



# MOO

SANSSOUCI  
COLLOQUIUM  
2009

## ***Muslim Media – Muslims in the Media***

Potsdam: 14<sup>th</sup>- 15<sup>th</sup> September

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### Agenda

#### MONDAY, 14<sup>TH</sup> SEPTEMBER

17.00 - 19.00	<b>CEDAR MEDIA WORKSHOP</b> <b>Mainstream Media and Diversity Issues:</b> <b>Comparing Approaches</b>
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*VENUE: KUTSCHSTALL – LÉ MANEGE*

- Minority representation and staffing in mainstream media: in what capacities? How much of a difference does this make?
- How do mainstream media across Europe compare in addressing diversity issues?
- Can norms for best practise be defined?

Chair: **Muddassar Ahmed** (Unitas Communications & CEDAR)  
Contributors: **Farzana Hakim** (formerly UK government & CEDAR)  
**Claire Frachon** (formerly Panos Paris)  
**Shada Islam** (European Policy Centre)  
**Birand Bingül** (WDR TV)

19.00 for 20.15	<b>LORD MAYOR'S RECEPTION with buffet dinner</b>
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#### TUESDAY, 15<sup>TH</sup> SEPTEMBER

9.00 - 10.45	<b>WORKING SESSION I</b> <b>The Muslim Media Presence in Europe</b>
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*VENUE: ORANGERIE SANSSOUCI*

- Minority and foreign media in Europe: How influential are they? Are they making serious incursions into the mainstream market?
- Mainstream media vs. minority and foreign media: Are there differences in the way they portray Muslims?
- Are we seeing the emergence of parallel or segregated information societies?

*This session will feature the presentation of the Institute for Strategic Dialogue pilot study, "Muslim Media – Muslims in the Media" as a basis for discussions.*

Chair: **Christoph Lanz** (Deutsche Welle TV)  
Introductory Remarks: **Sasha Havlicek** (Institute for Strategic Dialogue)  
Research Presentation: **Razia Iqbal** (BBC) &  
**Farzana Hakim** (formerly UK government & CEDAR)

**COFFEE BREAK**

11.15- 13.00	<b>WORKING SESSION II</b> <b>Media and Politics: Managing Security and Crises</b>
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- Responding to Crises: traditional media, electronic media and government institutions- who sets the agenda? With what consequences?
- The social fallout: Do governments need their own media/ communications operations to help keep communal peace?
- Cartoons, wars and suicide bombings: Do the mainstream and minority media both present one-sided coverage? Can electronic media level the playing field?

Chair: **Shahed Amanullah** (AltMuslim.com)  
Speakers: **Rt. Hon. Dr. Denis MacShane MP** (former UK Europe Minister)  
**Jasim Al-Azzawi** (Al Jazeera English)  
**Flemming Rose** (Jyllands Posten)

13.00- 14.30 **LUNCH**

14.30- 16.15	<b>WORKING SESSION III</b> <b>Media and Social Cohesion</b>
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- Culture, Customs and Beliefs: Does the media portrayal of Muslims predetermine their place in European societies? Are minority media more intent on promoting Muslim identity than on encouraging cohesion within European societies?
- Reporting in Free Societies: Can and should the media shape their news coverage to account for the need to promote social cohesion?
- Muslims in the Media: How can the mainstream media be persuaded to provide a balanced picture of Europe's diversity? How can cooperation between mainstream and minority media be promoted? Is there room for good news?

Chair: **Anne McElvoy** (Evening Standard)  
Speakers: **Riazat Butt** (The Guardian)  
**Abdul-Ahmad Rashid** (ZDF)  
**Oktay Ekşi** (Hürriyet & Turkish Press Council)

**COFFEE BREAK**

16.30- 17.00	<b>PRESS CONFERENCE</b>
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*VENUE: ORANGERIE SANSSOUCI*

17.(15)- 19.00	<b>PLENARY SESSION</b> <b>The Future Vision: Media in a Diverse Europe</b>
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VENUE: RAFFAELSAAL OF THE ORANGERIE SANSSOUCI

- 2020 Vision: Given current trends, what might the media landscape look like in 10-20 years from now? With what implications for social cohesion in Europe?
- Europe's Image Abroad: Are we strengthened or weakened by our media's reactions to current crises?

*This session will highlight the key elements and conclusions of the day's discussions and will focus on the long-term perspective for Europe's social cohesion and the role and influence of the media in this regard. Discussions will be led by a panel of prominent public and media figures. Invited guests as well as conference participants will be brought into the debate and invited to comment and ask questions.*

Moderator: **Yasmin Alibhai-Brown**  
Panellists: **Mathias Matussek** (Der Spiegel)  
**Octavia Nasr** (CNN)  
**Prof. Tariq Ramadan** (European Muslim Network)  
**Naser Khader MP** (Danish Parliament)  
**Ashar Saeed** (Muxlim.com & CEDAR)

Presentation of European Muslim Professional Network (CEDAR)  
& announcement of the European Muslim Women of Influence List (EMWI)  
by **Rooful Ali** (Chairman of CEDAR) & **Kristiane Backer** (Author and Presenter)

**BREAK WITH REFRESHMENTS**

19.30- 20.30	<b>THE M100 SANSSOUCI PRIZE CEREMONY</b>
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Welcome by the Lord Mayor of Potsdam, **Jann Jakobs**  
Keynote speech by **André Azoulay**, Adviser to HM King of Morocco  
Laudation **H.E. Dr. Marek Prawda**, Ambassador of Poland

The M100 Sanssouci Prize is awarded to **Hans-Dietrich Genscher**, former Federal Vice-Chancellor and Foreign Minister of Germany

Concluding Remarks by **Lord Weidenfeld**, President of the Institute for Strategic Dialogue

20.45	<b>GALA DINNER</b>
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VENUE: NEUE KAMMERN SANSSOUCI