



4th Regional conference on Innovation Journalism Stanford after Stanford 2009

The European Journalism Centre and Vibacom are organizing the **Fourth Regional Conference on Innovation Journalism Stanford after Stanford 2009**, to be held on 3 September in Ljubljana, Slovenia.

The conference targets journalists, editors, communicators and all people working with media (especially in the field of innovation, economy, technology, IT, science, etc.).

The following topics will be discussed:

- Innovation as a journalistic topic,
- Education and professional development of journalists,
- New media business models,
- Key points of the IJ6-6th Conference on Innovation Journalism at Stanford University in USA, May 2009.

Draft programme (including invited speakers - videoconference or live)

10:00 – 11:30

IS INNOVATION A JOURNALISTIC TOPIC?

- **Opening of the meeting - Violeta Bulc**, Vibacom and **Wilfried Ruetten**, EJC
- **How is InJo as a topic placed globally** (the overview of InJo practice in the world) - **David Nordfors**, founder of the InJo concept, Director of the VINNOVA Stanford Research Center of Innovation Journalism at Stanford University
- **Innovation in Journalism - Claude Erbsen**, Director and Consultant, INNOVATION Media Consulting
- **Innovation in Slovenian media** (findings and recommendations from the Slovenian jury of InJo award from 2006 to 2009) - **Polona Pibernik**, member of InJo jury fom 2006, director of Mediade, **Estera Lah**, project manager of InJo award
- **Panel discussion: Is innovation a journalistic topic?**
 - **Peter Frankl**, chief editor and director Finance
 - **Lenart Kučič**, journalist, Delo
 - **David Nordfors**, director, VINNOVA Stanford Research Center of Innovation Journalism at Stanford University
 - **Drenislav Žekić**, advisor to general director HTV, vice-president of Croatian Public Relations Association
 - **Thomas Frostberg**, journalist, Sweden

11:30 – 12:00 Coffee break

12:00 – 13:30

HOW TO GAIN THE RIGHT KNOWLEDGE FOR EFFICIENT REPORTING ON INNOVATION?

- **Experience from Israel** - **Dr. Noam Lemelshtrich-Latar**, Dean of Sammy Ofer School of Communications and Information
- **Experience from Finland** - **Dr. Turo Uskali**, senior research scholar at the Department of Communication (Journalism) at the University of Jyväskylä
- **Experience from Europe** - **Wilfried Ruetten**, director, European Journalism Centre
- **Experience from Innovation Journalism Fellowship program** - **Sabina Vrhnjak**, journalist and first Slovenian participant at the Stanford's program
- **Panel discussion How to gain the right knowledge for efficient reporting on innovation?**
 - **Marko Milosavljevič**, professor, Faculty of Social Sciences
 - **Grega Repovž**, chief editor, Mladina, president of Slovene Association of Journalists
 - **Nataša Koradžija**, editor and journalist, Finance, First winner of InJo award
 - **Wilfried Ruetten**, director, European Journalism Centre
 - **Mark Ventresca**, professor, University of Oxford, Saïd Business School

13:30 – 14:30 Lunch break

14:30 – 16:30

WHAT CAN WE LEARN FROM THE NEW MEDIA BUSINESS MODEL?

- **Introduction to new media business models** - **Ali Žerdin**, editor, Dnevnik
- **Story of SamaaTV** - **Amir Jahangir and Jonathan Mark Tatti**, SamaaTV, Pakista
- **BBC as Innovative media enterprise** - **Herman Gyr**, Co-Founder, Enterprise Development Group
- **Story about Community Acting Reporting** - **David Cohn**, Spot Us
- **Panel discussion What can we learn from the new media business model?**
 - **Ali Žerdin**, editor, Dnevnik
 - **Jurij Giacomelli**, director, Gorenje design Studio, media business model specialist
 - **Jani Sever**, editor, Vest.si
 - **Vojko Flegar**, editor, Razgledi.net
 - **Amir Jahangir**, director, SamaaTV
- Final discussions and wrap-up

