



Konrad
Adenauer
Stiftung

Bildungszentrum
Schloss Eichholz

FORUM
medien und
entwicklung

Money Matters

How Independent Media Manage to Survive

15.-16. September, 2006

Academy Eichholz Castle
Bildungszentrum Schloss Eichholz

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 Rhineland*

*Center for Develop-
ment Research ZEF*

Programme

Friday, 15. September

09.45 Reception

10:15 Welcome Address

10:30 Mike DeVilliers
Development Director
IREX Europe

Business Management Indicators as Part
of IREX Media Sustainability Index

Part I: Enabling/Restricting Environments

11:30 Prof. Guy Berger
Head of *Rhodes University School
of Journalism and Media Studies*,
South Africa

Characteristics of African Media Markets

12:30 Lunch Break

14.00 Libby Lloyd
Consultant, *Media Development and
Diversity Agency*, South Africa

Supporting Not-for-Profit Media in
South Africa

15:00 Carsten von Nahmen
Head Middle East Dept.
Deutsche Welle Academy, Berlin

From State to Public Service Broadcasting:
Economic Restrictions on the Transformation
of *Radio-Television Afghanistan*

16.00 Coffee Break

16:30 Boris Darmanovic
Executive Director
Association of Young Journalists,
Montenegro

Effects of Donors' Strategies on a Small
Media Market: An Analysis from Montenegro

Part 2: Success Stories

17:30 Sasa Mirkovic
President Executive Board of *B92*
Belgrade, Serbia

From a Banned Local Radio Station to a
National Media Company

18:30 Supper

20:00 Evening Programme

Saturday, 16. September

09:00 Premesh Chandran
Chief Executive Officer and
Co-founder of Malaysiakini,
Malaysia

An Asian Award Winner: The Business
Strategies of the Oppositional Internet
Newspaper Malaysiakini

10.00 Coffee Break

10.30 Hendra Pasuhuk
Ging Ginanjar
Editors *68H/DEUTSCHE WELLE*
Indonesian Department

68H: Successful Market Strategies of a
Community Radio Network

11.30 Cecilia Valderrama
Coordinadora Nacional de
Radio, Peru

Local Stations Go for National Advertising:
Marketing Strategies of the CNR Agency

12.30 Lunch Break

14.30 WORKSHOPS:

Lessons Learned and Recommendations for
Future Media Development Cooperation

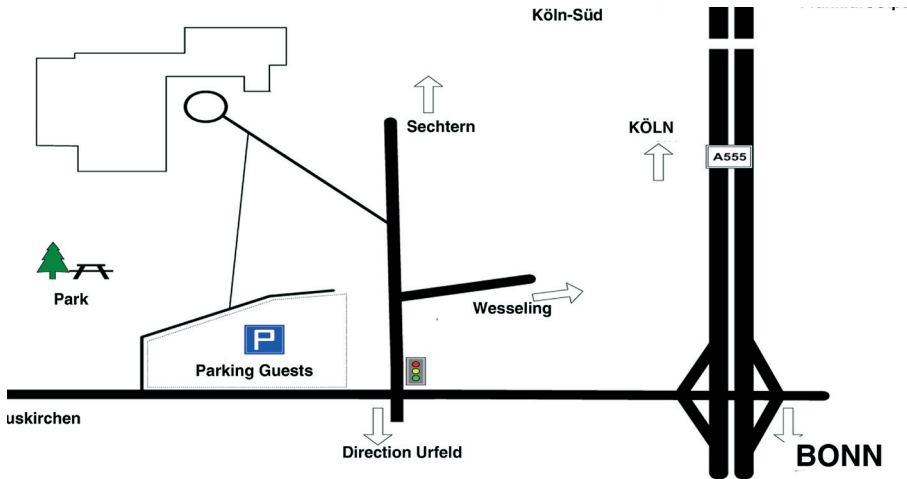
Group I: Strengthening Enabling Environments

Group II: Supporting Business/Management Strategies

16.00-17.00 Plenary

Discussion of results; recommendations for
German media development cooperation

How to get to Academy Eichholz Castle in Wesseling (close to Bonn/Cologne):



By car:

A 555 (highway Cologne/Bonn), exit **Wesseling**, direction **Bornheim**. The parking lot for guests is approx. 100 m behind the first junction.

By train:

From **Cologne/Köln** (from the North) or **Bonn** (from the South) central train stations (Hauptbahnhof) take the Cityline (Stadtbahn) **No. 16**. In Cologne follow the signs to the underground station (U-Bahn), in Bonn the Cityline leaves in front of the station. Get off at **Urfeld** (35 min. from Cologne, 15 min. from Bonn), turn left and head for **Sechtern**. After 100 m you will find the entrance to Eichholz Castle (approx. 20 min. walk).

By airplane:

The nearest airport is Köln/Bonn (Cologne/Bonn). From there take the S13 to Cologne main station (Hauptbahnhof) (approx. 20 min.) and proceed by cityline No. 16 as described above.

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