



JOURNALISM AND SOCIAL MEDIA

3rd ANNUAL MEETINGS

12, 13 AND 14 JUNE 2013
MONTPELLIER, FRANCE

**How has digital development transformed information?
Is the quality of the information improving?**

These are recurring questions which involve new aspects in 2013 as the transition to digital media accelerates throughout the world. **4M** 2013 opens the debate with 150 experts from 35 countries. Journalists, bloggers, academics and consultants, all brought together in Montpellier to better understand and interpret issues for the media in the digital age.

Organized by



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PROGRAMME

WEDNESDAY 12 JUNE 2013

3.00 – 4.00 pm	WELCOMING OF PARTICIPANTS
4.00 – 4.30 pm → AMPHI CRDP	INTRODUCTION Philippe Couve, Journalist, Samsa.fr / France
4.30 – 6.00 pm → CRDP AMPHI	DEBATE 1 – IS INTERNET A CREDIBLE MEDIA? <p>After 20 years, is the internet reaching adulthood as an information provider? After going through all kinds of excesses in the 2000s, the web is now offering a landscape of information which is often more comprehensive than other media: why? Does this only apply to crisis situations? Or does it depend on the specific qualities of this medium? However, the surveys are unanimous: people increasingly turn to the internet to acquire information...</p> <p>Moderator : Alice Antheaume, Deputy manager, Sciences Po School of Journalism / France</p> <ul style="list-style-type: none">▶ Bouba Saw, Content coordinator of the web version of Soleil / Senegal▶ Ehab ElZelaky, Head of Digital Development, Al Masry Youm / Egypt▶ Onnik James Krikorian, Journalist and new media consultant / Caucasus Region▶ Gotson Pierre, Group Coordinator, Media Alternatifs Group / Haïti
6.30 – 8.00 pm → MAISON DES RELATIONS INTERNATIONALES	COCKTAIL SUPPER INFORMAL MEETINGS AND DISCUSSIONS PRESENTATION OF THE 4M BLOG TEAM



THURSDAY 13 JUNE 2013

9.00 – 9.30 am	WELCOME	
<p>9.30 – 11.00 am</p> <p>→ CRDP AMPHI</p>	<p>DEBATE 2 - HOW TO OPEN NEWSROOMS TO THE PUBLIC?</p> <p>In the age of Web 2.0, it is impossible to imagine information in a vacuum, without the contribution of the audience. How can you open newsrooms to the public? What practices have proved effective? Is it necessary to devote a great deal of time and resources? Ultimately, what is the purpose of this approach? These questions will be tackled in the second debate by media representatives holding a significant experience in participatory journalism.</p> <p>Moderator: Pierre Haski, President of Rue89 / France</p> <ul style="list-style-type: none"> ▶ James Ball, Investigative journalist, The Guardian / United Kingdom ▶ Mardiyah Chamim, Executive Director, Tempo Institute / Indonesia ▶ Abderrahmane Semmar, Web journalist and Chief Editor, Ness News / Algeria ▶ Jolly Kamuntu, Director of Radio Maendeleo and blogger / Democratic Republic of Congo 	
11.00 – 11.30 am	BREAK	
<p>11.30 – 12.15 am</p> <p>→ CRDP AMPHI</p> <p>→ ROOM 2</p>	<p>WORKSHOP 1: WHAT ROLE FOR BLOGGERS AND CITIZEN JOURNALISTS WITHIN NEWSROOMS?</p> <p>Although the need for a participatory journalism in online media is no longer under debate for digital editorial teams, different approaches are used to achieve it. The central question is the role to be given to bloggers, experts and simple citizens. How to include the production of the latter within online or off-line media? Should they be paid? Should they be given a specific space? What editorial control should be applied?</p> <p>Moderator: Claire Ulrich, Editor, Global Voices / France</p> <ul style="list-style-type: none"> ▶ Dina El Hawar, Programme Director, Meedan / Egypt ▶ Johnny Vianney Bissakonou, Journalist and blogger / Central African Republic 	<p>WORKSHOP 2: THE ROLE OF SOFTWARE DEVELOPERS IN INNOVATION, EXAMPLES OF COLLABORATION WITH JOURNALISTS</p> <p>The key to innovation on the web is based on a fruitful collaboration between the technical and editorial teams. At the heart of this process, the relationship between journalists and software developers has a key role to play. How to establish effective and fruitful collaboration between both professions? What joint roles should they have? What working methods should be adopted?</p> <p>Moderator : Karine Broyer, Head of Development of Web Editorial Teams, France 24, Radio France Internationale and Radio Monte Carlo Doualiya / France</p> <ul style="list-style-type: none"> ▶ Omar, Technical Director, Masry Al Youm / Egypt ▶ Nyi Lynn Seck, Freelance journalist / Burma



<p>12.30 am – 1.15 pm</p> <p>→ CRDP AMPHI</p> <p>→ ROOM 2</p>	<p>WORKSHOP 3: HOW TO PROTECT MY SOURCES?</p> <p>Confidentiality of sources is certainly one of the keystones of press freedom. In the digital age, this principle is undermined by advance in technology. Institutions, companies or journalists are all confronted to leaks. What are the methods and practices for ensuring optimum security in protection of sources?</p> <p>Moderator: Benoit Califano, Director, ESJ Pro / France</p> <ul style="list-style-type: none"> ▶ Natallia Radzina, Chief Editor, Charter 97 / Belarus ▶ Olivier Laurelli, Media and internet hacktivist, Reflets.info / France 	<p>WORKSHOP 4: HOW A REBELLION COULD INFORM? COMPARISONS BETWEEN SYRIA/BURMA</p> <p>Throughout the 20th century, conflicts have extensively seen the use of information as a weapon sustaining a struggle. Rebellions against dictatorships understood this well, and started to organize and work to facilitate and influence the work of international journalists. Was that sufficient? Is internet really the best tool for rallying supporters and convincing international opinion that a cause is just? Do printed media and radio still have a role in such situations? Comparison of approaches to this theme, with two witnesses of the most recent current revolutions, in Asia and the Middle East.</p> <p>Moderator: Caroline Donati, Journalist, Mediapart / France</p> <ul style="list-style-type: none"> ▶ Khaled Eleketyar, Freelance journalist / Syria ▶ Kywa Zwa Moe, Journalist, Irrawady Publishing Group / Burma
<p>1.15 – 2.30 pm LUNCH</p>		
<p>2.30 – 3.15 pm</p> <p>→ CRDP AMPHI</p>	<p>CARTE BLANCHE GIVEN TO BENOIT THIEULIN La Netscouade General Director and President of the National Digital Council (CNN) / France</p> <p>MEDIA AND DIGITAL REVOLUTIONS (INNOVATIONS, TRENDS, FUTURE)</p>	
<p>3.30 – 4.00 pm</p> <p>→ CRDP AMPHI</p> <p>→ ROOM 2</p>	<p>FOCUS: COLLABORATIVE JOURNALISM</p> <ul style="list-style-type: none"> ▶ Stevan Dojčinović, Investigative Dashboard / Serbia 	<p>FOCUS: WEB AGGREGATOR</p> <ul style="list-style-type: none"> ▶ Leila Nachawati, Syria Untold / Syria
<p>4.00 – 4.30 pm BREAK</p>		
<p>4.30 – 5.00 pm</p> <p>→ CRDP AMPHI</p> <p>→ ROOM 2</p>	<p>FOCUS: SOCIAL MEDIA AND JOURNALISM</p> <ul style="list-style-type: none"> ▶ Abderrahmane Semmar, Algerian special correspondent / Algeria 	<p>FOCUS: CROWDFUNDING</p> <ul style="list-style-type: none"> ▶ Mostafa Youssef, Mosireen / Egypt
<p>5.15 – 5.45 pm</p> <p>→ CRDP AMPHI</p> <p>→ ROOM 2</p>	<p>FOCUS: CROWDMAPPING</p> <ul style="list-style-type: none"> ▶ Melissa Mbugua, Ushahidi / Kenya 	<p>FOCUS: MOBILE REPORTING</p> <ul style="list-style-type: none"> ▶ Jonne Catshoek, Director, Elva Community Engagement / Georgia
<p>6.00 – 7.00 pm BREAK</p>		



<p>7.00 – 9.00 pm → CRDP AMPHI</p> <p>In partnership with arte</p>	<p>SYRIA, INFORMATION WARFARE Public evening</p> <p>How to precisely and rigorously report about the war in Syria which is lasting since two years? How many victims, what daily life for civilians, what weapons used by the protagonists?</p> <p>Access to Syria is dangerous and difficult for journalists. Checking of information is complex. However, abundant testimonies and countless videos shot by civilians are uploaded on the internet through digital technologies. They are then disseminated by networks which are determined to spread by all means the information.</p> <p>The Syrian context is a new challenge for journalists trying – locally or remotely – to tell the world about this tragic situation. The war in Syria is altogether a revolution, a civil war and a digital war. But it is also a war of information.</p> <p><i>Followed by the screening of films, videos and documentaries produced by journalists, redactors and Syrian citizens.</i></p> <p>Presenter: Marco Nassivera, News Director, Arte / France ▶ Leila Nachawati, Communications Director, Syria Untold / Syria ▶ Khaled Eleketyar, Freelance journalist / Syria ▶ Charif Kiwan, Producer for the Syrian filmmakers collective Abounaddara / Syria ▶ Caroline Donati, Journalist, Mediapart / France ▶ Grégoire Deniau, War reporter / France ▶ Ayman Mhanna, Executive Director, Samir Kassir Fondation / Lebanon</p>
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FRIDAY 14 JUNE 2013

<p>9.00 – 9.30 am</p>	<p>WELCOME</p>	
<p>9.30 – 10.15 am → CRDP AMPHI</p>	<p>CARTE BLANCHE GIVEN TO EMMANUEL HOOG CEO of Agence France Presse (AFP) / France</p> <p>THE NEW ECONOMIC MODELS</p> <p>After almost a decade of relying on advertising, media are newly exploring subscription models and other experiments. Although there is no miracle solution for editors, the increasing number of failures (and successes) makes it possible to expose a number of good practices and business models that work. Yet, many of successful approaches could not simply be duplicated. What lessons could be learned? The CEO of Agence France Presse offers us his view on internet economic models.</p>	
<p>10.30 – 11.15 am → CRDP AMPHI → ROOM 2</p>	<p>WORKSHOP 5: IS CROWDFUNDING THE KEY TO JOURNALISM OF THE FUTURE?</p> <p>Crowdfunding has contributed to financially support movies, music and books projects. Now, it is starting to be of interest to media editors. How could a crowdfunding</p>	<p>WORKSHOP 6: PAID MEDIA: IS IT NECESSARY TO MAKE PEOPLE PAY FOR INFORMATION OR SERVICES?</p> <p>Regardless of the economic model, online media is based on the monetization of content, whether it comprises</p>



	<p>campaign for an editorial project be launched? What are the digital approaches at stake? Are there cultural differences in this regard, depending on the target country?</p> <p>Moderator: Claire Ulrich, Editor, Global Voices / France</p> <ul style="list-style-type: none"> ▶ Mathieu Maire du Poset, Co-founder, Ulule / France ▶ Mostafa Youssef, Member, Mosireen / Egypt 	<p>information or services. How to favour one method without relinquishing the other? Are there winning solutions? Equally, what mistakes must be avoided?</p> <p>Moderator: Pierre Cherruau, Journalist, RFI.fr / France</p> <ul style="list-style-type: none"> ▶ Barthelemy Kouamé, Managing Director, Acturoutes / Ivory Coast ▶ Minh Le Quoc, Chief Editor, Vietnam Plus / Vietnam
<p>11.15 – 11.45 am BREAK</p>		
<p>11.45 am – 12.30 pm</p> <p>→ CRDP AMPHI</p> <p>→ ROOM 2</p>	<p>WORKSHOP 7: HOW TO MAKE A LIVING FROM JOURNALISM? JOURNALISTS AND ENTREPRENEURS</p> <p>How can you sell information on the internet as a freelance journalist? After singing the praises of the free advertising model, online media now only believe in the media paid model. Is this situation favourable to freelance journalists? Or on the contrary, does it increase job insecurity? How could media online founders control the costs of their business in this new environment?</p> <p>Moderator: David Servenay, Freelance journalist / France</p> <ul style="list-style-type: none"> ▶ Sofiane Ben Haj, Freelance journalist / Tunisia ▶ Maurice Botbol, President of the Independant Press Union for Online Information (Spil) / France 	<p>WORKSHOP 8: DO INFORMATION SHARING PLATFORMS CONSTITUTE MEANS FOR PROMOTING CONTENT?</p> <p>At a time when all online newspapers are reinventing their economic model, what is the role of content sharing platforms? If Google seems to have imposed a dominant model, what about its rivals? Whether they specialize in photos, videos or sound. Are they able to offer genuinely innovative and monetized solutions for paid content?</p> <p>Moderator: Pierre Haski, President of Rue89 / France</p> <ul style="list-style-type: none"> ▶ Jean Baptiste Dipama, Freelance journalist / Burkina-Faso ▶ Minh Le Quoc, Chief Editor, Vietnam Plus / Vietnam
<p>12.45 - 2.00 pm LUNCH</p>		
<p>2.00 – 3.30 pm</p> <p>→ CRDP AMPHI</p>	<p>DEBATE 3 - TRADITIONAL MEDIA: WHAT ARE THE DIGITAL OPPORTUNITIES?</p> <p>After hesitating for a long time to take the digital plunge, many traditional media are now confronted to the urgent digital mutation. Some have prepared for it, for others it is already too late. Is it an irreversible process? Does it necessarily involve radically restructuring groups prevented from moving by their habits and practices? To answer these questions which are widely shared by worldwide media on all continents, the panel in this third debate will discuss its beliefs and doubts, good practices and failures which will offer many lessons for improving and building the future of the media.</p> <p>Moderator: Marco Nassivera, News Director, Arte / France</p> <ul style="list-style-type: none"> ▶ Ehab ElZelaky, Head of Digital Development, Al Masry Youm / Egypt ▶ Luc de Barochez, Digital editor in chief, L'Opinion / France ▶ Loan Thi Bichta, Managing Director, VTV6 / Vietnam ▶ Olivier Sagna, General Secretary of the Information Systems, Network and Road Information Observatory (OSIRIS) / Senegal 	
<p>3.30 - 4.00 pm BREAK</p>		



<p>4.00 – 4.45 pm</p> <p>→ CRDP AMPHI</p> <p>→ ROOM 2</p>	<p>WORKSHOP 9: TOOLS AND PRACTICES OF PARTICIPATORY JOURNALISM. EXAMPLE OF RADIO</p> <p>Radio has been the media that has, for many years now, been developing methods of participatory journalism. Thanks to its flexibility and the natural interactivity that it entails, radio is thriving in the digital age. Two accounts from very different contexts shed light on this reality which is particularly well-suited to Southern media.</p> <p>Moderator: Ziad Maalouf, Journalist, RFI / France</p> <ul style="list-style-type: none"> ▶ Jolly Kamuntu, Director of Radio Maendeleo and Blogger / Democratic Republic of Congo ▶ Khair Aldin Al-Nsour, Managing Director, Yemen Times Radio / Yemen 	<p>WORKSHOP 10: INFORMATION BY TELEPHONE?</p> <p>Is the telephone the best method of providing information in Southern countries? Several experiences seem to suggest that this is the case whilst information exchange between producers and consumers is taking place. This is demonstrated by two accounts (one in Egypt, the other in Indonesia) which illustrate this phenomenon of renewed freedom, thanks to contributions from the community of citizen internet users.</p> <p>Moderator: Jonne Catshoek, Director, Elva Community Engagement / Georgia</p> <ul style="list-style-type: none"> ▶ Omar Bader, Technical Director, Masry Al Youm / Egypt ▶ Harry Surjadi, Freelance Journalist, Frontline SMS / Indonesia
<p>5.00 – 5.45 pm</p> <p>→ CRDP AMPHI</p> <p>→ ROOM 2</p>	<p>WORKSHOP 11: HOW TO PRODUCE INNOVATIVE INFORMATION?</p> <p>What is the enabling environment to innovate on internet? Two very different examples are provided to this multiple answer question: JokkollLabs in Dakar, designed as a co-working space and an action tank, attempts to identify innovations in progress in the digital world; Syria Untold was designed as an aggregator of relevant sources on the current Syrian conflict.</p> <p>Moderator: Sylvain Lapoix, Freelance journalist / France</p> <ul style="list-style-type: none"> ▶ Cheik Fall, Citizen journalist / Senegal ▶ Leila Nachawati, Communications Director, Syria Untold / Syria 	<p>WORKSHOP 12: CO-WORKING SPACES</p> <p>What is the main challenge for web entrepreneurs? Recruiting good employees and finding a workspace. Two constraints that explain the fast development of new shared offices or co-working spaces thriving in the largest cities. In creating a new ecosystem, these spaces have become an essential path for all those who want to benefit from the « networking effect » and develop their business plan. What is the best approach? What pitfalls should be avoided? Are there winning solutions?</p> <p>Moderator : Mael Inizan, Project Manager, La Cantine / France</p> <ul style="list-style-type: none"> ▶ David Munir Nabti, Managing Director Alt City / Lebanon ▶ Melissa Mbugua, Manager, iHub / Kenya
<p>6.00 - 6.30 pm</p> <p>CONCLUSIONS OF THE 4M MEETINGS 2013 Phillipe Couve</p>		