

# Media Journalism: Problems and Prospects

## Thursday 29 April 2010

- 3.00 pm – 4.30 pm**      **Warm-up: The situation of U.S. journalism and the influence of media journalism**  
Mike Hoyt (Columbia Journalism Review), with Prof. Dr. Stephan Ruß-Mohl (European Journalism Observatory, Lugano University) and Prof. Dr. Hans J. Kleinsteuber (Hamburg University)
- 4.30 pm – 5.00 pm**      **Coffee break**
- 5.00 pm – 5.15 pm**      **Welcome note**  
Prof. Dr. Michael Haller (Message)
- 5.15 pm – 5.45 pm**      **Keynote**  
Mike Hoyt (Columbia Journalism Review)
- 6.00 pm – 7.30 pm**      **Media journalists: watchdogs of their own profession?**  
Introduction: Hans Werner Kilz (Süddeutsche Zeitung)  
Discussion: Hans Werner Kilz, Kuno Haberbuch (NDR), Prof. Dr. Volker Lilienthal (Hamburg University), Prof. Dr. Thomas Leif (Netzwerk Recherche)  
Moderator: Prof. Dr. Susanne Fengler (Dortmund Technical University)
- 7.30 pm**                      **Dinner buffet and get-together**

## Friday 30 April 2010

- 9.00 am – 9.30 am**      **Transparency and self-criticism within the EU – first research results of a pan-European study**  
Lecture: Prof. Dr. Susanne Fengler and Tobias Eberwein (Erich-Brost-Institute, Dortmund Technical University)

- 9.30 am – 11.00 am**      **Media Journalism in Europe: Success stories and failures**  
Discussion: Andrzej Krajewski (freelance journalist, Poland), Rainer Stadler (Neue Zürcher Zeitung, Switzerland), Mathieu Magnaudeix (Mediapart.fr, France)  
Moderator: Prof. Dr. Stephan Ruß-Mohl (European Journalism Observatory, Lugano University)
- 11.00 am – 11.30 am**      **Coffee break**
- 11.30 am – 12.30 pm**      **Outside views: What is media journalism supposed to achieve?**  
Lecture: Heidi Klein (Lobby Control)  
Lecture: Albrecht Müller (NachDenkSeiten.de)
- 12.30 pm – 1.30 pm**      **Lunch buffet**
- 1.30 pm – 3.00 pm**      **The target group question: Media journalism – for journalist only?**  
Introduction: Mike Hoyt (Columbia Journalism Review)  
Discussion: Steffen Eßbach (NDR Zapp), Stefan Niggemeier (freelancer journalist/blogger), Kai-Hinrich Renner (Hamburger Abendblatt), Steffen Grimberg (taz), Hans-Jürgen Jakobs (Süddeutsche Zeitung)  
Moderator: Dr. Steffen Burkhardt (Hamburg University)
- 3.00 pm – 3.30 pm**      **Coffee break**
- 3.30 pm – 4.30 pm**      **Conference feedback and final discussion**  
with the advisory board of Message: Prof. Dr. Roger Blum (Bern University), Prof. Dr. Wolfgang Langenbacher (Vienna University), Dr. Dieter Wild, Prof. Dr. Hans J. Kleinsteuber (Hamburg University), Prof. Dr. Christoph Fasel (Calw SRH Academy), Prof. Dr. Stephan Ruß-Mohl (European Journalism Observatory, Lugano University) and Peter-Matthias Gaede (Geo)  
Moderator: Prof. Dr. Michael Haller (Message)
- 4.30 pm**                      **Final closing of the conference, departure**