



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

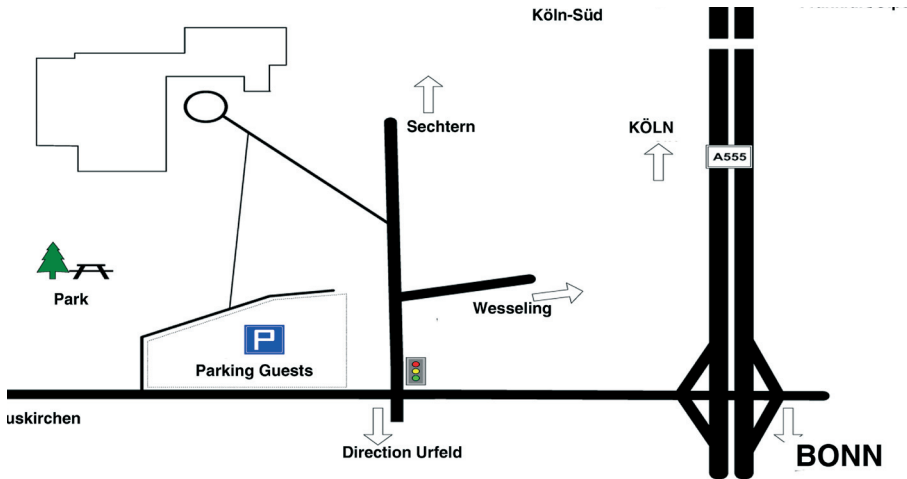
## Saturday, 16. September

- 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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