

INTERNATIONAL CONFERENCE (LAST) CALL FOR QUALITY JOURNALISM
LJUBLJANA 28-29 NOV 2019

SPEAKERS' PROFILES

OPENING

Zoran POZNIČ is Minister of Culture of the Republic of Slovenia.

In 2007, he graduated from the Academy of Fine Arts and Design of the University of Ljubljana with a degree in sculpting, and in 2010 he obtained his master's degree from the same Academy in the field of new visual communication and media.

In 2008 he was elected a manager of the cultural centre Delavski dom Trbovlje. Under his leadership the Trbovlje culture experienced a new era. He established a new vision of the town through the movement of Trbovlje – The New Media Setting, which combines the creative potentials of Trbovlje and the Zasavje region and connects them to global trends in new media. The main manifestation of this integration is the new media culture festival Speculum Artium.



Patrick PENNINGCKX is currently heading the Information Society Department under the Directorate General Human Rights and the Rule of Law, Patrick coordinates standard setting and cooperation activities in the fields of media, internet governance, data protection and cybercrime. His professional focus encompasses areas such as freedom of expression, safety of journalists, human rights on the internet and sound internet governance, international standards in the data protection and cybercrime fields and their implementation. An outspoken public speaker promoting the Council of Europe values and achievements, he holds Political Science and Educational degrees from the University of Leuven. Previously, Patrick oversaw Human Resources policy development, transforming the administrative management of personnel into a competency based human resource policy. He also led the Pompidou Group of the Council of Europe through major changes in membership profile, implementing flexible working methods and innovative human and financial resources management.

FIRST PANEL : Quality Journalism – what do we talk about when we talk about it?

Borut MEKINA is a research Journalist with the Slovenian political weekly Mladina. As such he has written or contributed to the stories published in other well-known outlets in Europe. He was an elected member of the Board of the Slovene Association of Journalists.



Nadia BELLARDI is based in Zurich, Switzerland, and works as public relations and intercultural communication consultant for non-profit, corporate and governmental organizations. Her project work and research cover media diversity, intercultural integration, migration and gender issues. She is committed to advocacy and media policy work for the third media sector in Europe, as Vice President of CMFE Community Media Forum Europe (2008-2015) and observer at the Steering Committee on the Media and Information Society (CDMSI) of the Council of Europe.

Richard BURNLEY is the Legal Director of EBU. Prior to joining the EBU, Burnley worked on major EU law cases for a leading law firm in both London and Brussels and was a Senior Associate at the Office of Communications (Ofcom) in London. He has extensive experience in the media sector, both in regulatory law and policy, and corporate and commercial law.



Christophe ISRAËL holds a Master's degree in Contemporary History.

He is Deputy Editorial Director in charge of digital transformation at the French "Libération". Before this role he worked as Head of Digital at France Inter and was responsible for the development of video and podcasts strategy. Mr. Israel also held the position of chief editor at Europe 1 after having been a professor of history and geography.

Renate SCHROEDER, director of the European Federation of Journalists (EFJ).

Representing over 320,000 journalists across 45 countries, the EFJ is the largest organisation of journalists in Europe. Renate Schroeder has a degree in International Relations from the Freie Universität Berlin.



SECOND PANEL: Enabling quality – a shared responsibility



Tanja KERŠEVAN SMOKVINA is State Secretary at the Slovenian Ministry of Culture, responsible for media and creative sector. She worked as an international media and internet governance consultant after a career in the communications NRA, where she participated in the work of EPRA and ERGA. Tanja has served two mandates at the Council of Europe CDMSI sub-committees, in 2016-2017 as Member of the Committee of Experts on Internet Intermediaries (MSI-NET) and in 2018-2019 as Member of the Committee of Experts on Artificial Intelligence (MSI-AUT). She holds a PhD in Communication Science from University of Ljubljana and teaches media related subjects at University of Ljubljana and University of Maribor.«

Maria DONDE works for the UK Office of Communications (Ofcom) as the Head of its International Content Policy, covering media, content and broadcasting issues. She leads on Ofcom's engagement with other European media regulators, most particularly through EPRA (where is currently a Vice-Chair) as well as international bodies and represents Ofcom on the full range of media policy questions. She oversaw Ofcom's input into the recently concluded negotiations on the AVMS Directive and manages its relationship with the European Commission on matters relating to the Directive.



Her regulatory background is in advertising, having spent four years at the Advertising Standards Authority before joining Ofcom's Broadcasting Standards department. Prior to that, she worked in media analysis, and before that as a radio producer for the BBC World Service. She has a Modern Languages degree from Cambridge University and a master's degree in Literary Translation.



David FRIGGIERI read law, international relations and European law at the Universities of Malta and Rennes and at the College of Europe in Bruges. He occupied the post of European Commission Coordinator on combating anti-Muslim hatred between 2015 and 2018 and worked within the Commission's Justice Directorate-General on anti-racism policy and fundamental rights since 2012. Previously he held legal and policy officer posts dealing with European citizenship and free movement and has lectured European law at the University of Malta. Today he works on media freedom and media

pluralism in the Commission's DG for Communications Networks, Content and Technology.

Iacob GAMMELTOFT works as a Policy Advisor for News Media Europe, representing the interests of the news industry to EU institutions. He works with news publishers, radios and broadcasters across a range of EU policy issues, focusing notably on media freedom, competition and data protection issues. Iacob's recent advocacy efforts have sought to highlight the need for a more comprehensive media policy strategy under the new European Commission to underpin sustainable quality journalism in Europe.





Jadranka VOJVODIĆ is the Deputy Director & the Head of the Legal and Finance Department at the Agency for Electronic Media of Montenegro (www.aemcg.org). She has extensive experience in the development and implementation of the media legal framework, including public service broadcasting. She was a member of the Standing Committee on Transfrontier Television and a member of the Executive Council of the European Audiovisual Observatory. She is also a sub-coordinator for the audiovisual policy within the Working Group for Chapter 10 – Information Society and Media responsible for the preparation of Montenegro for the EU accession negotiations in this field.

THIRD PANEL: How to win back public trust: ethics, quality, accountability

Václav ŠTĚTKA is Lecturer in Communication and Media Studies at the School of Social Sciences and Humanities, Loughborough University, where he has been working since 2016. His research interests encompass political communication and the role of new media, media systems in Central and Eastern Europe, media ownership and journalistic autonomy. Since 2016 he has been Vice-Chair of the Political Communication Section of ECREA (European Communication Research and Education Association). He is Principal Investigator of the research project "The Illiberal Turn? News Consumption, Polarization and Democracy in Central and Eastern Europe", funded by ESRC (2019-2021), and an active member and contributor to several international research projects and networks, including Digital News Report (Oxford University), Media Pluralism Monitor (European University Institute in Florence), or the Network of European Political Communication Scholars (NEPOCS).





Adeline HULIN works as a project Officer on freedom of expression and media development for the UNESCO Liaison Office in Brussels. She previously worked for the Office of the OSCE Representative on Freedom of the Media in Vienna. Her educational background includes a PhD in Political Science from the University Paris II Panthéon Assas, a master's degree in journalism from the University Paris Dauphine and a BA in Political Science from the Bordeaux Institut d'Etudes Politiques. She authored a RSC Working Paper for the European University Institute, Statutory media self-regulation: beneficial or detrimental for media freedom and wrote the monograph *Autorégulation des médias en Europe: impact,*

perspectives et limites.

Since October 2018, **Annika SEHL** is Professor of Digital Journalism at Bundeswehr University Munich. In teaching and research, she is concerned with the question of how technological and media innovations and the associated societal developments affect media organizations, the production and use of journalistic content. Furthermore, she is a Research Associate at the Reuters Institute for the Study of Journalism at the University of Oxford, where she was a Research Fellow before, researching the digital transformation of public service media organisations in Europe as part of the Google-funded Digital News Project. Prof. Dr. Annika Sehl was interim professor at the universities of Dortmund and Hamburg and a visiting scholar at the Department of Communication Studies at Northwestern University in Evanston, Illinois. In addition to her academic experience, Annika Sehl also has practical knowledge and skills in the field of journalism. She trained with the news broadcaster N24 in Berlin, Hamburg and Munich, and worked as a freelance journalist for media in Germany and abroad as well as for a media agency.



Olaf STEENFADT heads the "Media Ownership Monitor" project and the "Journalism Trust Initiative" at the press freedom watchdog Reporters Without Borders, RSF. For many years, he has been engaged as a consultant and coach in media development cooperation. Mandates of international organizations and NGOs lead him primarily to Southeast Europe and the Arab world. He previously worked for national German public broadcasters ARD and ZDF in various roles, including as a radio and TV presenter investigative reporter, domestic and foreign

correspondent, as well as in format development and corporate communication. Olaf is a member of the "High-level Expert Group on Fake News and Online Disinformation" of the European Commission and of the "Committee of Experts on Quality of Journalism in the Digital Age" at the Council of Europe. He teaches frequently at universities in Germany and Europe.

Taja TOPOLOVEC (1984, Slovenia) is media founder, editor and media strategist. She graduated at the Faculty of Social Sciences, University of Ljubljana, Slovenia. After acting as editor-in-chief of literary e-magazine Airbeletrina, 2009 to 2010, she joined the editorial board of Pogledi, a magazine for arts, culture and humanities, published by Delo d. d. At Pogledi. In 2011 and 2012 she served as deputy head of digital development at Delo d. d., the largest national media company in Slovenia. In 2014, she co-founded Pod črto, the first independent and non-profit media for investigative journalism in Slovenia. The following year, she received a Flash Grant from the Shuttleworth foundation for her work in the development of innovative media models. In 2016 Pod črto became member of Global Investigative Journalism network (GIJN) and in 2017 a member of European Data Journalism Network. She is currently member of advisory board at Journalismfund.eu.



[FOURTH PANEL: Search for quality – through the use of AI tools](#)



Nataša BRIŠKI is a co-founder and editor-in-chief of digital media network Meta's list. Journalist by profession, with strong media credentials and 25 years of experience working for various media - local, national and international. Co-host of podcasts Meta's tea, European Quarter, LD;GD and Polar Exposure, regular columnist for National TV show Studio City, Natasha is working to promote responsible journalism, encourage active citizenship, advocate for gender equality and promote science communication.

A member of an Expert Council on Gender Equality, founded by Slovenian Ministry of Labour, Family, Social Affairs and Equal Opportunities, a member of a Commission on Equality in Science, an advisory board for Slovenian Ministry of Education, Science and Sport and a member of a Human

Rights Ombudsman's Counsel for Human Rights. Natasha is actively involved in various NGO projects in Slovenia and EU and educates on topics such as Communication Strategies, Public Speaking, New & Social Media.

In her previous life Natasha was a Foreign Affairs Correspondent for POP TV, based in Washington D.C., a correspondent for BBC World Report and POP TV anchorwoman.

Davor ANIČIĆ is a CEO and Co-founder of Velebit AI - R&D and AI-Consultancy Startup.

Since 2015 hands-on experience on successful cutting-edge AI implementations (based on Computer Vision and Natural Language Processing) in classifieds, marketplaces, and news such as ads categorization based on images and text, revolutionary visual search, recommending similar products and news articles or audience segmentation. In short, all components that lead to superior and personalized AI-backed user experience that transforms today's digital ecosystems. Experienced in working in a corporate, academic and start-up environment.



Hands-on entrepreneurship experience from both the entrepreneur and angel investor side. 15+ years of experience in managing business and software development in different industries like telco, finance, scientific R&D, online publishing, and e-commerce. Proven success-record writing projects, patent drafting and developing successful business from innovative concepts. Passionate about working with cutting-edge technologies and bringing them all the way from idea to the product loved by the user.



Gabriella CSEH is the Head of Public Policy for Russia and Central and Eastern Europe for Facebook; a lawyer. Currently, Gabriella focuses on issues related to data protection, privacy, human rights and Internet, freedom of speech and hate speech related issues, digital market, internet safety, the open Internet, and more broadly the social value generated by Internet-related services. Prior to joining Facebook, she was the executive director of Hungarian Public Service Radio for four years and the external relations director for PanTel telecommunications Ltd for seven years. Gabriella has also served as a diplomat and a civil servant.

Simone JOST-WESTENDORF heads the Journalism Lab of the State Media Authority of NRW in Düsseldorf, Germany. The Journalism Lab supports media professionals in making journalism more innovative, user-centred and marketable. Simone was editor-in-chief at the German-French TV channel ARTE, worked as a freelance film producer and headed the online magazine politik-digital.de in Berlin. She is a member of the advisory board of the Digital Journalism Fellowship at the Hamburg Media School.





Marko MILOSAVLJEVIĆ is an Associate Professor with Ph.D. from the Department of Journalism, Faculty of Social Sciences at the University of Ljubljana, Slovenia. He was Chair of the Department of Journalism from 2007 to 2011. His research of media, new media and journalism in Slovenia and post-socialist countries, focusing on regulation and media economy, has been published in books and scientific journals in Germany, France, United Kingdom, USA, Bulgaria, Austria, Croatia and the Netherlands. He was a Chairman of the Expert Commission for Pluralisation of Media at the Slovenia Ministry of Culture between 2009 and 2010. He has been a member of the National Committee for Information Society since 2010.

EVENING RECEPTION

Violeta TOMIĆ is Chair of the Committee on Culture of the National Assembly of the Republic of Slovenia. She studied Stage Acting and Art of Speech at the University of Ljubljana.

For the first 15 years of Tomić's career, she was employed as an actor by the Ljubljana City Theatre. There, Tomić also directed shows, taught theatre classes and worked as a TV presenter. She left the City Theatre in 2002 and became self-employed in the arts. She worked an array of jobs in culture, ranging from synchronising cartoons to teaching theatre workshops for children with Down syndrome. From 2007-2011, Tomić served as a representative to the Slovenian Association of Dramatic Artists for those self-employed in the arts. Her first foray into politics came in 2014 when she was elected to the National Assembly of the Republic of Slovenia.





Rt. Hon. Lord FOULKES of CUMNOCK (George Foulkes) is a Labour Life Peer. From 1979 until 2005 he was a Labour MP and served as Under Secretary of State at the Department of International Development (DFID) from 1997- 2001 and then Minister of State for Scotland in Tony Blair's Government. From 2007 – 2011 he was a Member of the Scottish Parliament (MSP). He now represents the UK Parliament on the Parliamentary Assembly of the Council of Europe (PACE) where he is currently General Rapporteur on media freedom

and the safety of journalists. He is a graduate of Edinburgh University where he was student union president, served on Edinburgh City Council and was Chairman of Heart of Midlothian Football Club.

FIFTH PANEL: A media literate public: MIL is the key!

Martina CHAPMAN is an independent consultant specialising in media literacy policy, strategy, research and projects. She is the national coordinator for Media Literacy Ireland and the Be Media Smart campaign.

Martina was also a member of the Council of Europe Committee of Experts on quality journalism in the digital age (MSI-JOQ) and co-authored the study report 'Supporting Quality Journalism through Media and Information Literacy'.

She has authored numerous national and international research reports and policy documents relating to media literacy topics, including the 'Mapping of Media Literacy Practices and Action in EU 28' for the European Audiovisual Observatory on behalf of the European Commission.

Prior to setting up her own business, she was the BBC's Editor for Media Literacy and she previously held the staff position of Media Literacy Policy Executive for Ofcom.radio, TV and online. In 2009, as professional ethics manager, he drafted a deontological charter for all programs of VRT. In 2010 he switched to the University of Leuven where he became director of communication. Since 2014, he has been Secretary General and Ombudsman of the Flemish Press Council in Belgium. He



regularly gives lectures and workshops on journalistic ethics and complaints procedures in journalism.



Igor KANIŽAJ is an associate Professor at the University of Zagreb, Faculty of Political Science, Department of Journalism and Media Production.

He has been teaching journalism since 2010 with main fields of interest being media education and media literacy. He is also Vice president of the Association for Communication and Media Culture (DKMK). Together with his associates he is coordinating the project Djeca medija, the biggest media education project in Croatia with more than 600 workshops held for 12.000 participants in Croatia from 2011-2017.

Pieter KNAPEN is secretary general and ombudsman of the Flemish press council in Belgium (Raad voor de Journalistiek). He started his career as a researcher at the Department of Political Sciences at the University of Leuven, but quickly switched to journalism. From 1988 to 2010, he was successively a journalist, editor and editor-in-chief for the public broadcaster VRT. As editor-in-chief, he first led (2004) the online newsroom and then (2007) the unified newsroom of radio, TV and online. In 2009, as professional ethics manager, he drafted a deontological charter for all programs of VRT. In 2010 he switched to the University of Leuven where he became director of communication. Since 2014, he has been Secretary General and Ombudsman of the Flemish Press Council in Belgium. He regularly gives lectures and workshops on journalistic ethics and complaints procedures in journalism.



Carles LÓPEZ CAO (Barcelona, 1964), holds a bachelor's degree in Contemporary History (UB), master's degree in Information managing (UAB) and studies on Sociology (UNED).

He has mainly developed his professional career in the Catalan public administration in the field of Media. He has been working in the Catalan Audiovisual Council (CAC), the independent authority that regulates audiovisual communication in Catalonia, since its creation. Within the framework of this institution he was the secretary of the Diversity Forum on the Audiovisual and member of the editorial board of the magazine Quaderns del CAC. Since 2006 he is the Head of the Content Analysis Unit, which reports to the Council on the compliance with the regulations governing audiovisual content (political and social pluralisms, advertising, protection of minors, etc.) in audiovisual media services and video-sharing platforms.

Ilinka TODOROVSKI has three years' experience of managing complaints as an ombudsperson for Slovenian public media service. Before accepting the position of in-house watchdog at RTV Slovenia, she spent more than three decades in media industry, mainly in broadcasting journalism, working as daily news reporter, correspondent from Croatia, host and editor of political TV debates and election program. She strongly believes that the open dialog, trust and alliance between the audience and content creators are at the heart of media work. Dealing with feedback she noticed that many journalists tend to be self-sufficient and unaware of public concerns, while on the other hand many people feel detached from news and don't understand how media work. That's why it's crucial not to discard the complaints as pressure and a nuisance, but rather use them as a mirror and learning tool for explaining, discussing and promoting quality journalism.



CONCLUSIONS



Flutura KUSARI leads the ECPMF's legal support programme and advocates with international organisations to improve legislation to defend freedom of expression. In addition, she advises journalists on pre- and post- publication legal matters such as defamation, access to information, contempt of court, and privacy. Previously, she worked for various civil society organisations, including the Balkan Investigative Reporting Network. She holds a Ph.D. in Media Law from Ghent University, Belgium.