



## WEBINAR

# Public Service Media in transition: current challenges and ways forward 21 - 22 September 2020

## SPEAKERS

### SESSION I

*The role of national parliaments in supporting sustainable and independent public service media. Council of Europe standards for media and their implementation*



**Rastó KUŽEL**  
Facilitator



**Vladimír BILČÍK**

is the Executive Director of MEMO 98, a proficient media institution with extensive experience of delivering media monitoring on behalf of international institutions and technical assistance to civil-society groups. Rastó has worked as media and election analyst, consultant, and trainer, participating in some 28 OSCE/ODIHR election observation missions, provided media assistance to public broadcaster, non-governmental organizations, and election administration in Georgia.

For the last five years, his focus is on propaganda and disinformation. He conducted a research on the impact of Russian narratives in the former Soviet Union countries and beyond, conducted trainings in media monitoring and fact checking and participated at various events focusing on this issue, including RightsCon, Beacon Project or the Digital Disinformation Forum at the Stanford University.

Member of the European Parliament since May 2019, in the Civil Liberties, Justice and Home Affairs (LIBE) Committee and substitute member of the Foreign Affairs (AFET) and Constitutional Affairs (AFCO) Committees. He is a member of the EPP parliamentary group and serves as vice-coordinator of the EPP MEPs in AFCO. Since 2019, he is the European Parliament's Standing Rapporteur for Serbia and Chair of the EU-Montenegro Stabilisation and Association Parliamentary Committee.

He holds a B.A. in political science and economics from Swathmore College, M.Phil. in European politics from the University of Oxford and PhD in political science from Comenius University in Bratislava. He has published on EU institutions, EU foreign policy, Slovak, German and V4 politics as well as Brexit more recently. In addition, from 2002 to 2003 he was Adviser to the Representative of the Slovak Government in the Convention on the Future of Europe.



## SESSION II

### Regulating independence and pluralism of audio-visual media: implementation challenges



Maria DONDE



Ľuboš KUKLIŠ

Maria works for the UK Office of Communications (Ofcom) as the Head of its International Content Policy, covering media, content and broadcasting issues. She leads on Ofcom's engagement with other

European media regulators, most particularly through EPRA (where is currently a Vice-Chair) as well as international bodies and represents Ofcom on the full range of media policy questions.

She oversaw Ofcom's input into the recently concluded negotiations on the AVMS Directive and manages its relationship with the European Commission on matters relating to the Directive. Her regulatory background is in advertising, having spent four years at the Advertising Standards Authority before joining Ofcom's Broadcasting Standards department. Prior to that, she worked in media analysis, and before that as a radio producer for the BBC World Service. She has a Modern Languages degree from Cambridge University and a master's degree in Literary Translation.

is a chief executive at the Council for Broadcasting and Retransmission of Slovakia.

Ľuboš is the Council's representative in European Regulators Group for Audiovisual Media Services (ERGA), where he currently serves as Board member responsible for external relations. He also leads ERGA's work on disinformation.



### SESSION III

#### *Institutional and editorial independence of public service broadcasting: topical challenges*



Radka BETCHEVA



Marius DRAGOMIR

is Head of Member Relations for Central & Eastern Europe in the Directorate of Member Relations and Communications at the EBU. She works on strategic, advisory and policy issues related to EBU members. She manages a programme for support of public service media in the EU accession countries. From 2005 to 2012 Ms Betcheva worked as a Head of the Media Programme in the OSCE Mission to Montenegro, supporting media reforms, and she worked also with the UNMIK/OSCE Mission in Kosovo in 2004-2005.

Ms Betcheva has 16 years of experience in Bulgarian public service broadcasting as a journalist, editor and executive producer and part time lecturer at the New Bulgarian University.

She holds a master's degree in International Relations and Diplomacy from Tufts University in Boston, a master's degree in Economics from the University of National and World Economy in Sofia, and a diploma in Journalism. In 2002-2003 she was awarded the prestigious Nieman Fellowship at Harvard University.

is the Director of the Center for Media, Data and Society at the CEU. Since 2007, he has managed the research and policy portfolio of the Program on Independent Journalism (PIJ), formerly the Network Media Program (NMP), in London. He has also been one of the main editors for PIJ's flagship research and advocacy project, Mapping Digital Media, which covered 56 countries worldwide, and he was the main writer and editor of OSF's Television Across Europe, a comparative study of broadcast policies in 20 European countries.

Marius has spent the past decade in the media research field, specializing in media and communication regulation, digital media, governing structures of public service media and broadcasting, spectrum management, and ownership regulation. He has authored expert studies and articles on journalism and media policies that have been published and translated in more than 60 countries.

He started his career as a journalist some 25 years ago in his native Romania where he worked for several local dailies, radio, and TV stations. Since 1999, he has been working for English-language media. Last year, with a group of journalists and researchers, he co-founded Mediapowermonitor.com, a community of experts in media policy covering trends in regulation, business, and politics that influence journalism.