



Agenda: High-Level Media Group Reunion

Dead Sea, Jordan, 18th October 2011

Hosted by His Majesty King Abdullah Bin Al Hussein, King of the Hashemite Kingdom of Jordan, the first High-Level Media Group Reunion on dialogue and social change in the Mediterranean focused on the changing media landscape and regional reform agenda.

The unprecedented events which took place during at the start of 2011, in particular in Tunisia and Egypt, marked a shift in vision towards the Arab region. In a relatively short period of time, some of the most widely established stereotypes regarding the Western vision of the Mediterranean had been challenged, and the traditional vision of Arab societies questioned. In many cases, the focus of media analysis shifted from what was supposedly Arab to the Arabs themselves, while the traditional view of Euro-Arab relations, based on religious identity or the pre-eminence of the Middle East conflict, gave way to a renewed interest in the social and cultural transformations in Arab societies.

For institutions like the Anna Lindh Mediterranean Foundation and the United Nations Alliance of Civilizations, that were created in 2005 in response to a growing gap in perceptions between the West and the Arab world, this shift in vision was of enormous significance to the mission of promoting a sustainable peace and development on both shores of the Mediterranean.

At the same time, the historic changes are also leading to significant changes in the media landscape, reinforced by the processes of democratic transition and reform, as well as new challenges and opportunities in terms of: how the changing media landscape creates or limits opportunities in the Middle East and North Africa media market; the role of major international media organizations could play in building capacity of regional media, including trainings, co-production and exchange of journalists; professional reporting standards and the challenge of reporting on cultural diversity and social change in countries in democratic transition.

The High-Level Reunion, which will be opened by His Majesty King Abdullah Bin Al Hussein of Jordan and moderated according to the Chatham House Rule, brings together a selection of CEOs and representatives of the leading international Television and Media Networks relevant to the Mediterranean region. In addition, the Reunion will welcome representatives of the main organisers and institutional partners - including the Anna Lindh Foundation, the United Nations Alliance of Civilizations, the European Broadcasting Union, the Arab State Broadcasting Union, the League of Arab States and the European Union – and experts on social change and cross-cultural relations.

In association with:



Arab States Broadcasting Union
League of Arab States



High-Level Media Reunion hosted by His Majesty King Abdullah Bin Al Hussein,
King of the Hashemite Kingdom of Jordan

AGENDA

Monday 17th October Arrivals (19.00-21.00)

Tuesday, 18th October 2011

08.30 – 08.45

Opening remarks

Opening Remarks by Mr. Nasser Judeh, Minister of Foreign Affairs of Jordan

08.45 – 09.15

Perspectives for the Mediterranean region

Jorge Sampaio, UN High Representative for the Alliance of Civilizations and former President of Portugal

Andreu Claret, Executive Director of the Anna Lindh Mediterranean Foundation

09.15 – 10.00

The changing media landscape and presenting new research on trends in public perceptions

Jean-Paul Philippot, President of the European Broadcasting Union

Dalia Mogahed, Senior Analyst and Executive Director, Gallup Centre for Muslim Studies

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10.00 – 10.15

Coffee Break

10:15 – 12.00

The Potential of Media in the process of Democratic Change and trans-Mediterranean cooperation

A focused debate on the challenges and opportunities in the wake of the historic events in the Arab region and the changing social and cross-cultural dynamics highlighted in the new studies

Key topics for discussion are:

- **New challenges in reporting on cultural diversity and social change**
Dealing with cross-cultural crises and new issues of cultural and religious diversity in countries of democratic transition; ethics; stereotypes in the media; voluntary codes of conduct and self-regulation instruments
- **Social media and technologies in the current transitions**
The role of social media in Arab Spring; Bridging the gap between mainstream and social media; the impact of social media in editorial policy; role of satellite television and free media in current transitions
- **Dealing with information from conflict zones**
Operators' safety; embedded journalism; protection of the signal; access to and validity of the sources
- **Capacity building and cooperation mechanisms in a competitive market**
Role of news and international organizations in building capacity for regional/national media (journalists' exchanges, co-production, exchange of programming); common guidelines on plurality of perspectives

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12:00 – 15:00

Audience & Lunch

15:00 – 16:00

Recommended Action

Identification and consolidation of areas of recommended action at the level of political leaders, media managers and bodies such as the Anna Lindh Foundation and UN Alliance of Civilizations.

16:00 – 16:15

Coffee Break

16:15 – 17:00

Closing and Summing-up of the main recommendations by UNAOC and ALF

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