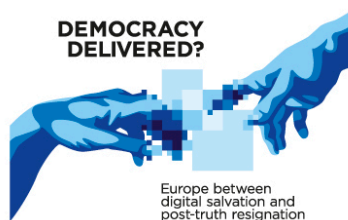


28th European Meeting  
of Cultural Journals  
20–22 October 2017, Tartu



#eurozineconference2017  
www.eurozine.com/tartu2017

Organized by the European network of cultural journals **Eurozine** in cooperation with partner journal **Vikerkaar**, **University of Tartu Institute of Social Studies**, and the Estonian cultural organisation **SA Kultuurileht**, with the support of the **European Union (Creative Europe)**, **Eesti Kultuurkapital**, the **National Endowment for Democracy**, the **City of Tartu** and the **Open Society Initiative for Europe**.

## Programme

### Friday 20 October

- 11:30 – 14:30 Cultural Programme (pre-registration required)  
Starting Point: Hotel Tartu, Soola 3, 51004 Tartu  
Tour 1: Guided Tartu city tour (lunch included)  
Tour 2: Visit to the Estonian Print and Paper Museum (lunch included)
- 15:00 – 16:30 Presentations  
Venue: White Hall, University of Tartu Museum, Lossi 25, 51005 Tartu
- Cultural Journalism in Europe*  
Survey by the Institute of Social Studies, University of Tartu  
Marju Lauristin | MEP; Professor Emeritus, University of Tartu
- Enter Culture, Exit Arts? On the Transformation of Cultural Hierarchies in European Newspaper Culture Sections, 1960-2010*  
Semi Purhonen | University of Tampere
- 16:30 – 17:00 Coffee Break
- 17:00 Official Opening  
Venue: White Hall, University of Tartu Museum, Lossi 25, 51005 Tartu
- Welcome Addresses**  
Indrek Saar | Estonian Minister of Culture  
Halliki Harro-Loit | Professor of Journalism, University of Tartu  
Märt Väljataga | Editor-in-Chief, Vikerkaar  
James Thomson | Editor-in-Chief, Eurozine  
Filip Zieliński | Managing Director, Eurozine
- Keynote Speech**  
Vladan Joler | Share Lab; Director, Share Foundation, Serbia
- 19:30 Dinner (by invitation only)  
Venue: Püssirohukelder Gunpowder Cellar, Lossi 28, 51003 Tartu
- Welcome address**  
Urmas Klaas | Mayor of Tartu

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## Saturday 21 October

Venue: Theatre Hall, Estonian National Museum, Muuseumi tee 2, 60532 Tartu

09:45 – 11:15

### Panel I

*Democracy's deliverance? Assessing the political potential of internet technologies*

Marju Lauristin | MEP; Professor Emeritus, University of Tartu  
Dmytro Khutkyy | Head of e-Dem Lab, Centre for Innovations Development, Kyiv-Mohyla Academy  
Vladan Joler | Share Lab; Director, Share Foundation; Chair, Department of New Media, University of Novi Sad

Moderator: Mary Fitzgerald | Editor-in-Chief, openDemocracy

11:15

### Coffee Break

11:30 – 13:00

### Panel II

*Infowars: Disinformation and democracy in the digital eco-system*

Anton Shekhovtsov | Fellow, Institute for Human Sciences (IWM) Vienna  
Joanna Rohozinska | Senior Program Officer, National Endowment for Democracy (NED)  
Dimitar Vatsov | Editor-in-Chief, Critique & Humanism

Moderator: Volker Weichsel | Editor, Osteuropa

13:00

### Lunch

14:30 – 16:00

### Panel III

*Epistemocracies: Post-truth and cultural power*

Nilgün Tütal | Professor, Galatasaray University, Istanbul  
Jean-Claude Monod | Philosopher, École Normale Supérieure, Paris  
Almantas Samalavičius | Editor-in-Chief, Kultūros Barai

Moderator: Miljenka Buljević | Director, Kulturtreger and Booksa

16:00

### Coffee break

16:30

### Cultural Programme

Tour of Estonian National Museum (ca. 90 mins)  
Starting point: Registration desk

19:00

### Dinner (by invitation only)

Venue: Polpo Restaurant, Rütli 9, 51007 Tartu

### **Dinner Speech**

Walter Famler | Wespennest; Alte Schmiede

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## Sunday 22 October

10:00 – 12:00 Internal Session [Eurozine network members only]  
Venue: White Hall, University of Tartu Museum, Lossi 25, 51005 Tartu  
Eurozine Partner Journals and Associates

12:00 – 12:30 Creative Europe Programme – Presentation  
Venue: White Hall, University of Tartu Museum, Lossi 25, 51005 Tartu  
Alejandro Ramilo | European Commission (EACEA)

12:30 – 14:00 Lunch Buffet  
Venue: White Hall, University of Tartu Museum, Lossi 25, 51005 Tartu

14:00 – 15:30 Interactive Part I – Parallel Workshops

### *Expert Workshop 1: How to attract audiences via social media*

Venue: Lab Room, University of Tartu Museum, Lossi 25, 51005 Tartu

This workshop will offer practicable insights into:

1. Facebook, including live streaming, good posting practices, advertising, integration with publishing for cultural journals, audience involvement, algorithms;
2. Twitter, including connection with colleagues & stakeholders, benefits for journalistic research, Twitter operating principles, tweets, hashtags, Periscope and lists;
3. Instagram & Snapchat, and the potential to reach new audiences via image-oriented mobile apps. Participants are encouraged to share their knowledge in this area.

Workshop expert: Leonieke Daalder | Fast Moving Targets

### *Expert Workshop 2: Cross-media publishing*

Venue: White Hall, University of Tartu Museum, Lossi 25, 51005 Tartu

‘Cross-Media Publishing’ offers workable insights into the applicability of best practices from the news media for cultural journalism, e.g. cross-media newsrooms. We will present tools such as blogs, RSS, content curation, outreach via social media. Participating cultural journalists will share their own hands-on knowledge in these areas.

Workshop expert: Erwin Blom | Fast Moving Targets

16:00 – 19:00 Interactive Part II – Barcamp Café  
Venue: White Hall, University of Tartu Museum, Lossi 25, 51005 Tartu

### *Cultural journalism: what comes after the digital shift?*

Participating cultural journalists will share their experience and perspectives on the challenges and opportunities of cultural journalism in the current political and economic contexts of Europe’s shifting media sectors. The agenda and formats of the Barcamp Café, a compact version of the popular Barcamp event format, will be set up by the participants before (via social media) and during the conference.

Moderator: Erwin Blom | Fast Moving Targets

20:00 Dinner (by invitation only)  
Venue: Vilde ja Vine, Vallikraavi 4, 51003 Tartu

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