOPMENT WORKSHOP

In cooperation with the Czech-German Future Fund

Thursday, December 5, 2019, 16:45-18:00, Room 1

Speaker:

Patrick H. Leusch, Head of European Affairs, Deutsche Welle, Germany

Patrick Leusch introduced the company’s project - the Lab, its team, activities, and benefits. Besides that, he described the process of creating ideas and pointed out *Deutsche Welle’s* current challenges.

The main goal is creating ideas. This is what people in the Lab do, it is a place where “experts are able to put in place new ideas and guide them through an innovation process to make sure that good ideas are worked on,” introduces the project Patrick Leusch. The key to success is putting together experts and such while the result should not only be a new and creative way of how to get the content to the audience but also to a number of people standing behind the ideas. So they can say: “I have been part of it.” Part of the process is the “idealization days” where individuals put their thoughts on paper based on a profound selection of ideas. The panelist also talked about the biggest challenge *Deutsche Welle* faces today: “How are we going to become a true digital media house?” The company has been on public television and radio broadcasting in 30 languages, recently joining the online platform as well. It is challenging to unify these departments into a single media center. When asked about the company’s mission, Patrick Leusch replies: “The most important thing for media companies today in a digital world is to speed up the process and innovation cycles and that’s what we do at *Deutsche Welle*.”

MEN AS EXPERTS AND WOMEN AS VICTIMS? HOW TO ACHIEVE GENDER DIVERSITY IN NEWS SOURCING

In cooperation with the Prague office of the Heinrich-Böll-Stiftung, the Embassy of Sweden, and the Embassy of the United Kingdom

Thursday, December 5, 2019, 16:45-18:00, Room 2

Speakers:

Silvie Lauder, Journalist, Týdeník Respekt, Czechia

Lara Joannides, Project Lead 50:50 Project, BBC, United Kingdom

Greta Gober, Postdoctoral Fellow, University of Stockholm, Poland/Sweden

Moderator:

Zuzanna Ziomecka, Journalist, Editor, Newsroom Leadership Coach, Poland

Women in the media are at a disadvantage. Talking about various topics in the media or the highest positions in company hierarchy is usually the men's part. "It was kind of stressful, working in 24-hour news led by men, always writing about men and seeing them as most of my colleagues", says **Laura Joannides** from the *BBC* United Kingdom. She is one of the founders of the 50:50 project, which is trying to increase women's representation in *BBC* content. "I am calling it a glass cliff, giving a woman a leading position as the last option", explains postdoctoral fellow from the University of Stockholm **Greta Gober**. Female journalists are facing discrimination and hate, mostly on social media. "Readers in the public sphere commenting about physical appearance more than about professional work – that's a common thing to me. However, it has never happened to my male colleagues", describes **Silvie Lauder** from Czech magazine *Respekt* on harassment via social media. "Both women and men are being harassed online, but women in a different way," said Greta Gober, "but there is a way to make this situation better. Male journalists should follow their female colleagues online and support them in discussions on social media if needed."

Friday, December 6

NEW APPROACHES FOR BUILDING TRUST

Friday, December 6, 2019, 9:00 – 10:15, Room 1

Advocates for Engagement: A Sociotechnical Analysis of Audience Engagement and News

Thomas R. Schmidt, Assistant Professor, University of California, San Diego, USA

Is Constructive Journalism the Answer in Societies with Low Levels of Trust in Institutional Media? The Case of Greece's Orthos Logos?

Michael Nevradakis, Communication Instructor, Deree-American College of Greece, Greece

Rebuilding Investigative Journalism - Collaborative Journalism: Sharing Information, Sharing Risk

Pedro Coelho, Investigative Journalist, SIC TV, Visiting Assistant Professor, Universidade Nova de Lisboa, Portugal

Inês Rodrigues, Journalist, SIC TV, Portugal

Moderator:

Christian Christensen, Professor of Journalism, University of Stockholm, Steering Committee, Prague Media Point, USA/Sweden

How to build trust between media and audiences in the world where truth has become an indefinite concept and can be easily manipulated? Four scholars introduced their projects and discussed possible options on how to change this complex, problematic situation of trust in media.

Thomas R. Schmidt as the first person to lecture described the project *Hearken*, which is a platform that utilizes the powerful tool of audience engagement. He also focused on the mechanics of the project and what it requires to function. We can see engaged journalism is an easy way to involve the audience in the news production process. By communicating with consumers we can simply track and study their behavior, find topics they like and give them the certainty that journalists also care about seemingly ordinary day-to-day problems. However, it translates to a lot of work for a certain newsroom. "This kind of work requires rhythm and flow. Your work has to be regular when you work with the audience's feedback," Schmidt claims.

The next speaker, **Michael Nevradakis** spoke mostly about low levels of trust in Greece. He pointed out that this kind of problem is closely related to economic issues and corruption in Greece and it's particularly among young adults. According to his speech, many surveys in Greece show that people in Greece mostly search for online alternatives instead of news media. In connection with that, he introduced his online platform, *Orthos Logos*. "We promote understanding and solutions, instead of cherry-picking news," he explained.

The last pair of scholars devoted their speech to Collaborative journalism. **Inês Rodrigues and Pedro Coelho** described how Collaborative journalism can lower the risk of investigative journalism. "Between 2017 and 2019 there were around 60 deaths among the journalists in the world. Mostly in western countries. Collaborative journalism can be the shield that protects the journalists in a dangerous situation," Pedro explains in the speech.

PUTTING QUALITY JOURNALISM BACK AT THE CORE – HOW TO HELP (LOCAL) NEWSROOMS THRIVE

In cooperation with the Czech-German Future Fund

Friday, December 6, 2019, 09:00-10:15, Room 2

Speaker:

Alexandra Borchardt, Senior Research Associate, Reuters Institute for the Study of Journalism, University of Oxford, Germany/United Kingdom

Alexandra Borchardt, an experienced journalist, media consultant and Senior Research Associate at the Reuters Institute for the Study of Journalism at the University of Oxford presented a program called The Table Stakes. This program was created in the US and is now moving to Europe to revive local media and help them transform and develop the digital platform.

According to Alexandra Borchardt, the local media, which is crucial for democracy and civic engagement, is now being threatened by the digital age: "Trust has been an issue. Only every second person really trusts the media." To change this situation, she emphasized the importance of putting quality journalism back at the core by moving onto and focusing on what matters to the audiences. That is what the Table Stakes project should be all about. Borchardt described the main points of the Table Stakes method such as "serving specific audiences targeted content, publishing on the platforms used by them, producing continuously to match their lives and funneling occasional users into habitual, valuable and paying loyalists". She then mentioned what is so special about the concept: "It helps newsrooms focus and takes into account the dwindling resources. It is very realistic about what can be expected from publishers." Borchardt explained that success requires not only developing a strategy but also having clearly defined tools to form a vision with measurable goals that provide real outcomes, such as bigger revenues: "Table Stakes focuses on results, not activities." The project launched in Europe just a month ago, but Borchardt presented some success stories from the US, where participating organizations reported increased digital subscriptions, improved engagement, and a diversified venue.

ONLINE SAFETY: A COMPREHENSIVE SYSTEM FOR INVESTIGATIVE JOURNALISTS

In cooperation with the International Visegrad Fund

Friday, December 6, 2019, 10:30 – 11:45, Room 1

Speaker:

Martin Leskovjan, Country Manager, Citadelo, Czechia

A workshop, held by **Martin Leskovjan** focused on protecting investigative journalists and the sensitive online data that they collect.

Leskovjan briefly introduced his previous work in the field of online security and then presented the main topic of his presentation. He provided some inspiration for data protection collected and by investigative journalists, in addition to safe storage on their computers and online servers. "Among people working in the media there is quite a good knowledge relating to their safety, but the recent cases prove that it is not enough," he stated. Leskovjan believes that one of the main issues is that access to information which a journalist has collected, disappears if something bad happens to them. He suggests that media houses use a method called the "Shamir multisig scheme." It provides a secure system based on multiple keyholes to open a locked document and a higher number of key holders, who must cooperate to have access to the data. "Then every potential attacker knows that eliminating a journalist doesn't stop the work," Leskovjan explains. He then explains the method with an example: "We need to have one place where the editorial team store the core of the most sensitive data, they trust it, they have a clear idea how its security works and have complete control over who has access to it." Leskovjan ended this workshop with techniques of physical protection using apps and with a brief discussion where he answered some of the questions from the audience.

GETTING THE MESSAGE OUT IN RESTRICTIVE SETTINGS

Friday, December 6, 2019, 12:45-14:00, Room 1

Staying Uncensored in Censored Times: Stories of New Media Initiatives from Azerbaijan

Arzu Geybulla, Journalist, Azerbaijan

Video Journalism in Post-Truth Hungary

Györgyi Rétfalvi, Professor, Head of Program, Budapest Metropolitan University, Hungary

Combining Journalism with Direct Support for Charities

Vladimir Shvedov, Deputy Editor-in-Chief, *Takie Dela*, Russia

Moderator:

Filip Noubel, Managing Editor, Global Voices, Czechia

Three journalists have talked about running independent platforms and doing uncensored journalism in a censored setting, sharing their experiences with the struggles journalism faces in today's Azerbaijan, Hungary, and Russia.

Györgyi Rétfalvi, a professor from the Budapest Metropolitan University, described the challenges of video journalism in post-truth Hungary. She points out that "video journalism can be key for surviving independent media". What she thinks really works is humor and sarcasm, which can be used not just to laugh, but also to carry the message. "Ask a question in a very sarcastic way, it will twist the story," she said.

An Azerbaijani freelance journalist and columnist based in Azerbaijan and Turkey, **Arzu Geybulla**, talked about staying uncensored in a censored country.. She was featured on the *BBC* as one of the '100 Women changemakers in 2014'. "One of the challenges the Azerbaijani journalism platforms face is the lack of access to quality, independent and free information," she pointed out during her presentation.

Vladimir Shvedov presented Russian initiative *Takie Dela*, for which he is Editor-in-Chief. This Russian platform combines journalism with direct support for charities and addresses issues that the other platforms don't often talk about. As Shvedov himself said, "our mission is the development of charity in Russia and a transformation of the public perception of social problems". They focus on writing about stories of violence, homeless and poor people, immigrants, people with disabilities or the elderly, in hopes to raise awareness for the wider public.

EQUALITY IN CAREER OPPORTUNITIES FOR WOMEN AND MEN IN NEWS MEDIA: WHAT'S WORKING?

Friday, December 6, 2019, 12:45-14:00, Room 1

Speakers:

Christiana Jankovics, Head of Equal Opportunities Commission, ORF, Austria

Zuzanna Ziomecka, Journalist, Editor, Newsroom Leadership Coach, Poland

Greta Gober, Postdoctoral Fellow, University of Stockholm, Poland/Sweden

Marína Urbániková, Assistant Professor, Masaryk University, Czechia

Moderator:

Lenka Kabrhelová, Podcast Host, Czech Radio, Czechia

Women dominate journalism schools. So, why are the career opportunities clearly not equal yet? Four women described what is changing and what lasts in our man dominated culture and how female journalists deal with it.

Marína Urbániková from the Masaryk University pointed out the key differences between male and female journalists: "At the same occupation level, it seems that men and women are doing different job tasks – for instance, women journalists more often focus on the soft news, while men still dominate the high-status areas of news production like politics and business." She provided recommendations and guidance to journalism schools and media organizations on how to fix this problem. **Zuzanna Ziomecka**, a newsroom leadership coach, focused on changes in the industry and culture. She compared it to renewing a house: "You think it will take you two months. Then the workers come in. They tear up the floor and it turns out that there's so much garbage underneath and there's more work than you anticipated." We also cannot say: "By 2020 women will be equal. We're learning as we go." **Greta Gober** from the University of Stockholm unfolded the issues that female journalists still deal with even though society seems to change. "There is a cynicism in the way gender equality is being used as a framework," she noted. In reality, men unfortunately still have more power and the requirements are more convenient for men and female harassment in the workplace is still an issue. Head of Equal Opportunities Commission in ORF **Christiana Jankovics** described some of the ways to support female journalists which have been proved to work throughout the 20 years she has been doing it. Mentoring programs, reporting about the gender pay gap, and even lawsuits – every female journalist can complain that she is treated unequally, and luckily these groups are there to help her finally do something about it.

INVESTIGATIVE JOURNALISM: LEADING EXAMPLES FROM THE VISEGRAD REGION AND THE WESTERN BALKANS

In cooperation with the International Visegrad Fund

Friday, December 6, 2019, 12:45-14:00, Room 2

Speakers:

Dragana Zarkovic Obradovic, Country Director, Balkan Investigative Reporting Network (Serbia Office), Serbia

Tamás Bodoky, Editor-in-Chief, Átlátszó, Hungary

Roman Imielski, Deputy Editor in Chief, Gazeta Wyborcza, Poland

Marek Wollner, Editor-in-Chief for Reporting, Czech TV, Czechia

Moderator:

Daniela Vrbová, Journalist, Czech Radio, Czechia

The speakers discussed conditions, challenges and possibilities of investigative journalism in the times of social media.

The utilization of public networks is increasing and according to **Dragana Zarkovic Obradovic**, 90% of people between 16 and 29 years old are using them, which is a huge responsibility. "Social media are not made for investigative journalism. And investigative journalism is not basically aimed at young people," says **Marek Wollner**. On the other hand, in *Atlatszo*, they have decided to find out how corruption can get interesting. They ask a simple question – What happens to the money once it is stolen? "That should grab the youngsters' attention as well," claims **Tamás Bodoky**. Realistically, the media landscape has changed since the '90s. According to the participants, the crucial difference is the genesis of pro-government media. "Those media want to smear us. This is new for the journalists," affirms Marek Wollner. "We are blacklisted," adds Tamás Bodoky. And that's why people nowadays may not be interested in this occupation. In Wollner's opinion, "This profession is very badly evaluated by the public. And that's because the tabloids are full of disinformation and we are attacked by the politicians as well." However, all of them agree that there is a way to live with that – just make fun of them.

EVOLVING COMMUNICATION STRATEGIES

Friday, December 6, 2019, 12:45-14:00, Room 3

Fan Activism: Between Transformative Fandom and “Ordinary Viewers”

Iveta Jansová, Researcher, Lecturer, Masaryk University, Czechia

Governmental Identity in the Online Environment

Elena Farcas, PhD Researcher, University of Bucharest, Romania

Truth in Journalism and the Evolution of Proactive Public Relations: Responding to Shared Values with the Media in a Collaborative Environment

Dan Eller, Professor, California Polytechnic State University, USA

Moderator:

Gregory Bruno, Communications Manager, Sourcefabric, Czechia

Over the past decade, media, governments, and companies tried to change their style of communication with the public from traditional, one-way broadcasting into a more interactive and proactive form of public relations. The panelists talked about their research connected to this topic.

Professor **Dan Eller** from California Polytechnic State University started the discussion with one simple question: “What’s your job as a journalist?” According to him, a journalist’s job is to tell the truth to the viewers and readers. “But honesty is to tell the whole story. No matter what. If you won’t tell the whole story, your public won’t trust you” (Eller). **Elena Farcas**, Researcher from the University of Bucharest presented the results of her survey. She figured out that the high number of posts containing photos with an emotional approach proved that Facebook offers the ministries a new way for online dialogue, direct and transparent, in order to achieve the objectives related to public communication. But social media must be diversified and optimized in order to increase the people’s engagement to also increase the governmental level of transparency online. **Iveta Jansová** from Masaryk University showed good examples of fan activism, “Harry Potter fans around the world decided that they want every child to read. They raise money, they spread awareness... They chose to do something good with their fandom.” But forms of fan activism go back to the past. “Arthur Conan Doyle decided to stop writing Sherlock Holmes. But fans wrote him so many letters that he just had to continue with the story,” she reminded the audience.

CROSSING DIVIDES

In cooperation with the Embassy of the United Kingdom

Friday, December 6, 2019, 14:15-14:45, Room 2

Speaker:

Emily Kasriel, Head of Editorial Partnerships & Special Projects, BBC World Service Group, United Kingdom

Project Crossing Divides aims to create connections in our polarized world. For democracy to flourish we need to be capable to look beyond our narrow self-interests.

“Media can play a transformative positive role in bringing together different views and diverse people together,” says **Emily Kasriel** while describing Crossing Divides, the *BBC* season of news, documentaries or children stories. Based on the panelist’s opinion, the polarization together with fragmentation and conflict is one of the most significant problems the society is now facing. The project is trying to reach out for people across divisions of race, class, faith, politics, and generations and capture their extraordinary conversations and stories. “For democracy to flourish we need to be capable to look beyond our narrow self-interests. We need to care about other people, contact other people,” claims Kasriel and carries on: “In engaging with them we might actually discover that our identities are more complex than we previously thought. We might even discover that we share beliefs, experiences and even values with enemies we fear.” The panelist also mentioned some of the stories they successfully captured. One of their favorites discussed two young men from an island in Indonesia, one Christian and one Muslim. As child soldiers, they both had been sent out to kill the islanders of the different faith. According to the panelist, they were frightened to go to the other side and talk together, but they have changed and now cooperate. “In showing encounters, I think we can do a powerful first step to distract toxic narratives and build understanding,” says Emily Kasriel.

HOW TO START A PODCAST: COMPARING EXPERIENCES IN GERMANY AND CZECHIA

In cooperation with the Czech-German Future Fund

Friday, December 6, 2019, 14:45-16:30, Room 1

Speakers:

Nicolaus Berlin, Head of Germany Division, Podimo, Germany

Lenka Kabrhelová, Podcast Host, Czech Radio, Czechia

Katrin Rönicke, Co-Founder, Hauseins, Germany

Moderator:

Graham Griffith, Media Strategist and Public Radio Producer, Steering Committee, Prague Media Point, USA

Three professional podcasters, one from Czechia and two from Germany, shared their experience producing on-demand audio pieces, dealing with the lack of sources and about catering to small audiences.

Lenka Kabrhelová, *Czech Radio* journalist, opened the discussion by comparing the assumptions people have made about making podcasts to the reality. Coming from a radio background, she also mentioned the reluctance of management to initiate a regular podcast: "Can a radio station have a podcast? Aren't those made in garages and just put online like that? You might guess that didn't turn out to be true."

German feminist blogger and podcast producer Katrin Rönicke continued by highlighting the size of audiences in European countries: "We are happy for 10,000 downloads, an amount you would find quite insignificant in the States, for example."

During the discussion, moderator Graham Griffith expressed his opinion about the novelty of podcasts as a medium. "Podcast is a teenage medium. Let's treat it as such. It looks and thinks it's an adult but it has a lot more learning to do."

Nicolaus Berlin, the head of *Podimo*, a German-Danish podcast company, then spoke about finances and many different ways of funding podcasts. He also pointed out the problems associated with "ad-driven content" where creators don't make content for people but for clicks. In podcasts, this culture isn't that widespread and he states that: "The relationship of the podcaster and his audience is quite intimate. People perceive podcasters as their good friends and are more likely to pay for their content thus making the creators less reliant on advertisements."

SOLUTIONS JOURNALISM: WHAT'S WORKING?

In cooperation with the Embassy of the United Kingdom

Friday, December 6, 2019, 14:45-16:00, Room 2

Speakers:

Mark Rice-Oxley, Head of Special Projects, The Guardian, United Kingdom

Emily Kasriel, Head of Editorial Partnerships & Special Projects, BBC World Service Group, United Kingdom

Nikita Poljakov, Deputy Editor-in-Chief, *Hospodářské noviny*, Czechia

Moderator:

Samantha McCann, Vice President of Practice Change, Solutions Journalism Network, USA

Three journalists took part in the "Solutions Journalism: What's Working?" panel and shared their experience in using this approach, its difference from other types of news and its challenges. All specialists agreed on the importance of being careful and, at the same time, enthusiastic.

Head of Special Projects from *The Guardian*, Mark Rice-Oxley, explains how negative news-stories, which are commonly supplied, badly affect the audience, "We are driving the world into demoralization by telling the audiences the information that they don't know what to do with". This is why he launched a company in 2018 which published 300 pieces of work based on the solutions journalism approaches. He reckons the biggest challenge of it is a problem of moments according to which good news becomes outdated as they need more time to work on in comparison with bad news, and a problem of evaluation which questions how successful is the story being written. The Head of Editorial Partnerships & Special Projects from *BBC World Service Group*, Emily Kasriel, makes it clear how it is important to share the ways people are tackling particular problems. This is due to the fact that covering only negative news specifically in the developing countries, as she states, demotivates people to consume news at all. According to Reuters, in the last 2 years news avoidance worldwide has doubled by 10%. She is trying to make the young generations interested in solutions journalism as they are more prone to show eagerness. For now, investigative journalism gets the attraction of the top journalists. Nikita Poljakov, Deputy Editor-in-Chief, *Hospodářské noviny*, from Czechia underlines the significance of the engagement approach which entails cooperation with people who are part of the story which is going to be told. But he points out how crucial it is to prepare for making a solution journalism story as later it might be difficult to get the needed sources. Also, as the solution journalism approach is not well-known for now a journalist can face defensiveness from the other sides, "People think journalists want to write something bad about them", he says. To make a successful story you need to believe in what you are working on thus making others believe in your story.

TECH FOR BETTER JOURNALISM

In cooperation with the Embassy of Switzerland and the Endowment Fund for Independent Journalism

Friday, December 6, 2019, 14:45 – 16:00, Room 3

Speakers:

Titus Plattner, Innovation Project Manager, Switzerland

Aliaume Leroy, Open Source Investigative Journalist, BBC Africa Eye, France/United Kingdom

Moderator:

Tony Curzon Price, Director, openDemocracy, Former Economic Advisor to the Secretary of State for Business, Energy and Industrial Strategy, Steering Committee, Prague Media Point, United Kingdom

The whole session was about how we, as journalists, use tech to make our jobs a lot easier. **Aliaume Leroy** introduced us to some of the methods he and his colleagues are using daily. He showed a couple of satellite photos and described in detail which points you can make out of them. For example, if you imply simple geometry with shades you can obtain a lot of information about people in the photo – height etc. Of course, the biggest advantage is that you can do this work everywhere and you don't need to go out in the field and thus expose yourself to danger. Aliaume Leroy said: "Technic will save us hours and hours, maybe days and weeks of work." **Titus Plattner** then continued with the introduction of some programs that he and his colleagues are currently working on. These programs are supposed to save a huge amount of time by being able to browse through huge amounts of data in just a few seconds. He mentioned that it is an Era of Megaleaks and these programs are able to detect such data leaks in almost no time. People can keep an eye on around 30 websites at one moment, one program can do the same with hundreds of websites and detect leaks easily. When asked about the automation, both gentlemen agreed that it is certainly a good thing, but at the same time we need to be careful with it. "Human work is shrinking dramatically, due to automation, hence I am not a fan of full automation," said Titus Plattner. The next question was about "the big players" helping journalists out, we are of course talking about Google and Facebook, to which Leroy replied: "I wish. They are not responding much, we have been talking to them. Google helps in other ways, especially financially. Google also helps by providing pictures from satellites to journalists."

INNOVATIVE EXPERIMENTATION

Friday, December 6, 2019, 16:30 -17:45, Room 1

Clean Energy Wire – CLEW – Better Energy Transition Journalism to Tackle the Climate Crisis

Sven Egenter, Executive Director, Editor-in-Chief, Clean Energy Wire, Germany

Engineering a More Productive Newsroom: Australian Case

Karel Petrák, Project and Product Manager, Sourcefabric, Czechia

A New Media Platform with Unique Concept of Paid Content on the Internet

Jan Mikula, Founder, Kairly, Czechia

Moderator:

Rachel Danna, Assistant Managing Editor, Project Syndicate, USA/Czechia

Three media workers described how they try to overcome the problems in the journalistic world, such as lack of cooperation between journalists or tiredness of the audience who is overwhelmed by the amount of information.

The Founder of the Czech company, Kairly, **Jan Mikula** presented their unique project which offers brief newsletters about current events on a website for subscribers. They only update the timeline every three hours. The main goal of Kairly is to avoid the large and overwhelming amount of information on the internet. „People are overwhelmed by the digital world, they are addicted to their phones, and we try to limit their time on electronic devices by offering short and concise newsletters.“

Executive Director and Editor-in-Chief of the German *Clean Energy Wire* **Sven Egenter** showed how to effectively cover climate change and energy transition by creating multimedia projects. “We have created the CLEW Network for Energy and Journalism around the world which connects the teams, the experts, we have our ambassadors.“

The Project and Product Manager of the Czech company Sourcefabric **Karel Petrák** described SUPERDESK, an open-source web-based newsroom management multimedia system that is intended for news agencies. SUPERDESK helps with monitoring the data of each news agency and with the editorial process. “We collaborate with foreign agencies such as Australian’s AAP or Norwegian NTB, we were not successful with Reuters and AFP, they are global, they feel that they need to protect their data.“

All three speakers underlined the importance of collaboration between media workers. “We want to share our expertise, we would love to have a climate and energy transition academy,” said Egenter. “The collaboration between the news agencies should be more frequent,” added Petrák.

INVESTIGATIVE JOURNALISM IN THE VISEGRAD REGION AND THE WESTERN BALKANS: ACHIEVING ECONOMIC SUSTAINABILITY

In cooperation with the International Visegrad Fund

Friday, December 6, 2019, 16:30-17:45, Room 2

Speakers:

Roden Hoxha, Executive Director, Albanian Center for Quality Journalism, Albania

Tamás Bodoky, Editor-in-Chief, Átlátszó, Hungary

Xénia Makarová, Investigations, Stop Corruption Foundation, Slovakia

Moderator:

Jonathan Stein, Managing Editor, Project Syndicate, USA

Three journalists from three different European countries shared their experiences and tips on how to finance investigative journalism. They were each given time to introduce their work, so the audience would get a sense of how it felt to be a journalist in Slovakia, Albania, and Hungary. The audience was presented with a variety of perspectives and experiences from a democratic country with the freedom of speech to a censorship-ridden media system.

Slovakian journalist **Xenia Makarova** spoke about the murder of the young journalist, Ján Kuciak, that left the whole country in a state of shock: "Police officers, judges, and prosecutors – the 'clean' faces are moving forward after the murder of Ján Kuciak. We started to talk about good and bad judges, to differentiate them." She introduced the Stop Corruption Foundation and then encouraged fellow journalists to not only look for companies to sponsor them, but to be active year-round.

Tamás Bodoky, Editor-in-chief of Hungarian NGO watchdog Atlatzo, stated that more than 60% of their finances come directly from their audience in a form of microdonation. Crowd-funding works well in the non-liberate countries because people don't want the government to manipulate the press," described Bodoky the possible reasons for that kind of support. "Investigative journalism doesn't exist there. They just do so-called investigation on the opposition and their critics," he then responded when asked about the practice of investigative journalism in his home country.

When **Roden Hoxha**, the Executive Director of the Albanian Center for Quality Journalism, started speaking, he pointed out that their experience in the journalistic field has been quite short, but that they try to compensate with the work they do. He described editorial freedom in his country as basically non-existent. "I don't judge our success by clicks, likes, or donors. I judge it by how many officials call us to complain," he concluded.

MEDIA LITERACY, TRUST IN MEDIA AND OLDER ADULTS IN THE V4 REGION

Friday, December 6, 2019, 16:30 – 17:45, Room 3

Speakers:

Marek Mračka, Project Coordinator, Memo 98, Slovakia

Nikola Hořejš, Analyst, STEM Public Research Agency, Czechia

Karolina Smigiel, Project Coordinator, Association of Creative Initiatives "ę", Poland

Jaroslav Valůch, Project Manager, Transitions, Czechia

Sándor Orbán, Executive Director, Center for Independent Journalism, Hungary

Moderator:

Nina Fasciaux, Manager for Europe, Solutions Journalism Network, France/USA

Five V4 representatives from different media platforms shared their knowledge on how to prepare media for older adults.

Jaroslav Valůch coordinates Transition's project that aims to "help the elderly to navigate in the information disorder". The older generation's major problem with media is "fake news", therefore strategies are being developed in the form of workshops with professionals, stressing the importance of fighting against misinformation and researching how to verify it.

Nikola Hořejš presented three of the most important bullet points gathered in their report on the media. These were: how to better nudge people towards better news sources; the necessity of increasing (low) media literacy; how to increase the trust in the media.

Karolina Smigiel referred that her association organized several events with active older leaders from several local communities, like "seniors on the web". Aiming to promote media literacy, ACIE organized programs of cooperation. In the end, citizens could actively explain data protection, hate speech and fact-checking.

Memo 98 association representative, **Jaroslav Mračka**, highlighted the cultural situation in Slovakia, as people tend to find "alternative media as sexy". Therefore, the main objective seems to be teaching a responsible usage of sources.

Finally, **Sándor Orbán** referred to his NGO as devoted to organizing ethics amongst journalism professionals. The public service media question was raised, as the platform that most engages older generations. He argued that surveys showed interesting findings, such as the disapproval of publicity by the 65+ generation.

All speakers concluded that the biggest challenge would be how to prevent people from "falling into the web of fake news".

EMPOWERING AUDIENCES

In cooperation with the Embassy of Sweden in Prague

Friday, December 6, 17:45-18:15, Room 2

Speaker:

Christian Christensen, Professor of Journalism, University of Stockholm, Steering Committee, Prague Media Point, USA/Sweden

Christian Christiansen, began the discussion with sharing his knowledge and background in political transformation. He notes in particular that in 2018, "Sweden has seen the rise of a nationalist anti-immigration party." Having lived in Sweden for quite some time, he notes the steep rise in popularity of this party since 2006, despite there being no true notable connection to the public's true concern, is a result of populist politics. He explains that the "rhetoric of populous politics in Sweden has come to dominate the way in which Sweden is covered internationally. if you base your understanding of swedish politics simply on international coverage what you would think is that the only thing that was ever discussed in sweden was imigration." There is a growing concern on incorrect media reports and what he describes is "the political economy of the media trusts and what we think is the media ecosystem." There is a growing political distrust in journalism, he even recounts U.S President, Donald Trump's personal encounters with the media. Trump specializes in "PR stunts and avoiding contact with critical journalism," states Christiansen.

Saturday, December 7

NEW WAYS TO EXPAND AUDIENCES

Saturday, December 7, 9:00-10:15, Room 1

Public Service Media: Balancing Values with Recommendation Algorithms

Jannick Kirk Sørensen, Associate Professor, Aalborg University, Denmark

Children and Radio: An Uneasy Relationship

Alice Němcová Tejkalová, Dean, Faculty of Social Sciences, Charles University, Czechia

Olga Gheorghiev, Analyst, Czech Radio, Czechia

Searching for New Cultures of Journalism in the Digital Age: A Response from Peace Journalism

Giuliana Tiripelli, Assistant Professor, Leicester Media School, United Kingdom

Moderator:

Kevin Davis, CEO & Principal Consultant, KLJD Consulting, USA

Jannick Kirk Sorensen, the Associate professor at Aalborg University in Denmark, begins by sharing with listeners that he used to be a journalist, explains his research, shares his findings and experiences with implementing recommender systems. "For the last 12 years I've been researching how publishers of media implement personalization technology," he explains. He narrows down the discussion by answering two questions, what is the purpose of this research and how does this research reflect diversity in media, as in diverse content in platforms. Among many things, he shared, "there's a big gap between how diversity is identified between journalists and programmers and computer scientists."

Juliana Tiripelli is an academic working in Leicester and she explains her motivation and plan to study the impact of digital and non digital media with a Professor from Sydney. The first step of the pilot, she recounts, was to do more research about this journalism and ultimately wanted to see if people trained in journalism could actually then produce it. "This seems like a very basic and simple question," she acknowledges, but then goes on to explain the intricacies behind this study. She analyzed what former students of University of Sydney were doing a few years after graduating and if and how they used it. She has now conducted 12 interviews, 6 of which are now journalists and the other 6 are now communications professionals. She discusses the focuses of journalism, the logistics of the study among many things in this discussion.

Olga Gheorghiev is a public analyst for Czech mediums and Alice Němcová Tejkalová is from Charles University, and on a shared platform they shared their research and parts of an essay they wrote on the relationships between children and the radio. They start by claiming that children listen to radio very differently than adults do, it serves as an "effective socialization and entertainment tool" (Olga). There is great potential in children's radio however it is difficult to attain because the field is already so competitive as it is. Additionally they describe the conflict between the production of entertainment content and educational content and then proceed to describe how hard children are to quantify as a research group. They described observations done on children to assess what children's radio could look like if it is ever aired, and also a particular interest in regional differences. One example is when they asked children to draw posters of their ideal radio station and the results were that a lot of kids couldn't really make this connection, as radio has always been a different concept for them. "Children tended to listen to the radio at an adult's initiative."

THE TRANSFORMATIVE ROLE OF SOCIAL MEDIA

Saturday, December 7, 2019, 09:00-10:15, Room 2

Audience Engagement and the Two-Step Agenda

Thomas Wold, Postdoctoral Student, University of Bergen, Norway

Social Media's Role in Building an Active Local Public

Ilona Biernacka-Ligieza, Professor, Canterbury Christ Church University, Maria Curie-Skłodowska University, Poland/United Kingdom

The Formation of the Citizen "Self" via Non-Formal Online Education

Taiana Catharino, PhD Student, NOVA University of Lisbon, Portugal

Moderator:

Christian Christensen, Professor of Journalism, University of Stockholm, Steering Committee, Prague Media Point, USA/Sweden

Ph.D. Student from NOVA University of Lisbon, **Taiana Catharino**, shared the results of her Ph.D. thesis on explains how micro narratives posted on social media are seen as knowledge for re-elaboration and as a tool for empowerment in everyday life. She recognized that the construction of our civic identities is based on exposure, sharing, reflection, and the re-elaboration of content. Social media has helped many people, specifically women, to raise their voices and share their experiences with the world. **Thomas Wold**, Postdoctoral Student from the University of Bergen, spoke about the posts that go viral and how this process is used by the right-wing alternative social media in Norway to popularize its ideas. For now, many news stories do not get a lot of social media shares, but news consumption will continue to take place; newspapers or newspaper outlets have to find an appropriate audience and to interact with it. Director of the school of communication and media in Slovenia, **Andrej Školkay**, explained how experts who had been producing prognostics in leadership media developed tools that are related to this sphere. He was also talking about regulations that are being discussed by European governments to establish their own, independent social media platform. Nevertheless, this procedure is quite tough to be made due to policy making which lags behind the technological advances.

30 YEARS OF PUBLIC SERVICE MEDIA IN CZECHIA

In cooperation with the Ministry of Culture of Czechia

Saturday, December 7, 10:45-12:00, Room 2

Speakers:

Filip Rožánek, Editor, Digizone.cz, Czechia

Vojtěch Berger, Reporter, Editor, Hlídacípes.org, Czechia

Daniel Raus, Former Editor-in-Chief, Czech Radio Plus, Czechia

Moderator:

Tony Curzon Price, Director, openDemocracy, Former Economic Advisor to the Secretary of State for Business, Energy and Industrial Strategy, United Kingdom

Tony Curzon Price, moderates this panel and states that he "has had an eye on media development over the past 10 years and the relationship between media and politics." However since leaving his former affiliation with *openDemocracy* he has most recently developed an attachment to the political side of media development. Czech media has recently evolved greatly from being entirely government operated propaganda to branching off into independent media organizations. Although significant progress has been made, **Daniel Raus**, former Editor-in-Chief of *Czech Radio Plus* states "we are very much afraid of the Polish and Hungarian cases, it may happen here in a similar way that even public media can soon be under the influence of politicians." **Vojtěch Berger** chimes in and adds that Czechia, at least in terms of media development, "gets the practices from western countries." He also speaks on the importance of the loyalty of listeners in relation to the issue at hand, he states "you have to be in some sort of symbiosis with your audience because they, as I said, the biggest fight now in Czechia, is about political culture." Daniel Raus later explains the correlation between political issues and the popularity of media, he explains "all of a sudden everybody is watching public TV and listening to public radio so usually when we have long periods without disasters is not good for listenership of public radio because when things are going well you want to be entertained. But when things are not going well you want information and you want reliable information."

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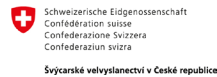
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