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United Nations  
Educational, Scientific and  
Cultural Organization

Preliminary Agenda for the International Conference:

## **UNESCO Media development indicators: Monitoring media development in Croatia**

Organized by the Centre for Media and Communication Research (CIM),  
Faculty of Political Science, University of Zagreb, in cooperation with the  
Communication Development Division, UNESCO

Under the Auspices of Mr. Stjepan Mesić, the President of the Republic of Croatia

Venue: Faculty of Political Science, University of Zagreb, Lepušićeva 6  
Languages of the conference: Croatian and English, with simultaneous translation

Zagreb, 25 September 2009

### **9:00 Welcome and opening of the conference**

Zrinjka Peruško, Chair, Centre for Media and Communication Research, Faculty of Political  
Science, University of Zagreb

Vlatko Cvrtila, Dean, Faculty of Political Science, University of Zagreb

Siniša Tatalović, Representative of the President of the Republic of Croatia

### **9:30 Introduction to the UNESCO media development indicators project & background,**

Wijayananda Jayaweera, Director of Communication Development Division, UNESCO  
UNESCO media development indicators project

Zrinjka Peruško, Chair, Centre for Media and Communication Research, Faculty of Political  
Science, University of Zagreb

Introduction to UNESCO media development indicators project in Croatia

### **10:15 Indicator I: A system of regulation conducive to freedom of expression, pluralism and diversity of the media**

Martina Topić, Centre for Media and Communication Research, Faculty of Political Science,  
University of Zagreb

*Presentation of the first indicator*

Panelists: Nenad Stazić, Chairman of the Parliamentary Committee on Media, Information and  
ICT, Zrinka Vrabec Mojzeš, Radio 101, Davor Glavaš, BBC Croatia, , Martina Topić

Discussion

**11:30 Coffee break**

**11:45 Indicator II: Plurality and diversity of media, a level economic playing field and transparency of ownership**

Zrinjka Peruško

*Presentation of the second indicator*

Panelists: Ante Gavranović, Association of Editors, Rajko Naprta, Croatian Chamber of Commerce, Zrinjka Peruško

Discussion

**13:00 Indicator III: Media as a platform for democratic discourse**

Nada Zgrabljic Rotar, Department of Information and Communication, University of Zadar

*Presentation of the third indicator*

Panelists: Zrinjka Peruško, Sanja Modrić, *Novi list*, Nada Zgrabljic Rotar

Discussion

**14:15 Lunch catered at the premises**

**15:15 Indicator IV: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity**

Gordana Vilović, Centre for Media and Communication Research, Faculty of Political Science, University of Zagreb

*Presentation of the fourth indicator*

Panelists: Zdenko Duka, President, Croatian Journalists Association, Jasmina Popović, Croatian Journalists Union, Gordana Vilović

Discussion

**16:30 Indicator V: Infrastructural capacity is sufficient to support independent and pluralistic media**

Tena Perišin, Croatian Radio & Television (HRT) & CIM, Faculty of Political Science, University of Zagreb

*Presentation of the fifth indicator*

Panelists: Vanja Sutlić (tbc), Director of Croatian Radio & Television, Tonko Obuljen, Agency for Telecommunications, Tena Perišin

Discussion

**17:30 Coffee break**

**17:45 Round table discussion on all indicators: lessons and recommendations, extending the indicators in the region**

**Moderator: Zrinjka Peruško**

**Panelists: representatives of academic institutions and UNESCO commissions from central and southeastern Europe**

19:00 Closing of the conference