



Konrad
Adenauer
Stiftung

Bildungszentrum
Schloss Eichholz

2nd Symposium *Forum Media and Development:*

Money Matters

How Independent Media Manage to Survive

15.-16. September, 2006

Academy Eichholz Castle

Bildungszentrum Schloss Eichholz

FORUM
medien und
entwicklung

Discussions on how to support sustainability of independent media generally focus on the political conditions, the legal framework and – especially in German development cooperation – on the quality of journalistic coverage. Nevertheless, economic factors are of equal importance, not only for the pure survival but also with respect to editorial independence and the resources available to enhance or guarantee the quality of media outlets.

What constitutes the antagonism between public mandate and market success? How can journalistic independence be reinforced in small media markets? How can the sustainability of independent media be strengthened without subsidising single companies? Which business and management models have proved to be efficient?

The symposium will analyse factors restricting or enhancing media environments. It will introduce successful business and management models and should result in concrete recommendations of how media development aid could avoid past failures and support independent media also in their endeavour to gain and sustain a sound economic basis.

In cooperation with the Forum Media and Development, the symposium will take place at the Academy Eichholz Castle of the Konrad-Adenauer-Stiftung in Wesseling.

Completed registration forms should be sent to the Academy Eichholz Castle in Wesseling (near Bonn/Cologne) by 31 August, 2006 (see attachments).

We look forward to welcoming you at the event!

Kind regards,

Michael Lingenthal
Director Academy Eichholz Castle

In collaboration with:

Catholic Media Council
CAMECO

DEUTSCHE WELLE-
AKADEMIE

Department of
Journalism and Mass
Communication
University of Mainz

Friedrich-Ebert-
Stiftung FES

Konrad-Adenauer-
Stiftung KAS

Protestant Academy
of the Rhineland
Center for Development
Research ZEF