



From
the People of Japan



INTERNATIONAL CONFERENCE ON MEDIA LITERACY AND MEDIA SELF-REGULATION

PROGRAMME

25-26 April 2024
Hilton Kyiv
Tarasa Shevchenko Blvd, 30

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APRIL**MEDIA LITERACY**
Media, information, and literacy:
development in times of war**9:00-10:00 REGISTRATION AND WELCOME COFFEE****10:00-10:45 OPENING OF THE CONFERENCE**

- Teresa Ribeiro, *OSCE Representative on Freedom of the Media (online)*
- Rostyslav Karandeev, *Acting Minister of Culture and Information Policy of Ukraine*
- Katarína Mathernová, *Ambassador of the European Union to Ukraine (online)*
- Marcel Peško, *Special Representative of the OSCE Chairmanship – Project Co-ordinator in Ukraine*
- Maciej Janczak, *Head of the Council of Europe Office in Ukraine*
- Ole Egberg Mikkelsen, *Ambassador of the Kingdom of Denmark to Ukraine*
- Christophoros Politis, *UNDP in Ukraine Deputy Resident Representative*
- Chiara Dezzi Bardeschi, *Representative of UNESCO in Ukraine*

10:50-12:00 PANEL 1 MEDIA LITERACY AT THE STATE LEVEL**MEDIA LITERACY STRATEGY, WEAKNESSES, TARGET AUDIENCES, AND POSSIBLE JOINT SOLUTIONS****Moderator: Diana Dutsyk**, *Founder and Executive Director of the Ukrainian Media and Communication Institute (UMCI), Member of the Commission on Journalism Ethics*

- Philippe Tremblay, *OSCE Director Office of Representative on freedom of the media*
- Taras Shevchenko, *Deputy Minister of Culture and Information Policy of Ukraine*
- Yaroslav Yurchyshyn, *Chair of the Parliamentary Committee on Freedom of Speech*
- Mykyta Poturaiev, *Chair of the Parliamentary Committee on Humanitarian and Information Policy, Vice-President of the OSCE Parliamentary Assembly*
- Igor Khvorostiany, *the General Director of the Directorate of School Education of the Ministry of Education and Science of Ukraine*

12:00-12:30 COFFEE BREAK**12:30-13:40 PANEL 2 MEDIA LITERACY, MEDIA AND LONG-LIFE LEARNING****FORMATS FOR INVOLVING JOURNALISTS AND MEDIA IN PROMOTING MEDIA LITERACY, AND OPPORTUNITIES OF COOPERATION IN THE VIEW OF MEDIA AND JOURNALISTS.****Moderator: Olha Kravchenko**, *Head of “FILTER” National Media Literacy Project under the Ministry of Culture and Information Policy of Ukraine*

- Vadym Miskyi, *Program Director, Detector Media NGO*
- Olena Taranenko, *Capacity Building Manager, Learn to Discern in Education, IREX*
- Dmytro Khorkin, *Board Member of the National Public Broadcasting Company of Ukraine*
- Dmytro Tuzov, *Media Expert of Suspilnist Foundation, Radio NV host*
- Tatyana Semiletko, *Partnerships and Media Campaigns Manager, Smart Angel NGO*

13:40-14:30 LUNCH

14:30-15:40 PANEL 3 MEDIA LITERACY INITIATIVES: GOOD PRACTICES GOOD PRACTICES AND POTENTIAL VECTORS FOR FUTURE PROJECTS DURING WARTIME

Moderator: Olga Prokopenko, *Head of the Media Project, OSCE Support Programme for Ukraine*

- Olha Kravchenko, *Head of the “FILTER” National Media Literacy Project under the Ministry of Culture and Information Policy of Ukraine*
- Aliona Romaniuk, *Founder of anti-fake games “NotaEnota”, Lecturer at Taras Shevchenko National University of Kyiv*
- Diana Dutsyk, *Founder and Executive Director of the Ukrainian Media and Communication Institute (UMCI), Member of the Commission on Journalism Ethics*
- Igor Rozkladai, *Deputy Director of the Center for Democracy and Rule of Law*
- Oleksandra Panova, *Deputy Director of Operations at Internews Ukraine*

15:40-16:10 COFFEE BREAK

16:10-17:30 PANEL 4 EFFECTIVE MEDIA LITERACY: HOW AND WHAT TO MEASURE MEASURING MEDIA LITERACY INITIATIVES IN THE SHORT AND LONG TERM. WHAT QUANTITATIVE AND QUALITATIVE RESULTS HAVE/CAN BE ACHIEVED IN MEDIA LITERACY PROJECTS

Moderator: Aliona Romaniuk, *Founder of anti-fake games “NotaEnota”, Lecturer at Taras Shevchenko National University of Kyiv*

- Ganna Krasnostup, *Head of the Department of Information Policy and Information Security of the Ministry of Culture and Information Policy of Ukraine*
- Olena Ursu, *Team Leader, UNDP in Ukraine, Democratic Governance Portfolio*
- Oksana Moroz, *Founder of the “How Not to Become a Vegetable” initiative*
- Artem Zakharchenko, *Doctor of Science in Social Communications, Head of the NGO CAT-UA*
- Vitalii Moroz, *Program Manager eQualite*

17:30-18:30 DINNER/NETWORKING

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APRIL

SELF-REGULATION

Self-regulation's role in securing the freedom of speech

9:00-10:00 REGISTRATION, WELCOMING COFFEE

10:00-10:30 WELCOMING SPEECHES:

- Taras Shevchenko, *Deputy Minister of Culture and Information Policy of Ukraine*
- Matjaz Gruden, *Director of Democracy, General Directorate of Democracy and Human Dignity, Council of Europe (online)*
- Pierre Baussand, *Chief of Operations, OSCE Support Programme for Ukraine*
- Andriy Kulykov, *Head of the Commission on Journalism Ethics*
- Gohar Khodjayan, *IMS Programme Manager for Ukraine, Moldova and Georgia*

10:30-12:00 PANEL 1 WHERE WE ARE AND WHERE WE ARE GOING TO
**ACHIEVEMENTS AND CHALLENGES IN SELF- AND CO-REGULATION,
DEFINING OF NEEDS AND COMMITMENTS.**

Moderator: Liudmyla Pankratova, *Executive Director, Regional Press Development Institute*

- Svitlana Ostapa, *Head of the Supervisory Board, Public Broadcasting Company of Ukraine*
- Oleksandr Burmahin, *Member of the National Council of Television and Radio Broadcasting of Ukraine*
- Tetyana Lebedeva, *Member of the Commission on Journalism Ethics*
- Pavlo Moiseev, *Secretary, Independent Media Council*
- Oleksandr Voloshyn, *Operation Program Manager, Slidstvo.Info*

12:00-12:30 COFFEE BREAK

12:30-13:40 PANEL 2 STICK AND CARROT: WHY IN THIS ORDER?
**PROFESSIONAL STANDARDS AND EDITORIAL POLICIES
AS IMPORTANT FACTORS OF SELF-REGULATION.
INCENTIVES MORE INSTRUMENTAL THAN PUNISHMENT**

Moderator: Roman Kifliuk, *National Advisor for Ukraine at International Media Support*

- Nina Kuryata, *Ukraine and Defence Editor, Tortoise Media (online)*
- Oksana Romaniuk, *Executive Director, Institute of Mass Information, Commission on Journalism Ethics*
- Lina Kushch, *First Secretary, National Union of Journalists of Ukraine, Member of Commission on Journalism Ethics*
- Margo Smit, *Public Broadcaster Ombudsperson of the Netherlands, President of the Organization of News Ombudsmen and Standards Editors (ONO) (online)*
- Vigen Sargsyan, *Member of Board of Yerevan Press Club, Member of Media Ethics Observatory*
- Anna Arevadze, *Secretary of the Board, Georgian Charter of Journalistic Ethics*

13:40-14:30 LUNCH

14:30-15:40 PANEL 3 MUCH MORE THAN GENDER ISSUE

GENDER POLICIES IN MEDIA AS REFLECTION AND ENGINE OF SOCIETAL CHANGES IN BUILDING EQUALITY SOCIETIES

Moderator Liza Kuzmenko, *“Women in Media”* NGO, Member of Commission on Journalism Ethics

- Kateryna Levchenko, Government Commissioner for Gender Policy (online)
- Mariya Frey, the Member of Managing Board, Public Broadcasting Company of Ukraine
- Theresa Chorbacher, Project Officer, UNESCO Ukraine
- Mykola Typusiak, Marketing Director, Espresso TV
- Anastasiia Shybiko, Co-Founder/Managing Director, Free Radio

15:40-16:10 COFFEE BREAK

16:10-17:30 PANEL 4 LISTEN AND TALK. COMMUNICATE

COMMUNICATION WITH AUDIENCES AS AN IMPORTANT SELF-REGULATION FACTOR

Модератор Andriy Kulykov, *Head of the Commission on Journalism Ethics*

- Bettina Ruigies, *Senior Advisor, OSCE Office of the Representative on Freedom of the Media*
- Oleksii Matsuka, *Director General of UKRINFORM, Member of Commission on Journalism Ethics*
- Alona Yatsyna, *CEO “Kordon.Media” (Sumy), Representative of Institute of Mass Information in Sumy region*
- Khrystyna Kotsira, *Editor-in-Chief, Hromadske*
- Natalia Lygachova, *Editor-in-Chief, Detector Media*

17:30-17:45 CLOSING REMARKS

- Taras Shevchenko, *Deputy Minister of Culture and Information Policy of Ukraine*
- Philippe Tremblay, *Director, OSCE Office of the Representative on Freedom of the Media*

17:45-18:30 DINNER/NETWORKING

BACKGROUND

Set against the dynamic backdrop of global digital transformation and the complex media environment shaped by conflict, the International Conference on Media Literacy and Media Self-Regulation will take place in Kyiv, Ukraine, and is co-organized by the Ministry of Culture and Information Policy of Ukraine, the OSCE Support Programme for Ukraine, the Council of Europe Office in Ukraine, International Media Support, United Nations Development Programme in Ukraine, UNESCO in Ukraine, and the Delegation of the European Union to Ukraine.

CONFERENCE AIM AND OBJECTIVES

The primary aim of this conference is to enhance media literacy and strengthen media self-regulation frameworks to ensure that media freedom and integrity are maintained in Ukraine and beyond. Amidst the challenges of misinformation and the exigencies of war, the conference will focus on developing resilient media policies that are adept at navigating contemporary and emerging challenges.

THE OBJECTIVES OF THE CONFERENCE ARE MANIFOLD:

- To provide a platform for stakeholders to discuss and develop strategies that bolster media literacy at the national and regional levels.
- To showcase and evaluate best practices and innovative approaches to media literacy and self-regulation, particularly in conflict zones.
- To foster collaboration among different sectors including government, media organizations, educational institutions, and civil society to promote informed and engaged citizenry.
- To assess and devise metrics for evaluating the impact of media literacy initiatives and the effectiveness of self-regulation.

STAKEHOLDERS ENGAGED

The conference will bring together a diverse group of stakeholders who play critical roles in the media landscape of Ukraine and the region. These include policymakers, educators, media professionals, representatives from civic society organizations, and international delegates.

CONFERENCE HIGHLIGHTS

The event is structured around a series of panel discussions, each designed to tackle specific aspects of media literacy and self-regulation:

DAY 1 focuses on media literacy, examining state-level strategies, involvement of media in lifelong learning, good practices during wartime, and methodologies for measuring the effectiveness of media literacy projects.

DAY 2 delves into the intricacies of media self-regulation, discussing the current landscape, the balance between incentives and enforcement, gender policies in media, and the essential role of communication with audiences in self-regulation.

EXPECTED OUTCOMES

By the end of the conference, participants will have a clearer understanding of the challenges and opportunities in media literacy and self-regulation. It is anticipated that the discussions and exchanges will pave the way for actionable strategies, new collaborations, and enhanced policies that resonate with the needs of diverse groups and the Ukrainian society at large. The conference will serve as a catalyst for continued dialogue and action, aiming to foster a media environment that upholds the principles of freedom, transparency, and responsibility.

The International Conference on Media Literacy and Media Self-Regulation represents a critical step forward in addressing the pressing issues facing the Ukrainian media sector today, ensuring that it remains a powerful force for common good.

