

Communicating EU: the role of media in Georgia and the Visegrad countries

4 July, 2019,

Venue: Biltmore Hotel, Meeting room #8
29 Shota Rustaveli Ave, Tbilisi

Georgia's European integration has been embedded in the country's constitution, and has provided powerful incentives for positive internal reforms in governance and democratization. However, its success is based on the Georgian citizens' support to demanding reforms, and desire to get closer to the EU. At times of raising right-wing populism in the EU and Georgia, further fuelled by active anti-Western propaganda and disinformation spread by Russia, communicating the EU related issues can be a challenging task for the local media. How does media select the topics, sources and ways for reporting EU? To what extent do journalist consider the anti-Western propaganda a challenge in their work? Do they cooperate successfully with the state institutions – and how could this cooperation be improved? Finally, are these challenges specific to countries like Georgia, or do the EU member states face similar challenges? The conference brings together think tanks and researchers from Georgia, Poland, Slovakia and Czech Republic to discuss media's editorial policies for the EU reporting, share experiences from the Visegrad countries, and analyse how state-media cooperation could strengthen strategic communication of Georgia's Europeanization.



Conference program

- 09.30 - 10.00** **Registration & Coffee**
- 10.00 - 10.40** **Welcome**
- **Kornely Kakachia**, Director, Georgian Institute of Politics (GIP)
- Keynote speakers:**
- **H.E. Viktória Horváth**, Ambassador of Hungary (TBC)
 - **H.E. Mariusz Maszkiewicz**, Ambassador of Poland (TBC)
 - **H.E. Petr Mikyska**, Ambassador of the Czech Republic
- 10.40 - 12.00** **Reporting EU: media's editorial policies, presentation of the report**
- Moderator: **Renata Skardziute-Kereselidze**, GIP
- **Ekaterine Basilaia**, GIP
 - **Filip Pazderski**, Institute of Public Affairs, Poland
 - **Petra Kuchyňková**, Masaryk University, Czech Republic
 - **Jan Cingel**, GLOBSEC, Slovakia
- 12.00 - 12.15** **Coffee break**
- 12.15 - 13.45** **Strategic communications about the European issues: government and media as the main messengers, how to coordinate and foster relations?**
- Moderator: **Levan Dolidze**, Georgian Center for Security and Development
- **Levan Kakhishvili**, GIP
 - **Asuncion Sanchez-Ruiz**, EU Delegation to Georgia (TBC)
 - **Tornike Nozadze**, Ministry of Foreign Affairs (TBC)
 - **Nazibrola Rekhviashvili**, Journalist, FactCheck
- 13.45 - 14.00** **Conclusion**
- 14.00** **Lunch reception**

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