

## INVITATION – Workshop March 7<sup>th</sup>/8<sup>th</sup> 2008 Lucerne, Switzerland Merging Media, Converging Newsrooms



Journalism is undergoing fundamental change. Once upon a time, the journalist's daily task likely consisted of delivering 100 lines to meet an editorial deadline. The journalist of the future, however, will need to add an audio version to his article, write a comment for the newspaper's internet issue, and possibly also produce a video summary for online purposes.

Fields of journalistic activity are also converging, as are editorial offices and departments. Today it is common to see print-, online-, radio- and video journalists gathered around one table in a spacious newsroom. And such merging processes continue right on up to the level of the publishers, where smaller companies are swallowed by larger ones.

What are the consequences of these changes for journalism, and how should journalists react to them? What choices are still available, and how will future generations of journalists need to be trained to meet the challenge of converging processes?

These questions will be answered by leading researchers and practitioners from Europe and the US at the international conference on March 7th and 8th, 2008. Participants will get involved in discussions of the latest insights, academic results and invaluable experience gained in this increasingly complex field.

The conference will be hosted by the European Journalism Observatory EJO/University of Lugano [www.ejo.ch](http://www.ejo.ch) and the MAZ, the Swiss School of Journalism [www.maz.ch](http://www.maz.ch)

### **Location**

MAZ – The Swiss School of Journalism  
Murbacherstrasse 3  
6003 Lucerne  
Switzerland

### **Format**

Short inputs from experts with follow-up plenary discussions  
Language: English

### **Registration**

Gabriela Murer, E-Mail: [gabriela.murer@maz.ch](mailto:gabriela.murer@maz.ch)  
Please register **until March 1st.**

## PROGRAM

- Friday** **Welcome**  
**March 7**  
**10.00 am**
- \_ Sylvia Egli von Matt, MAZ – The Swiss School of Journalism, Lucerne, Switzerland
  - \_ Marcello Foa, European Journalism Observatory EJO/University of Lugano, Switzerland
- 10.15 **The State of the Art: Converging Newsrooms**  
Keynote Contributions
- \_ Martha Stone, WAN World Association of Newspapers, Paris, France
  - \_ Markus Spillmann, Neue Zürcher Zeitung, Zurich, Switzerland
- 11.00 **Coffee Break**
- 11.30 **Discussion**
- 12..30 **Lunch Break**
- 14.00 **«Online first»? How Print and Online are Merging**  
Panel 1
- \_ Sandeep Junnarkar, City Univ. of NY, USA
  - \_ Ulrik Haagerup, Danish Radio, Orestad, Denmark
  - \_ Hansi Voigt, 20 min.online, Zurich, Switzerland
- 15.15 **Discussion**
- 15.45 **Coffee Break**

- 16.15 **Total Symbiosis or the End of Serious Journalism?**  
Panel 2 **The Multi-Channel-Cross-Media-Newsroom**  
\_ Klaus Meier, University of Darmstadt, Germany  
\_ Daniela Kraus, Medienhaus Wien, Austria  
\_ Gigi Donelli, Il Sole - 24 Ore, Milano, Italy  
\_ Andras Nyiro, Ringier Eastern Europe, Hungary  
\_ Kostas Saltzis, De Montfort University, Leicester, GB

17.45 **Discussion**

20.00 **Dinner**

**Saturday  
March 8**

- 9.00 **Media Mergers, Newsroom Synergies, and their Impact on Journalistic Quality**  
Panel 3  
\_ Robert Picard, Jönköping International Business School, Sweden  
\_ Werner D'Inka, Frankfurter Allgemeine Zeitung, Germany  
\_ Wojciech Rogacin/Pawel Fafara, Polskapresse, Poland  
\_ Kurt W. Zimmermann, columnist, media consultant, Zurich, Switzerland

10.30 **Discussion**

11.00 **Coffee Break**

- 11.20 **The Future «Outsourced»? The Consequences of Merging and Converging for Young Journalists, for Freelancers – and for Journalism Training**  
Panel 4  
\_ Hugo Bigi/Roger Dickinson, MAZ/Univ. of Leicester, GB  
\_ Verena Lugert, «Plan 17», an association of freelancers, Hamburg, Germany  
\_ Marlis Prinzing, freelance journalist/EJO, Lugano, Switzerland

12.30 **Final Discussion**

- 13.00 **Summary/Good-bye**  
\_ Sylvia Egli von Matt, MAZ-The Swiss School of Journalism, Lucerne, Switzerland

Sponsored by:

