

Regional Workshop

“Media Accountability and Media Sustainability in the MENA region”

Date: 24-25 September 2021

Venue: Hotel Kempinski in Amman/Jordan

Participants from:

Algeria, Egypt, Iraq, Jordan, Lebanon, Libya, Morocco, Sudan, Syria, Tunisia

Simultaneous translation: Arabic-English/English-Arabic

Moderation:

Naji Bakhti, Program Manager Samir Kassir Foundation

Isabella Kurkowski, Regional Coordinator Erich Brost Institute for International Journalism

Day 1

- 09:00-09:30 Registration of Participants
- 09:30-10:00 Welcome Speech
- Ayman Mhanna, Samir Kassir Foundation (via Zoom)
- Prof. Dr. Susanne Fengler, Erich Brost Institute for International Journalism (video message)
- Presentation of the team, the 2-day workshop schedule
- Introduction of participants by Monika Lengauer & Isabella Kurkowski
- 10:00-10:45 Introduction of Media Accountability
- Isabella Kurkowski
- Questions & Answers*
- 10:45-11:00 **Coffee Break**
- 11:00-11:45 Media Accountability effects Media Sustainability:
- Presentation of the findings of the pilot-study „Media Accountability in the MENA Region“ related to Media Sustainability in the MENA region
- Monika Lengauer and Isabella Kurkowski
- Questions & Answers*
- 12:00-13:00 **Lunch**
- 13:00-14:00 **The Trust Project – Why trustworthiness counts for media business**
- Best practice examples for Media Accountability affecting the media business economy in a positive way*
- Sally Lehrmann, Chief Executive Trust Project (tbc)
- Questions & Answers*
- 14:00-15:00 Implementing Transparency Instruments in the Newsroom – Experiences from TRUST Partners across Countries (via ZOOM)
- N.N.
- Question & Answers*
- 15:00-15:15 **Coffee Break**
- 15:15-16:30 Plenary Discussion:



What can media outlets in the MENA region achieve by applying Media Accountability Instruments and how to create the framework for it? What are the challenges in the MENA context?

tbc: Roula Mikhael (Maharat Foundation, Lebanon), Daoud Kuttab (Community Media Network, Palestine), Fatima el-Issawi (University of Essex), Prof. Fengler (Erich Brost Institute for International Journalism), Prof. Abeer Al-Najjar (University Sharjah)

Question & Answers

16:30 Closing words of day I and outlook on day II of the regional workshop

Day 2

09:00-09:15 Wrap-up of Day 1

09:15-10:15 **Panel I: What newsrooms can do for Media Accountability?**

1. "Ombudswoman experiences from Radio Jawhara"
by Narjess Mkhinini, Ombudswoman Radio Jawhara (Tunisia, tbc)
2. *Daraj.com –A digital media platform for the MENA region in its interaction related to users complaints*
by Hazem Al-Amin or Alia Ibrahim, Co-Founder and Editor-in-Chief (Lebanon, tbc)
3. "Social media users and media accountability:
The Case of Morocco"
by Dr. Abdelmalek El Kadoussi (Morocco)

Open discussion

10:15-10:45 Introduction of the Media Accountability Platform in the MENA region and the MENA Media Accountability Regional Network Initiative

Isabella Kurkowski

Question & Answers

10:45-11:00 **Coffee Break**

11:00 – 12:00 Plenary discussion: Media Sustainability in the MENA region

Challenges, Needs and Existing Funding Initiatives in the MENA Region for Media Sustainability and Media Accountability

Ayman Mhanna, Executive Director Samir Kassir Foundation (via Zoom)

Mira Milosevic, Executive Director Global Forum for Media Development (tbc)

Question & Answers



- 12:00-13:00 **Lunch**
- 13:00-14:15 **Panel II: Innovative approaches from the MENA region in financial sustainability**
- 1. How to support media in the MENA region to be financially viable?*
by Mike de Villiers, Director Equal Rights and Independent Media - ERIM (via Zoom, tbc)
 - 2. Non-profit journalism: Challenges and opportunities for media viability*
by Lina Ejeilat, co-founder and editor in chief, 7iber (Jordan, tbc)
 - 3. 2021 Social Media evolvement in the MENA region – Facts & Figures for media businesses: Why is user interaction and credibility on social media more and more important?*
by Hadil Abuhmaid and Damian Redcliffe (via Zoom, tbc)
- Question & Answers*
- 14:15-15:15 **WORKING GROUP SESSION**
- “What needs to be implemented in the near future in the MENA region in order to enhance Media Sustainability by Media Accountability?”
- Splitting up in two Working Groups, who define necessary steps in order to close the needs
- 15:30-15:45 **Coffee Break**
- 15:45-16:30 Presentation of the outcomes by representatives of each of the Working Group
- Joint discussion*
- 16:30 Closing remarks by the Organizers