

**03.09.2008**

## **MEDIA SUMMER SCHOOL FOR STUDENTS OF JOURNALISM IN B&H**

**Sarajevo, hotel "Terme", Ilidza  
03-06th September 2008**

The Press Council in Bosnia-Herzegovina, with support of the foundations Konrad Adenauer, Hanrich Böll and DVV International, and the OSCE Mission to Bosnia and Herzegovina is organising the first Summer School of journalism for 30 students from four BH faculties, Mostar, Tuzla, Sarajevo and Banja Luka. Program of the school is based on theoretical and practical lectures on professional ethical principles of journalism, media legislation and self-regulation for print media, as well as mechanisms of protection for journalists and journalistic profession. The most important part of this three days long media school in association and establishment of network of future young journalists from whole Bosnia and Herzegovina. The school will take place at hotel Terme, Ilidza near Sarajevo, and lecturers are journalists and experts in self-regulation form B&H and Europe. The school shall be opened by the German Ambassador, HE Joachim Schmitt and the Ambassador of the OSCE Mission to B&H, HE Douglas Davidson.

## **PROGRAM**

### **SUMMER MEDIA SCHOOL FOR STUDENTS OF JOURNALISM IN B&H Mostar, Banja Luka, Sarajevo, Tuzla**

Sarajevo, 02-05 September 2008  
Hotel Terme, Ilidza

#### **School Guests**

HE Ambassador of Germany in B&H and H.E Ambassador of the OSCE Mission to B&H

#### **Ethics and ethical principles of journalism:**

Ethics as protection of journalistic profession and journalists

#### **Self-regulation and regulation of media:**

Ethical codes in B&H

Self-regulation and media freedoms, European experiences  
Media legislation and mechanisms of protection for journalists

**Recommendations for media:**

Recommendations for treatment of gender issues in media  
Recommendations for court media reporters in B&H

**Practical case studies:**

Practical case studies on application of journalistic ethics, based on work of the PC's  
Complaints Commission

**Work analysis and recommendations for students**

**Evaluation**

**Certificate Award**

**TUESDAY, 02.09.2008.**

Arrival of students in the afternoon. Accommodation at hotel Terme, Ilidza.

**20h** Meeting of all participants, introduction with the program and each other Dinner

**WEDNESDAY, 03.09.2008**

**09.00** *Opening of the program:* Greeting of the organiser  
Ljiljana ZUROVAC, Press Council in Bosnia-Herzegovina

Introducing with students

**09.30** Introduction with programs of the Foundations Konrad Adenauer, Heinrich Boell and  
DVV International in B&H which might be interesting and useful for young journalists

**10.00** Short break

**10.10** *First lecture: Ethics and ethical principles in journalism*

Ethics as protection of journalistic profession and protection of journalists  
Miodrag ZIVANOVIC Ph.D., Member of the Complaints Commission of the Press Council in  
Bosnia-Herzegovina

Questions and answers

**11.00** Coffee break

**11.15** *Second lecture: Self-regulation and media regulation*

Self-regulation and regulation of media in B&H – specificity, differences and similarities  
Enes OSMANCEVIC MA, Member of the Complaints Commission of the Press Council in

Bosnia-Herzegovina

Helena MANDIC, B&H Regulatory Agency for Communications

Questions and answers

*Ethical codes of journalism in Bosnia and Herzegovina:*

The Press Code and the RAK Broadcast Code – limitations or guaranteed freedom of journalistic reporting

Borka RUDIC, journalist, Association BH Journalists

Helena MANDIC, B&H Regulatory Agency for Communications

**12.30 LUNCH BREAK**

**14.00 PRESS CONFERENCE with Guests, Ambassadors in B&H:**

Ambassador of Germany in B&H, HE Joachim SCHMIDT, and the Ambassador of the OSCE Mission to B&H, HE Douglas DAVIDSON

**14.15 SCHOOL GUESTS: Ambassadors of Germany in B&H and the OSCE Mission to B&H**

HE Ambassador of Germany in B&H, Mr Joachim SCHMIDT:

Role of political foundations in democracy development support in Bosnia and Herzegovina

HE Ambassador of the OSCE Mission to B&H, Mr Douglas DAVIDSON:

Role of young journalists in democracy development in Bosnia and Herzegovina

Questions and answers

**15.15 Short break**

**15.25 Third lecture: Self-regulation and freedom of media, European experience**

Manfred PROTZE, Chairman of the German Press Council (Deutscher Presserat), journalists of the German press agency dpa

Questions and answers

**16.00 Coffee break**

**16.15 Fourth lecture: Media legislation and mechanism of journalists protection:**

Laws on Protection against Defamation in B&H, Law on Free Access to Information, Media self-regulation, Association of journalists, Media Help Line, Media Ombudsman, Journalists Trade Union

Enes OSMANCEVIC MA, Member of the Complaints Commission of the Press Council in Bosnia-Herzegovina

Borka RUDIC, journalist, Association BH Journalists/ Media Help Line

Ljiljana ZUROVAC, journalist, Press Council in Bosnia-Herzegovina

**17.00** Evaluation of the first day / overview of the following day

Free time

**19.00** Dinner

Organised time for associating

## **THURSDAY, 04.09.2008**

Breakfast

**09.00** Reminder of the previous day / Introducing a new working day

**09.10** *Fifth lecture: Recommendations for media I*

Recommendations for court media reporters

Nidzara AHMETASEVIC MA, journalists, Balkan Investigative Reporting Network BIRN

Questions and answers

**10.00** Short break

**10.10** *Recommendations for media II:*

Treatment of gender issues and usage of gender sensitive language in media

Ljiljana ZUROVAC, Press Council in Bosnia-Herzegovina

Media and Gender – what does it mean to be gender sensitive in media? – why is important issue of gender respect? is it only relation of different sexes or is it more complex sociological issue with long-term consequences in relation to way of treatment?

Nada LER-SOFRONIC, Ph.D.

Questions and answers

**11.15** Coffee break

**11.30** *Sixth lecture and practical examples - Study case*

Application of journalistic ethics in accordance with work of the self-regulatory Complaints Commission of the Press Council

Manfred PROTZE, Deutscher Presserat (Germany Press Council)

Distribution of assignments: citizens' complaints on print media reporting/work in groups

**13.00** LUNCH BREAK

**14.15** *Practical case studies, continuation – joint session*

Analysis of practical cases, resolving of citizens' complaints on print media reporting

Manfred PROTZE, Miodrag ZIVANOVIC, Ph.D. and Enes OSMANCEVIC MA

**15.30** Coffee break

**15.45** *Practical case studies- joint session:*

Analysis of practical exercises

Manfred PROTZE, Miodrag ZIVANOVIC, Ph.D. and Enes OSMANCEVIC MA

**16.50** Evaluation of the day / Practical tasks for the following day

Free time

**18.45** Going to town, Sarajevo

**19.00** Dinner at Bas-carsija

Free time in town

**21.30** Return to hotel

## **FRIDAY, 05.09.2008**

Breakfast

**09.00** *Opening of the day /reminder on pervious day*

Practical exercises of application of journalistic ethics, based on work of the Complaints Commission of the Press Council

Manfred PROTZE, Deutscher Presserat

Work on tasks from the previous day / Work in groups

**10.00** *Practical case studies, continuation – joint session*

Analysis of practical case studies, analysis of citizens' complaints on print media reporting  
Manfred PROTZE, Miodrag ZIVANOVIC, Ph.D. and Enes OSMANCEVIC MA

**11.00** Coffee break

**11.15** *Expert analysis and recommendation to students*

How to recognise a mistake, how to avoid mistakes, what to do when the mistake accidentally happens?

Manfred PROTZE, Chairman of the German Press Council

Questions and answers

**12.15** *Study Trip: Going to Vrelo Bosne*

Vrelo Bosne is one of the strongest wellsprings in Europe – importance of regular media

reporting on environmental issues

**14.00** Return to hotel Terme from Vrelo Bosne

LUNCH

**16.00** Evaluation

Students program analysis and work at the School

Closing words, prior closing of the first Summer Media School for Students of Journalism in B&H

Manfred PROTZE, Chairman of the German Press Council

Miodrag Zivanovic, Ph.D. Complaints Commission of the Press Council in B&H

Ljiljana Zurovac, Executive Director of the Press Council in B&H

**CERTIFICATE AWARD**

Coffee and drinks for the end of the program

**END OF THE PROGRAM**

Departure of participants during the afternoon

Media Summer School for Students of Journalism in B&H