

## DRAFT AGENDA 2006

FRIDAY, SEPTEMBER 8

14.45 WELCOME **JANN JAKOBS**, LORD MAYOR OF POTSDAM  
OPENING REMARKS **MATTHIAS PLATZECK**, PRIME MINISTER OF FEDERAL STATE OF  
BRANDENBURG

KEYNOTE SPEECH

(*VENUE: HANS OTTO THEATER, SCHIFFBAUERGASSE POTSDAM*)

**16.00 BREAK-OUT SESSIONS: THE MEDIA IN TIMES OF INTERNATIONAL CRISIS**

**WORKSHOP I: THE CLASH OF CULTURES**

CHALLENGE: THE ROLE OF THE MEDIA IS TO UPHOLD FREEDOM OF EXPRESSION:  
DOES THIS INCLUDE COVERAGE OF EXTREMIST VIEWS?

- *CONFRONTED BY CRISIS AND TERRORISM, IS IT ACCEPTABLE FOR DEMOCRACIES TO IMPOSE LEGAL LIMITS ON FREE SPEECH?*
- *IN THE GLOBALISED INTERNET ERA, ARE EXISTING LEGAL RESTRICTIONS ON THE FREE EXCHANGE OF INFORMATION ENFORCEABLE AND SHOULD GLOBAL NETWORKS VOLUNTARILY COMPLY WITH RESTRICTIONS IMPOSED BY CHINA OR ANY OTHER GOVERNMENT?*
- *IN THE SATELLITE ERA, DO THE MEDIA CONTRIBUTE TO THE ISOLATION OF MINORITY COMMUNITIES OR TO THEIR INTEGRATION?*
- *CAN AND SHOULD CORPORATE SOCIAL RESPONSIBILITY STANDARDS BE SET FOR THE MEDIA?*

CHAIR: **JOSEF JOFFE**, PUBLISHER DIE ZEIT  
RAPPORTEUR: **CHARLES MOORE**, TELEGRAPH GROUP

**WORKSHOP II: THE RISE OF THE INTERNET: TOWARDS A GLOBAL FREE MARKET FOR BUSINESS AND THE MEDIA?**

CHALLENGE: THE INTERNET AS A TOOL OF GLOBALISATION: IS THE CHALLENGE  
FAR GREATER THAN EITHER BUSINESS OR MEDIA HAVE YET GRASPED?

- *HOW WILL NEWS AND INFORMATION BE ACQUIRED IN 2040? HOW WILL THE CHANGE IMPACT ON TRADITIONAL MEDIA AND BUSINESS?*
- *WILL PROFIT MARGINS OR EDITORIAL INDEPENDENCE DEFINE THE MEDIA AGENDA?*
- *IS THE WORLD MOVING TOWARDS A COMPLETELY FREE MARKET OF INFORMATION?*
- *CAN THE MEDIA BE COUNTED ON TO PLAY WATCHDOG TO EXPOSE CORRUPTION IN THE WEST AND IN THE DEVELOPING WORLD?*
- *CAN REPORTING OF ENVIRONMENTAL AND ENERGY-SAVING PROBLEMS OR SIMILARLY CONTROVERSIAL ISSUES BE KEPT FACTUAL AND DIVORCED FROM POLITICAL PRESSURES?*

CHAIR: **STEFAN BARON**, EDITOR-IN-CHIEF WIRTSCHAFTSWOCHEN  
RAPPORTEUR: **MARTIN KETTLE**, EDITOR THE GUARDIAN

### **WORKSHOP III: NATIONAL MEDIA FACING INTERNATIONAL CHALLENGES**

CHALLENGE: NATIONAL MEDIA ARE TOO PAROCHIAL TO COVER INTERNATIONAL AFFAIRS: ARE GLOBAL CHANNELS TOO SUPERFICIAL TO DELIVER SUBSTANCE?

- *LOOKING AT THE WORLD'S CRISIS SPOTS – MIDDLE EAST, AFGHANISTAN, SUDAN – IS IT THE HIGH COST OF STAFFING FOREIGN POSTINGS OR CONSUMER PREFERENCE FOR DOMESTIC AFFAIRS THAT LIMITS THE SCOPE OR QUALITY OF COVERAGE?*
- *IS COVERAGE OF THE EUROPEAN UNION A TEXT-BOOK EXAMPLE OF DOMESTIC POLITICS PREVAILING OVER PRESENTATION OF A BALANCED ACCOUNT?*
- *IS THE INTERNET, AND ESPECIALLY BLOGGING, BROADENING PEOPLE'S HORIZONS AND CHALLENGING THE PREOCCUPATION OF THE NATIONAL MEDIA WITH DOMESTIC POLITICS AND PERSONALITIES?*
- *WHAT CAN BE DONE TO IMPROVE THE BALANCE BETWEEN NATIONAL AND INTERNATIONAL COVERAGE?*

CHAIR: **FRANK SCHIRRMACHER**, PUBLISHER FRANKFURTER ALLGEMEINE ZEITUNG

RAPPORTEUR: **JOHN LLOYD**, EDITOR FINANCIAL TIMES WEEKEND

18.30 **AWARD OF M100-SANSSOUCI-MEDIA-PRIZE (ON INVITATION ONLY)**

OPENING REMARKS **ANGELA MERKEL**,  
CHANCELLOR OF THE FEDERAL REPUBLIC OF GERMANY

ACCEPTANCE SPEECH

20.30 **END OF CEREMONY**

### SATURDAY, SEPTEMBER 9

9.30 – 10.45 OPENING  
PLENARY SESSION CHAIRED BY **HELENA KENNEDY QC**

- REPORTS FROM THE RAPPORTEURS OF GROUPS 1 & 2
- GENERAL DEBATE

10.45 – 11.15 COFFEE BREAK

11.15 – 12.30 PLENARY SESSION CONTINUES

- REPORTS FROM THE RAPPORTEURS OF GROUP 3
- REPORTS FROM THE RAPPORTEURS OF THE OFFSHOOT WORKSHOPS
- GENERAL DEBATE
- CONCLUDING REMARKS BY CHAIRMAN

12.45 LUNCH