



On-line discussion

RUSSIA'S WAR IN UKRAINE AND ITS IMPLICATIONS ON MEDIA IN EASTERN PARTNERSHIP

16 September 2022, 16:00 – 17:30 EEST (UTC+3hrs)

*ZOOM Platform, in English and Russian with simultaneous translation,
length of the event – 1.5hrs.*

The Russian invasion of Ukraine and the ongoing war have changed global geopolitical and economic dynamics forever. The countries of the EU Eastern Partnership (EaP) are among those most affected. The BCME recently conducted a study which examines the impact of Russia's war on independent media with special attention to war coverage and financial viability. The public discussion will focus on conclusions and recommendations revealed in the study focusing on war coverage, Russian disinformation and media business aspects.

PURPOSE OF THE EVENT: to foster information exchange among professionals and stakeholders of the EaP media environment through discussing the most pressing issues that the independent media are facing in 2022 against the back-drop of Russia's war.

PARTICIPANTS: journalists, representatives from the media developing organisations, media donors, and media experts.

DRAFT PROGRAMME

SESSION 1: WAR COVERAGE AND THE PRESENCE OF RUSSIAN DISINFORMATION NARRATIVES. This session will focus on changes in the media environment as a result of Russia's war – particularly revealing approaches to the war coverage in different countries and how Russian disinformation and propaganda are playing out.

16:00 – 16:05
(EEST)

Opening remarks: **Gunta Sloga**, Executive Director, BCME

16:05 – 16:15
(EEST)

Introduction to the conclusions from the BCME study "Russia's War in Ukraine and its Implications on Skills, Needs and Financial Viability of Independent Media in Eastern Partnership Countries", by **Magda Walter**, Chief Editor

16:15 – 16:55
(EEST)

- **Arif Aliev**, President, Baku Press Club, Azerbaijan
- **Boris Navasardyan**, President, Yerevan Pres Club, Armenia
- **Galyna Petrenko**, Detector Media, Ukraine
- **Petru Macovei**, Executive Director, Association of Independent Press, Moldova

Q & A

Moderator: **Magda Walter**, media consultant, Chief Editor of the study

SESSION 2: MEDIA BUSINESS IN TIMES OF WAR. This session will focus on financial viability aspects for media in the region. The state of advertising markets, costs of content production, monetisation and other challenges.

16:55 – 17:35

(EEST)

- **Maksym Sribnyi**, Media Development Foundation, Ukraine
- **Nino Danelia**, media expert, Media Advocacy Coalition, Georgia
- **Pavel Bykouski**, media expert, Deutsche Welle journalist, Belarus
- **Victor Gotisan**, media expert, Moldova

Q & A

Moderator: **Gunta Sloga**, Executive Director, BCME

