

22ND TV AND RADIO ASSEMBLY

AGENDA

22 APRIL 2016

13.04.2016

GETTING CREDIT: MAXIMIZING THE PUBLIC SERVICE MEDIA CONTRIBUTION TO SOCIETY

09:00-09:10 INTRODUCTIONS

Glen Killane, Chairman of the TV Committee and Graham Ellis, Chairman of the Radio Committee welcome delegates to the Joint Assembly

09:10-09:15 WELCOME

Philipp Metzger, Director of the Federal Office of Communications (OFCOM)

09:15-09:30 PUBLIC SERVICE AND POPULISM

Roger de Weck, Director General of the Swiss Broadcasting Corporation (SRG SSR)

09:30-10:00 THE STRATEGIC DIRECTION OF THE EBU

Ingrid Deltenre, Director General, EBU, in conversation with the Chairmen of the Radio and Television Committees, followed by questions from the floor

10:00-10:30 GETTING THE MESSAGE OUT

Providing distinctive content, based on specific values such as universality, diversity, innovation, accountability and independence, is at the heart of public service media. However this is not the only challenge we face. In this second keynote, the Director General of Czech Television will consider how public service media can gain recognition for the contribution it makes to society.

Keynote speech by Petr Dvořák, Director General, Czech Television

Moderator: Ruurd Bierman

10:30-11:00 *Coffee break*

11:00-12:10 GETTING THE MESSAGE OUT: MANAGING AND MEASURING PSM GOVERNANCE

Roberto Suarez, Head of EBU Media Intelligence Service, will present the EBU Contribution to Society Project, and introduce advocacy initiatives.

Case studies from individual organizations will be presented by Jan Petersson (SR, Sweden), Tracey Diamond (RTÉ, Ireland) and Klaus Unterberger (ORF, Austria).

Questions from the delegates. Moderator: Ruurd Bierman

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12:10-12:40 PROUD TO PRESENT

Member case studies to demonstrate cross-media programme production.

Past, Present, Future: René Vilbre, ERR, Estonia

Un Bol d'Oxygène: Tania Chytil, Chief Editor of RTS Decouverte and Julien Bagourd, Coordinator of RTS International Relations

12:30-14:00 *Lunch*

14:00-14:30 PROUD TO PRESENT

Member case studies to demonstrate cross-media programme production.

Watch your radio or listen to your screen: when radio is successful on TV, Laurent Finet and Francis Goffin, RTBF, Belgium

Petofi TV: Lőrinc Bubnó, MTVA, Hungary

14:30-15:15 GETTING THE MESSAGE OUT: CREATING AND COMMUNICATING PUBLIC VALUE

Providing distinctive content is not the exclusive province of public service media. In this third keynote, Patrick Aebischer presents how commercial and public companies gain recognition through the contribution they make to society.

Keynote by Patrick Aebischer, President of the "Ecole Polytechnique Fédérale de Lausanne" (EPFL), Switzerland

Moderator: Ruurd Bierman

15:15-15:45 PROUD TO PRESENT

Member case studies to demonstrate cross-media programme production.

Alice et Merveilles: Sandrine Treiner, Radio France

Eurosonic: Ben Houdijk, NPO, Netherlands

15:45-15:55 REFLECTIONS ON THE JOINT DAY

Jean Philip De Tender, Media Director, EBU

15:55-16:00 CONCLUSIONS

Glen Killane, Chairman of the Television Committee and Graham Ellis, Chairman of the Radio Committee

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Saturday morning: excursion from 9:00 to 12:30; Tour of the city in a vintage tram, followed by a walking tour and a visit to a museum.