

Thursday, April 20

— 08.00-09.30: Registration of delegates

— 10.00-10.30: Conference Opening Ceremony

Conference Chair: Jim LAURIE, Journalist, broadcaster, Executive Producer, Focus Asia Productions, Director of Broadcasting, University of Hong Kong

Welcome Address from the President of the Republic of Kazakhstan, Nursultan NAZARBAYEV

Welcome and Conference Introduction by the Chair of the Eurasian Media Forum Organizing Committee, Dr. Dariga NAZARBAYEVA

— 10.30-11.00: Coffee break

— 11.00-13.00: Plenary Session #1

#### THE CHANGING GLOBAL ECONOMIC LANDSCAPE: THE EMERGENCE OF CHINA, INDIA & CENTRAL ASIA

We are in the midst of an historic economic and geo-political shift in this region, with demand for natural resources re-aligning the business landscape for the next 50 years.

The recent move by the Russian Federation to demand market prices for gas from its neighbors and the consequent interruption to supply and the threat of diplomatic and economic action against Iran are indications of what could be in store and why resources from stable partners are essential not only for the fast growing economies of Asia, but for Europe and the U.S. as well. As a result of this emerging trend, foreign investors have looked to Kazakhstan and other countries of Central Asia as investment hubs.

This panel will explore the questions raised by this historical shift:

What influence will demand from China and India have on the region, specifically Kazakhstan?

Are there long term implications of Russia's recent actions?

How does the Iranian situation change the economic and political importance of this region?

As news groups, are we seeing this as a historical shift?

Can the governments of the region avoid the "oil curse" through measured diversification?

Will foreign investors look beyond the oil and gas sector in Kazakhstan and Central Asia?

How will this shift alter the roles of Russia, China, India and Kazakhstan in the future and for groups such as the Shanghai Cooperation Organization?

Producer/Chair: John Deferios, Vice President of Content and Principal Anchor, FBC, United Kingdom  
Panelists:

Richard Holbrooke, Chairman of the Asia Society, former U.S. Ambassador to the United Nations, former Assistant Secretary of State, USA

Karim Massimov, Deputy Prime Minister of the Republic of Kazakhstan

Dr. Kenneth Curtis, Former Vice Chairman, Goldman Sachs Asia, Japan

Dr. Armen Sarkissian, Director, Eurasia Programme, Cambridge University, UK

Dr. Nawal Kishore Choudhary, Director General & Chief Executive Officer, Mittal Steel Temirtau

Vyacheslav Kuznetsov, Director, Institute of Social and Political Research, Russia

— 13.00-14.00: Lunch

— 14.00-15.30: Plenary Session #2

#### PUBLIC BROADCASTING: OLD MODELS AND NEW CHALLENGES

While the broadcasting world has changed, the key objectives of public service broadcasting - to provide high quality and impartial programming, free from commercial or political interest - remain the same. The new technological environment, commercial realities and in some cases political interference have forced every public broadcaster to examine how these core values can be maintained.

While the established public broadcasters continue this introspection there is a great desire within nascent

countries across Eurasia and beyond to develop sustainable, financially viable and independent state broadcasting services that meet the aims and objectives of the public service ideals.

In this session we will examine:

What lessons can be drawn from the BBC model – did the recent incidents surrounding the Iraq Dossier undermine or reinforce the credibility of the BBC and public service broadcasting?

What are the successful models for editorially independent, financially transparent and viable state broadcasting? Can these models be successfully adopted in New Europe and Eurasia?

How, where and why is public service broadcasting under threat?

How relevant and realistic are the aims of public service broadcasting today? What management, financial and editorial structures best suit the 21st century public broadcaster in this region and beyond?

Chair: Jim Laurie, Journalist, broadcaster, Executive Producer, Focus Asia Productions, Director of Broadcasting, University of Hong Kong

Panelists:

Raymond R. Wong, Chairman, Committee on Review of Public Service Broadcasting, Hong Kong

Dr. Werner Rumphorst, Director of the Legal Department of the European Broadcasting Union (EBU), Switzerland

Miklos Haraszti, OSCE Representative on Freedom of the Media, Austria

Yoshinori Imai, Executive Editor and Program Host, NHK, Japan

Jumat Engson, Regional Director, RTM, Malaysia

Sergey Brilev, Presenter, "Russia" TV channel, Russia

— 15.30-16.00: Coffee break

— 16.00-17.30: Plenary Session #3

#### GLOBAL NEWS SHAKEDOWN

It seems that every month a new news channel is being launched somewhere in the world. On a global scale, over the next year we can expect to see an English language Al Jazeera International, an Arabic language BBC, and a French language global news channel all launched into the 24 hour news space. Additionally there are numerous new regional 24 hour news channels including services in Russia, India and Venezuela. What is going on? Has there been a massive explosion in the demand for news that can legitimately sustain all these services, or is it that anyone with sufficient finances and an opinion to express now does so through a bespoke 24 hour news service? And in this ever crowded broadcast environment how do the long-time industry incumbents, CNN, Al Jazeera, Euronews, ARTE for example, competitively maintain their brands, develop their services and secure financial viability? How do these channels successfully produce services that have appeal across geographical and political boundaries? Is it more than just producing multilingual output?

In this session we will examine

Why are so many news services being launched?

How do you maintain and build brands in such a competitive space?

What are the best strategies for producing integrated – multi-cultural/political/lingual news services?

What are the success criteria for critically acclaimed commercial services such as Euronews and what lessons can be learned for any potential Eurasian service?

Is it feasible for every region, language and political opinion to be serviced by a 24 hour news channel – what is the outlook for stability and growth in this space?

When and why do these services fail?

What services are we likely to see springing up for Eurasia?

Chair: Jim Laurie, Journalist, broadcaster, Executive Producer, Focus Asia Productions, Director of Broadcasting, University of Hong Kong

Panelists:

Donald Lawrie, Director of Worldwide Distribution, EuroNews, France

Alan Yang, International News Director, TVBS, Taiwan

Christoph Lanz, Managing Director, Deutsche Welle Television, Germany

Salim Amin, CEO, Camerapix, Founder and Chairman of the Mohamed Amin Foundation, Kenya

Jim Gaffey, Independent producer, NextStep Television, USA

Gadilbek Shalakhmetov, Founder of Intergovernmental "MIR" Television channel, Member of Parliament, Kazakhstan

Akram Khouzam, Producer, Russia Today channel  
Jihad Ballout, Director of media relations and the spokesperson, Al Arabiya News Channel, UAE

— 16.00-17.30: Roundtable (Abai Room, Mezzanine floor)

#### REAL AND VIRTUAL POLITICS: MASS MEDIA AS MEANS OF MASS COMMUNICATION AND MASS MANIPULATION

Political, economic and spiritual independence of the modern mass media: experience of Central Asian countries

The level of mass media's engagement into social and political processes: journalist as an observer and as a participant; involvement of media into forming "virtual politics"

Opening up the Central Asian media space for foreign mass media: legal, cultural and moral considerations; the role of corporate associations and unions, the level of their representative functions, authority and lobbying potential

Public Media: public control over mass media. How realistic is the task? Experience of the Commission on communication, information policy and freedom of speech in the media at the Russian Public Chamber

Central Asian region: involvement of media into informational wars

Public opinion: who and how forms it? Who and in which way uses it in their own interests?

Co-producers: Yaroslav Skvortov, Dean of the International Journalism Faculty, Moscow State Institute of International Relations, Russia

Alexey Vlasov, Director of analytical programs of the International Institute of Post-Soviet Studies, Russia  
Chair:

Irina Zvyagelskaya, Vice-President of the International Center for Strategic and Political Studies, Russia

— 19.00-22.00: Welcome Reception hosted by the Mayor of Almaty city

Mr. Imangali Tasmagambetov

Abai Opera and Ballet House

Friday, April 21

— 09.30-11.00: Plenary Session #4

#### FIRE IN THE SUBURBS - MULTICULTURALISM, NATIONALISM AND IMMIGRATION - THE ROLE OF THE STATE AND THE RESPONSIBILITY OF THE MEDIA

Every country has to address the issues raised by multicultural, multinational and multi-lingual populations.

These issues are again in the spotlight following last year's disturbances in France and Australia and this year's furore over cartoons in Danish newspapers. Much soul searching and discussion has focused on whether the current approaches to immigration and assimilation are effective for the development of modern, tolerant, multicultural societies. There is also a great deal of focus on the responsibility of the media when it comes to covering race and religion. In this session we will examine a variety of approaches to integrating different cultures, nationalities and religions into single harmonious societies. We will examine the responsibility of the media when covering nationalism, separatism and immigration and the role they can play in overcoming internal tensions.

Keynote speaker: Richard Holbrooke, Chairman, the Asia Society, former U.S. Ambassador to the United Nations, former Assistant Secretary of State, USA

Panelists:

Serge Schmemmann, Editor, International Herald Tribune, France

Hummaa Ahmad, Executive Editor, The News International, Pakistan

Claude Salhani, International Editor, United Press International, USA

Ann-Cathrine Herou, Foreign News Coordinator, TV4, Sweden

Margaret Ward, Foreign Editor, RTE, Ireland

Vitaliy Naumkin, President of the International Center for Strategic and Political Studies, Member of the High-level Group for the Alliance of Civilizations run by the Secretary-General of the United Nations, Russia

— 11.00-11.30: Coffee break

— 11.30-13.00: Plenary Session #5

## IRAN –THE POLITICS AND MEDIA OF BRINKMANSHIP

Relationships between Tehran and the West are very changeable and are currently in a state of heightened tension. The issues surrounding Iran's nuclear program as well as recent public statements have added to this. In this important and timely session involving the media, politicians and regional experts we will discuss the domestic situation in Iran, the importance and influence of Iran in the region and Iran's current approach to foreign policy and international relations. We will also examine the media perceptions and reactions and their responsibilities when covering this story.

What is the current status of the relationship between Tehran, Russia and the West?

What are the influences and priorities of Iran's foreign policy?

How are the policies of Iran perceived by the authorities in the US, Russia and Europe?

What are the international media perceptions of Iran, its policies and the subsequent reactions of Russia and the West?

How does the media coverage vary around the world, and how does it compare to local media coverage of the story?

How is Iran and its actions viewed by its neighbours in the Middle East?

What are the major domestic issues in Iran? Are these issues reflected in media coverage of Iran? What is their impact on Iran's foreign policy?

How is international coverage of the Iran story viewed in Tehran and the region? Where do the media get the Iran story right and wrong – how can authorities in Tehran assist the media with fair coverage?

Chair: Baqer Moin, Director for production, consultancy and media development, Jadid Media, former head of BBC Persian and Pashto service

Panelists:

Richard Perle, Resident Fellow at American Enterprise Institute; former Chairman of the Defense Policy Board (2001-2003); former Assistant Secretary of Defense (1981-1987), USA

Hamid Reza Asefi, Deputy Foreign Minister, Spokesman of the Foreign Ministry of the Islamic Republic of Iran

Babak Ganji, Senior Visiting Fellow and Reader in International Security Relations, The Defence Academy of the United Kingdom

Nigel Middlemiss, Practice Director, Echo Research Group, United Kingdom

James Meek, Correspondent, the Guardian, United Kingdom

Igor Panarin, Political scientist, Professor of the Diplomatic Academy, MFA, Russia

Siamak Namazi, Managing Director, Atieh Bahar Consulting, Iran

— 14.00-21.00: Cultural Excursion and Reception

hosted by the Governor of Almaty region Mr. Serik Umbetov and CNN International, Tabagan Complex  
Saturday, April 22

— 10.00-11.30: Plenary Session #6

## NATION BUILDING – ACHIEVABLE GOAL OR COLONIAL PIPE-DREAM

In the aftermath of the wars in Afghanistan and Iraq the world is awakening to the fact that it is much easier to destroy a country than rebuild it. It has been tried before, and there is much to be learned from the successes and failures of nation-building in the past few decades - from Haiti to Kosovo and East Timor. In this session of the forum we will re-examine the status of nation-building - how it is progressing, can it really ever work, how is it covered, what is the involvement of the media and what does it mean for the peoples of the countries involved?

Producer/Chair: Gunter Knabe, Diplomatic Correspondent (Asia/Islam World), Deutsche Welle TV and Radio International, Germany

Keynote speaker:

Richard Perle, Resident Fellow at American Enterprise Institute; former Chairman of the Defense Policy Board (2001-2003); former Assistant Secretary of Defense (1981-1987), USA

Panelists:

Ambassador Robert Simmons, NATO Secretary General's Special Representative for Central Asia and the Caucasus, Belgium

Philip Seib, Lucius W. Nieman Professor of Journalism, Marquette University, USA

Masud Qiam, Broadcaster and Journalist, Tolo TV, Afghanistan  
Veran Matic, CEO, B92, Serbia  
Vitaliy Tretyakov, Chief Editor, "Moskovskie novosti" newspaper, Russia  
Dara Hassan Reshid, Special Advisor to President on Reconstruction and Development of Kurdistan, Iraq  
Seska Stanojlovic, Foreign Editor, Vreme news magazine, Serbia

— 11.30-12.00: Coffee break

— 12.00-13.30 Plenary Session #7

#### MEDIA OF THE MASSES

The continued convergence of media and technology is blurring the distinction between providers, schedulers and consumers of media. Today's television comprises a myriad of channels in which viewers develop their own schedules and viewing habits. Technology and finance have lowered the barriers to mass communication. Anyone with a PC and access to the internet can now develop their own programming. Almost every mobile phone has a camera and the digital video revolution has pushed newsgathering resources into the hands of the public. We are witnessing an explosion of news and information in the form of websites, podcasts and blogs; ordinary people expressing themselves, their views and ideas to anyone who cares to log on, tune in or download. It appears that ordinary people dominate media content and production. So where does this leave publishers and broadcasters?

Why do traditional formats of programming and publishing no longer appeal to the mass audience?

Where is this convergence taking us, what are the next forms and formats of programming and delivery?

What are the threats and opportunities for the traditional media company, who are the new players in this market?

How have blogs, mobile communications and online information sources changed the strategies of broadcast and news organizations?

Why has observation and participation replaced discussion and analysis in television culture?

What commercial strategies will work in a converged future?

Chair: Danny Schechter, Editor, MediaChannel.org, USA

Panelists:

Michael Rosenblum, President, Rosenblum Associates Television Production and Consultancy, creator of video journalism, founder of NY Times TV, USA

Kenneth Krushel, Chief Executive Officer, Proteus, USA

Andrew Braddel, Regional General Manager, Russia, the CIS & the Baltics, AP Television News

Ammar Bakkar, Head of New Media, MBC Group, Editor-in-Chief, Alarabiya.net, Al Arabiya News Channel, UAE

Prem Prakash, Chairman, Asian News International, India

John Defterios, Vice President of Content and Principal Anchor, FBC, United Kingdom

John Burke, Weblog editor, World Editors Forum, France

— 12.00-13.00 Roundtable (Abai Room, Mezzanine floor)

#### NATO'S INCREASING ENGAGEMENT IN CENTRAL ASIA

Guest speakers:

Ambassador Robert Simmons, Secretary General's Special Representative for Central Asia and the Caucasus, NATO

Richard Holbrooke, Chairman, the Asia Society, former U.S. Ambassador to the United Nations, former Assistant Secretary of State, USA

Richard Perle, Resident Fellow at American Enterprise Institute; former Chairman of the Defense Policy Board (2001-2003); former Assistant Secretary of Defense (1981-1987)

— 13.30-14.30: Lunch

— 14.30-16.00: Plenary Session #8

#### CROSSING THE LINE BETWEEN HUMOUR AND OFFENCE?

The issue surrounding what is humor and what is offence has been highlighted this year by a number of incidents. Controversial and sometimes violent reaction across the Islamic world followed the publication of cartoons depicting the Prophet Mohammed in the European press. For Kazakhstan the controversy surrounding Borat Sagdiyev, a character of British comedian Sasha Baron Cohen, came to a head following the MTV Music Awards ceremony, and caused a harsh negative reaction from the Kazakh authorities. These incidents intensify the debate on freedom of expression and speech versus what is too offensive to tolerate. What responsibility do the media have when it comes to drawing a line between freedom of expression and offence to religious and national feelings?

How justified and effective was the reaction of some members of the Muslim community to the cartoons? Should actors and artists have any ethical or moral considerations when portraying countries, races and people?

Chair: Vladimir Rerikh, Journalist, producer, Kazakhstan