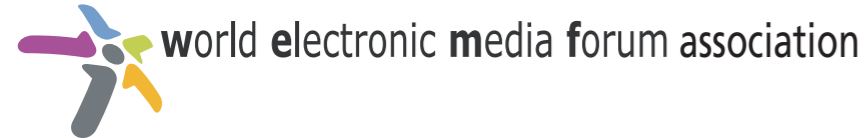




World Broadcasting Unions



In cooperation with:



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world electronic media forum II

an event of the world summit on the information society

Tunis 15 – 16 November 2005



The WEMF Association thanks the United Nations Department of Public Information (UNDPI), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Swiss Agency for Development and Cooperation (SDC), the Global Knowledge Partnership (GKP) and Canal France International for enabling the participation of broadcasters from developing countries.

With the support of:

Members:



United Nations Educational, Scientific and Cultural Organization



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Programme

Tuesday 15 November

09:00 – 09:15

Welcoming addresses by the Arab States Broadcasting Union, Abdelhafidh HARGUEM, Director General and Habib Chawki HAMRAOUI, President.

09:15 – 10:15

Session 1

Introduction: the WSIS and broadcasters

Why was the WSIS convened, and what was achieved? A review of the intentions and objectives of the WSIS, and the role of broadcasters in the information society.

Moderator: Riyadh NAJM (SATV), President of WBU-Technica Committee
Panellists: Guillaume CHENEVIÈRE, President CMRTV - John MUSUKUMA, Secretary General, SABA - Shashi THAROOR, Under-Secretary-General for Communication and Public Information, United Nations - Robert RABINOVITCH, President and CEO, CBC/Radio-Canada

10:30 – 12:30

Session 2

Achieving the Millennium Development Goals – the role of broadcasters and the new technologies

The combination of traditional and new media can play a vital role in giving voice to the concerns, hopes and dreams of the poor and marginalised. How can broadcast media help the citizens of developing countries improve their conditions? How can broadcasters harness new information and communications technologies to help attain the fairer and less unequal world envisaged by the Millennium Development Goals?

Moderator: Yoshimori IMAI, Executive Editor NHK
Panellists: José Antonio OCAMPO, Under-Secretary-General for Economic and Social Affairs, United Nations - Lynne Muthony WANYEKI, FEMNET - AMARC Vice-President - Dr Eddie IROH, President, URTNA; Director General, Federal Radio Corporation of Nigeria (FRCN) - Khalil Al THAOUDI, Ambassador of Bahrain, Egypt - Boris BERGANT, Deputy Director General, Radio-TV Slovenia; Vice-President, EBU - Ambassador Walter FUST, Director General, Swiss Agency for Development and Cooperation (SDC)

14:00 – 15:45

Session 3

Using ICT in the Broadcast World

What areas of programme-making and media delivery can benefit from information and communication technologies? ICT can improve productivity, but is it always necessarily more efficient to use IT rather than more staff-intensive methods?

Moderator: Cesar GERBASI (OTI)
Panellists: Farres LUBBADEH (ASBU) - Harry SORGELOOS, Director General of Strategy, Technology and Innovation, VRT - Nestor CRISCIO (AIR/IAB) - Mark JEFFREY (Microsoft)

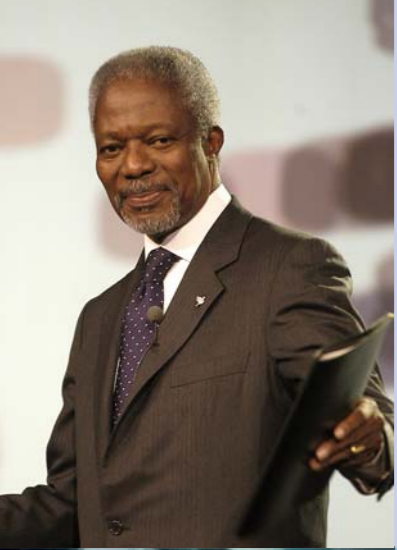
16:15 – 18:00

Session 4

The interconnection between broadcast technology and content – is the medium or the content the message?

Some media sociologists argue that - while watching and listening to specific programmes is the reason we buy and use media technology, and that what we see and hear strongly influences our lives - society is changed by technology rather than content. If we can understand the forces that shape our world, this will help us create a better information society. The session will consider the shaping factors of the society.

Keynote speaker: Derrick de KERCKHOVE, University of Toronto
Moderator: David WOOD, EBU; Vice-President, WBU-Technical Committee
Panellists: Guila THIAM, Secretary General, CIRTEF - Verena WIEDEMANN, Head of European Affairs, ARD - Alfonso RUIZ DE ASSIN, President, AIR/IAB - Burchel WHITEMAN, Minister of Information, Jamaica



Wednesday 16 November

10:00 – 11:00

WSIS Official Opening

11:00 – 13:00

Session 5

Saving the world's audiovisual archives for the 21st century and beyond

Many cultural treasures are rotting on film and tape in the basements of broadcasters around the globe. New technologies could save these riches for future generations, but can the world be persuaded to find the resources required? *Session organised in collaboration with the International Federation of Television and Radio Archives (FIAT/IFTA).*

Moderators: Sue MALDEN Director, FIAT/IFTA - Neil REGAN, Chairman, EBU Archives Group.
Panellists: Emmanuel HOOG, President, FIAT/IFTA - Mohammad AHAMADIN, Director, Information and Documentation Centre, ERTU - Matthew WHITE, National Geographic - Patrick COZIER, Secretary General, CBU - Guido DEL PINO, Head, RAI TV Archives - Lawrence ATIASE, Acting Secretary General, URTNA

13:00 - 14:00

Sandwich lunch offered by ASBU

13:45- 15:45

Session 6

Cultural diversity and dialogue of civilisations in the information society

The new technologies have made the richness and diversity of the world's cultures more visible and accessible than ever. But do all societies have the capacity to take advantage of these developments? Do these new technologies also encourage cultural homogenization, or the prevalence of some cultures to the detriment of others? How can they be used to enhance the diversity, representation and understanding of different cultures? Panellists will explore the different cultural functions of global, regional, public service, community and private media

Moderator: Abdul Waheed KHAN, Assistant Director-General for Communication and Information, UNESCO
Panellists: Dr. Alicia FINOL, Vice-President, Venezuelan Association of the Broadcasting Industry - Habib Chawki HAMRAOUI, President, ASBU and CoPeAM - Kwame KARIKARI, University of Ghana - Shirazuddin SIDDIQI, Director, BBC Afghanistan Educational Project - Dominique WOLTON, Director of Research, CNRS

16:00 - 17:45

Session 7

Safety of journalists in zones of conflict

The first years of the information era have been the most deadly for journalists. Politicians, journalists and international officials debate what measures could be taken to protect the key providers of content in the information age.

Moderator: Shashi THAROOR, Under-Secretary-General for Communication and Public Information, United Nations
Panellists: Aidan WHITE, General Secretary, IFJ - Nakhla HAJ, Chief Editor, Al Arabiya - Roberto MORRIONE, Directeur General, RAInews 24 - Melinda QUINTOS DE JESUS, Executive Director, Centre for Media Freedom & Responsibility, Philippines - Maria Teresa RONDEROS, President, Foundation for the Freedom of the Press, Columbia - Ridha NAJAR, Director, African Centre for Journalists and Communicators

18:00 - 18:4

Concluding session

WEMF messages for the WSIS

Address by United Nations Secretary General, Kofi ANNAN
Key participants in all preceding sessions draw together their messages for the UN Chief Kofi ANNAN who will communicate them to the Heads of State and Government attending the WSIS.

Moderator: Arne WESSBERG, EBU President
Presenters: Riyadh NAJM - Yoshimori IMAI - Guila THIAM - Sue MALDEN - Habib Chawki HAMRAOUI - Aidan WHITE

