



THE FOURTH MEDIA

**4M PARIS 2016  
MEETINGS**

## PROGRAMME

# THE MEDIA AND CIVIL SOCIETY A JOINT UNDERTAKING?

200 online media representatives from 38 countries  
brought together in Paris

20•21 April 2016 - Maison des métallos



**#4MPARIS**

ORGANIZED BY



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## **4M PARIS 2016 MEETINGS THE MEDIA AND CIVIL SOCIETY: A JOINT UNDERTAKING?**

All around the world, online media and social networks promote solidarity and citizenship by encouraging civil society to express its views and take an active role in the public debate.

From Burkina Faso to Cambodia, via Tunisia, Syria, Armenia and Kenya, online media and civil society organisations are a crucial force for change in the areas of democracy and good governance.

Bringing together 200 influential media and civil society representatives from around 40 countries, the 2016 4M Paris Meetings are a unique forum for discussing the issue of civic engagement via digital media.

### **THE MEETINGS WILL REVOLVE AROUND TWO MAJOR THEMES**

#### **> Sharing new editorial practices**

Journalists no longer have a monopoly over the public space. However, civil society does not necessarily work to the same professional standards in collecting and disseminating information. In view of this situation, what is the future of the relationships between digital media, online communities and civil society?

#### **> Structuring online media**

What are the most important aspects of a structured development for an online media outlet? What are the proven successful formulas, the pitfalls to avoid and the most promising solutions? What kind of innovative or alternative financing can be used to develop high-quality online information without resorting to international backers?

# WEDNESDAY 20 APRIL 2016

09:00 - 09:30  
ENTRANCE HALL

## WELCOME FOR THE PARTICIPANTS

09:30 - 10:00  
THEATRE

## WELCOMING ADDRESS & PRESENTATION OF THE PROGRAMME

> **Etienne Fiatte**, Managing Director, CFI, France

**Julien Le Bot**, Journalist, Premières lignes - Arte, France  
& **Cédric Motte**, Freelance journalist & trainer, France

10:00 - 11:30  
THEATRE

## DISCUSSION 1

### THE MEDIA FOR CIVIL SOCIETY ORGANISATIONS TODAY

Journalists no longer have a monopoly over the public space. Since the advent of the digital age, civil society has on occasion led campaigns on political deadlock, social issues and unequal access to public services.

However, civil society does not necessarily work to the same professional standards in collecting and disseminating information. In view of this situation, what is the future of the relationships between digital media, online communities and civil society?

Whether in the Middle East, the Maghreb, Sub-Saharan Africa, Asia or Europe, this discussion will focus on a number of local initiatives in an attempt to find a common response.

Moderator: **Cheikh Fall**, Blogger & web project lead, Africtivistes, Senegal

Speakers:

- > **Arfi Bambani Amri**, Secretary general, Alliance of Independent Journalists (AJI), Indonesia
- > **Edwy Plenel**, Journalist, Chairman & Cofounder, Médiapart, France
- > **Lina Attalah**, Cofounder & Editor-in-Chief, Mada Masr, Egypt
- > **Smockey**, Spokesperson, Le Balai Citoyen, Burkina Faso
- > **Thaw Zin Tun**, Training Director, Myanmar Journalism Institute (MJI), Myanmar

11:30 - 12:00  
ATRIUM

## COFFEE BREAK

12:00 - 13:00  
THEATRE

## #4M CAMP

### TOPIC: "ENGAGING AND MANAGING COMMUNITIES"

#### PHASE 1 - INTRODUCTION & GUIDELINES

Everyone in attendance has experience to pass on, stories to tell or simply questions to ask. This session will take the form of interactive workshops whose content has been developed collaboratively with the participants ahead of the event.

- > Introductions: First name, last name, country, media organisation, 3 keywords.
- > Co-development of the programme

Coordinators : **Julien Le Bot** & **Cédric Motte**

# WEDNESDAY 20 APRIL 2016

13:00 - 14:00  
ATRIUM

## LUNCH

14:00 - 15:00  
THEATRE  
ROOMS 1, 2 AND 4

## PHASE 2 – BAR CAMP-STYLE WORKSHOPS

Four 45-minute simultaneous workshops run and documented by the participants.

15:00 - 15:30  
THEATRE

## PHASE 3 - GROUP FEEDBACK

In order to share details on what took place in each workshop with all the participants of the #4M Camp, four people will give a three-minute summary of what they learnt from the workshop they participated in.

15:30 - 16:00  
ATRIUM

## COFFEE BREAK

16:00 - 17:30  
THEATRE

## OPEN WORKSHOP – WEBTICAR

Workshop on a platform designed to support journalists: how can big data and semantic analysis change an organisation's editorial stance on a subject, trend or theme?

Demonstration and use scenario for the platform developed by Jazem Halioui and his team, consisting of an online journalism research, data visualisation, fact checking and social media monitoring toolkit available in the Maghreb region (Tunisia, Algeria, Morocco, Libya and Egypt).

Speakers:

- > **Jazem Halioui**, CEO, Webradar - Innova Tunisia, Tunisia
- > **Marouen Ben Rejeb**, Project Manager, Webradar - Innova Tunisia, Tunisia

16:00 - 17:30  
ROOM 1

## FOCUS SESSION 1

### LONG FORMAT GUIDELINES WITH INQUIRER.NET & MASHALLAH NEWS

Investing in long, interactive formats is necessary for building your audience, but it can sometimes be difficult to carry out. This workshop deals with production methods for these formats.

Demonstration and feedback given by the Mashallah News and Inquirer.net teams.

Speakers:

- > **John Nery**, Editor-in-Chief, Inquirer.net, Philippines
- > **Micheline Tobia**, Cofounder & Editor, Mashallah News, Lebanon

# WEDNESDAY 20 APRIL 2016

16:00 - 17:30  
ROOM 2

## FOCUS SESSION 2 DIGITAL PROMOTES OPEN GOVERNANCE WITH H2O & BUHARIMETER

Institutions are now required to be able to cope with digital, which allows the media and NGOs to monitor, support or participate in action taken on the ground.

Feedback on an open governance project and an election promise monitoring tool.

Speakers:

- > **Mohamed Hamuda**, Founder & CEO, H2O, Libya
- > **Shamsudeen Yusuf**, Senior Programme Officer, BuhariMeter - The Centre for Democracy and Development (CDD), Nigeria

16:00 - 17:30  
ROOM 4

## FOCUS SESSION 3 CENSORSHIP & COMPUTER SECURITY WITH IHUB & ALTERNATIVES

In the face of pressure from the authorities and/or physical or computer censorship, protecting your sources, documents and communications has become an urgent priority.

Feedback and recommendations given by two computer security experts.

Speakers:

- > **Martin Obuya**, Ambassador – Government Affairs, iHub, Kenya
- > **Aymen Jerbi**, Digital security advisor, DSS216 - Alternatives, Tunisia

17:30

## FREE EVENING



# THURSDAY 21 APRIL 2016

09:00 - 09:30  
ENTRANCE HALL

## WELCOME FOR THE PARTICIPANTS

09:30 - 11:00  
THEATRE

## DISCUSSION 2 ECONOMIC MODELS FOR ONLINE MEDIA: WHAT WORKS AND WHAT DOESN'T

Everyone agrees that the future lies in innovating, transforming and reinventing the media. But for years, preferred approaches have fluctuated between so-called sustainable models, interactive solutions and tried-and-tested advertising formulas.

What are the most important aspects of a structured development for an online media outlet? What are the proven successful formulas, the pitfalls to avoid and the most promising solutions?

In addition, what kind of innovative and/or alternative financing can be used to develop high-quality online information without resorting to international backers?

Moderator: **Malek Khadhraoui**, Publishing Director/President, Inkyfada.com/AI Khatt, Tunisia

Speakers:

- > **K A Jahabar Sadiq K A Abdul Kader**, Editor & Chief Executive Officer, The Malaysian Insider, Malaysia
- > **Israël Yoroba Guebo**, Newsroom Manager, L'Essentiel, Ivory Coast
- > **Ali Amar**, Cofounder & Publishing Director, Le Desk - Pulse Media, Morocco
- > **Salem Massalha**, Cofounder, Bassita, Egypt
- > **Patrice Schneider**, Chief Strategy Officer, Media Development Investment Fund (MDIF), Switzerland
- > **Nejma Rondeleux**, Journalist, Radio M, Algeria

11:00 - 11:30  
ATRIUM

## COFFEE BREAK

11:30 - 13:00  
THEATRE

## FOCUS SESSION 4 VISUAL JOURNALISM WITH VISUALIZING IMPACT & DATAN

Journalism is becoming increasingly image-oriented. The internet and social media have enhanced the role of images in the information ecosystem.

Data visualisations, infographics, GIFs and other innovative formats can sometimes be used to increase the impact of surveys, articles and information disseminated by media outlets and/or NGOs.

Examples of good practice.

Speakers:

- > **Tamara Ben-Halim**, Communication & visualisation advisor/Cofounder, Visualizing Impact/Makan, UK
- > **Kuek Ser Kuang Keng**, Founder, DataN, Malaysia

# THURSDAY 21 APRIL 2016

11:30 - 13:00  
ROOM 1

## FOCUS SESSION 5 NETWORK RESEARCH WITH HETQ.AM & ARIJ

Research takes place in a globalised setting: information providers have to be able to cope with issues (and make investigations) that cross borders.

There are a number of consortiums, funds and initiatives in place to support, assist and even initiate investigation projects.

Speakers:

- > **Liana Sayadyan**, Deputy Editor - Vice President, Hetq.am - Investigative Journalists, Armenia
- > **Rana Sabbagh**, Managing Director, Arab Reporters for Investigative Journalism (ARIJ), Jordan

11:30 - 13:00  
ROOM 2

## FOCUS SESSION 6 ENGAGING WITH YOUR COMMUNITY WITH RAPPLER & NEWSMADA

It is important to stop thinking in general terms; a number of websites and/or blogs have emerged through the mobilisation of specific communities.

In that regard, it is important to think about development with communities and to bring them to life by leading discussions.

Good practice and feedback.

Speakers:

- > **Maria Ressa**, CEO, Rappler, Philippines
- > **Hery Zo Rakotondramanana**, Community manager, Newsmada, Madagascar

11:30 - 13:00  
ROOM 4

## FOCUS SESSION 7 PUBLIC DATA & ACCOUNTABILITY WITH OPEN DEVELOPMENT INITIATIVE & OPEN KNOWLEDGE SENEGAL

The public can and must have access to public data to enable it to follow, understand and even reuse information.

A tool for transparency and a lever for developing new services, public data must be used as the basis for rethinking public action and interaction with society.

Feedback.

Speakers:

- > **Penhleak Chan**, Regional Network and Partnership Support Manager, Open Development Initiative, Cambodia
- > **Mamadou Diagne**, Ambassador, Open Knowledge Senegal, Senegal

13:00 - 14:00  
ATRIUM

## LUNCH

# THURSDAY 21 APRIL 2016

14:00 - 16:00  
THEATRE

## WORKSHOP 1 DATA JOURNALISM, FOCUSING ON PRACTICE

While all organisations have a vague idea of what a project combining an editorial and data consists of, this session is aimed at comparing experiences by deconstructing/recreating two investigations.

What are the relevant tools? Why is it worth continuing to invest in this area of journalism? What examples of successful (achievable) projects exist for inspiration?

The two speakers will use the session to give precise instructions on how to conduct one of their investigations.

Speakers:

- > **Ani Hovhannisyan**, Multimedia journalist, Hetq.am - Investigative Journalists, Armenia
- > **Nicolas Kayser-Bril**, CEO, Journalism++, Germany

14:00 - 16:00  
ROOM 1

## WORKSHOP 2 INNOVATION SUPPORTING THE MEDIA

Innovate, transform, stimulate : if there is a consensus on the need for innovation for media outlets in the digital age, methods are still very much debated. What are today the necessary tools to foster innovation in the media ?

In this workshop, the two speakers will explain what can be done to encourage media actors towards digital innovation.

Speakers:

- > **Clare Cook**, Senior lecturer & researcher, Media Innovation Studio, UK
- > **Cheick Omar Ouedraogo**, Local lead, Jokkolabs Ouagadougou, Burkina Faso

14:00 - 16:00  
ROOM 2

## WORKSHOP 3 VIDEO & MOBILE

Mobile phones are a key device for your audience. People use them to keep informed and share, and live according to the rhythm they provide.

Mobile phones are also a new tool for media outlets. But in order to be able to shoot and edit with a mobile phone, you first need new shooting, editing and broadcasting skills.

The two speakers will offer guidance, lists of tools and examples enabling the participants to better understand how to invest in video made on and for iPhone or Android mobile phones.

Speakers:

- > **Philippe Couve**, Director, Samsa.fr, France
- > **Abanoub Emad**, Head of Multimedia department, Al-Masry Al-Youm, Egypt

# THURSDAY 21 APRIL 2016

14:00 - 16:00  
ROOM 4

## WORKSHOP 4 DECRYPTING AUDIENCE STATISTICS

How can you get an overview of your website's performance?  
How can you use analytical data on users, user engagement and advertising campaign performance?

The two speakers will use the session to speak about best practice in the field.

Speakers:

- > **Deena Samir**, Digital Marketing Manager, Al-Masry Al-Youm, Egypt
- > **Cyrille Frank**, CEO, Mediaculture, France

16:00 - 16:30  
ATRIUM

## COFFEE BREAK

16:30 - 17:30  
THEATRE

## GUEST 1 - VOXE.ORG

Voxe is a comparison platform enabling users to put political programmes in context. The idea is simple: improving people's understanding of politics in order to better share the political process (primarily online using open data).

Speaker: **Léonore de Roquefeuil**, Cofounder & Managing Director, Voxe.org, France

16:30 - 17:30  
ROOM 1

## GUEST 2 - WEDODATA

Data is a new subject to be defined that you need to be able to talk about. The WeDoData team was a pioneer of data representation in support of online editorial projects (news apps, data visualisations, etc.).

Speaker: **Karen Bastien**, Co-founder & datajournalist, Wedodata, France

16:30 - 17:30  
ROOM 2

## GUEST 3 - LE QUATRE HEURES.COM

Launching a long-format online media outlet that publishes one subject per week was a good bet. Set up in 2014, this small organisation is continuing to grow in the French media landscape through its subscription model, its reader engagement and its various developments.

Speaker: **Charles-Henry Groult**, Cofounder & coordinator, Le Quatre Heures.com, France

16:30 - 17:30  
ROOM 4

## GUEST 4 - OUEST MEDIALAB

Through the creation of a local media innovation ecosystem, it should be possible to foster dialogue between complementary professional sectors, including the media, universities, specialist schools, local agencies and independent designers. The initiative is based on the shared vision of creating the conditions for change.

Speaker: **Julien Kostrèche**, Codirector, Ouest Médialab, France

17:30 - 19:00  
ATRIUM

## PRE-DINNER COCKTAIL RECEPTION

# THE #4M CAMP

*Wednesday 20 April, 12.00–13.00 and 14.00–15.30*

## THE PRINCIPLE

The #4M Camp is an afternoon of interactive Bar Camp-style workshops, whose content will be determined by the participants themselves ahead of the event. The aim is to encourage the most spontaneous exchanges possible between people who work in the same sphere but do not share their experiences and knowledge enough.

## THE FORMAT

The organisers will kick off the event by proposing a provisional programme of discussion topics to the participants.

Everyone must choose a role for these workshops: participant, reporter (individual assigned to take notes, who needs to be able to summarise the session in front of all the participants) or host (assigned by the organisers/by volunteering, to ensure the smooth running of the session). Everyone will have the opportunity to choose a topic in which they have or would like to have expertise.

Four 45-minute workshops run by the participants will then take place simultaneously. This will be followed by a group phase: in order to inform all the #4M Camp participants about what happened in each workshop, four people will give a two-to-five-minute summary of what they learnt in the discussions.

## THE TOPICS

The general topic proposed for this #4M Camp is **“Engaging and managing communities & open data”**.

The workshops could include:

- > feedback on a successful Facebook page
- > how to manage my images for social media?
- > i use Snapchat, WhatsApp, LINE or another app, what about you?
- > i have more Twitter followers than Facebook fans, should I be concerned?
- > how to launch a crowdsourcing campaign?
- > how to check images and information from social media?

etc.

