



# IS EUROPE FALLING APART?

POLISH-GERMAN MEDIA DAYS

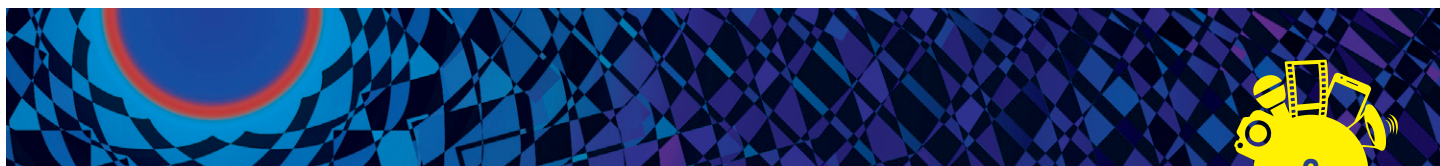
13 – 14 JUNE 2019

LOWER SILESIA FILM CENTRE (DOLNOŚLĄSKIE CENTRUM FILMOWE),  
UL. PIŁSUDSKIEGO 64A, 50-029 WROCŁAW

Recent months have been marked by certain shifts on the political scene in almost each Member State of the European Union. We have seen populist and far right parties and movements gaining ground, with their alternative visions of future integration within the EU. Looking at opinion polls, it appears that such parties will play an increasingly important role in the future European Parliament. In the face of these developments, there is more and more uncertainty as to the direction in which the development of the European Union is heading. Issues related to Brexit, the repercussions of the migration crisis, tense transatlantic relations manifested in conflicts concerning trade policies and disputes regarding the future of NATO, as well as the consequences of the USA and Russia withdrawing from the INF Treaty – all these challenges call for an immediate and firm reaction from the EU and its Member States. It cannot be ruled out that these imminent changes of the political landscape will cause chaos in Europe, bringing about a weakened European Union or forcing the EU to consider profound reform.

We have invited journalists and politicians to engage in conversations on the political constellation following the elections to the European Parliament. For the first time, Polish-German Media Days will also be attended by guests from France and Italy so as to enrich the range of views on the elections and future of the EU. The opening debate of the conference will be chaired by Emily Schultheis and Barbara Włodarczyk.

More information at: [www.dnmediow.org](http://www.dnmediow.org)



## 13 JUNE 2019 (THURSDAY)

### in the morning\*

#### TRAVEL BY CULTURE TRAIN FROM BERLIN TO WROCLAW, RADIO LIVE SHOW

##### ! FOR REGISTERED PARTICIPANTS

\*The train will stop in Berlin-Lichtenberg (7:17, platform 22), Berlin-Ostkreuz (7:23, platform 13), Cottbus Hbf. (8:56, platform 1) and Wrocław Główny

Halo, tu mówi Ziemia  
Hallo! Hier Welle Erdball  
Hello! This is FM Earth

A broadcast reenactment from the wild days of radio-experiments with Roswitha Schieb, Beata Kozak, Michael F. Stoerzer, Oliver Spatz and 4 volunteers from audience.

In a combination of lecture and performance we will go back to one of the most daring media-experiments in the early twenties of the twentieth history. Spectators are welcome to become part of this historic piece between fiction, document, satire and boundless entertainment.

The Radio-Show will be broadcasted via FM-Headphones throughout the train.

### 12:00-13:00 LUNCH

### 13:00

#### OPENING OF THE CONFERENCE (EN, DE, PL)

Markus Meckel *Co-Chairman of the Board of the Foundation for Polish-German Cooperation*  
Cezary Przybylski *Marshall of Lower Silesia*

### 13:15-14:45

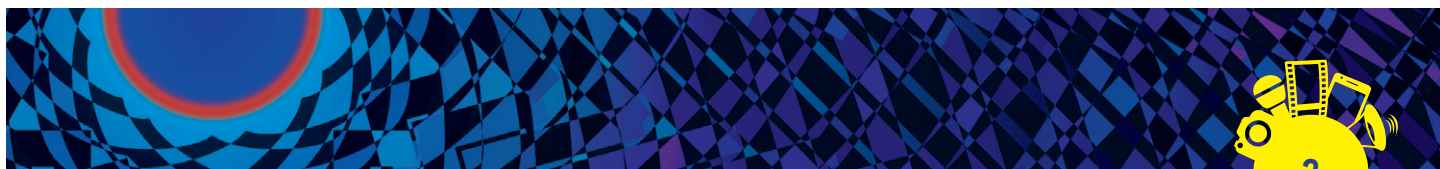
#### "IS EUROPE FALLING APART?" – DEBATE WITH AUDIENCE PARTICIPATION (EN, DE, PL)

Europe stands at an unprecedented crossroads. From the financial crisis to the influx of refugees in recent years, a string of ongoing, continent-wide crises have made voters and policymakers alike raise fundamental questions about the future of the European Union and of European solidarity. What's more, the rise of nationalist and populist movements in countries across the continent has threatened the status quo when it comes to the role of the EU and its powers.

Just weeks after the European Parliament elections, we will explore these challenges with elected officials from both Germany and

Poland. What do the results of these elections, both in these two countries and across the EU, tell us about voters' attitudes toward Brussels and what they want from European institutions? How should the EU and its member states tackle some of its biggest problems, from regulating migration to ensuring economic development across the bloc? What do the increasing calls for a "Europe of nations" mean for the prospect of increasing European integration? And on a bigger-picture level, what do these questions mean about the future of the European project?

The moderators will try to look at the EU from



two perspectives – from that of a founding member of the EU, and of a former Eastern Bloc country that joined more recently. This year marks the 15th anniversary of Poland's accession to the EU, which is why it is worth considering how Europe has changed since the enlargement. What has the presence of

the new countries brought from the point of view of Germany? What visions of Europe dominate in the East and in the West of Europe? Where do the differences come from and how do we overcome them? What challenges are the most difficult from the point of view of Germany and Poland?

#### Participants:

**Thomas Kralinski** *State Secretary, Plenipotentiary of Brandenburg to the Federation for Media and International Relations*

**Cezary Przybylski** *Marshall of Lower Silesia*

**Oliver Schenk** *Minister of European Affairs and Head of the State Chancellery of the Free State of Saxony*

#### Moderation:

**Emily Schultheis** *Journalist and Fellow at the Institute of Current World Affairs in Berlin*

**Barbara Włodarczyk** *TVP*

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**14:45-15:00**

**COFFEE BREAK**

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**15:00-16:30**

**3 PARALLEL WORKSHOPS**

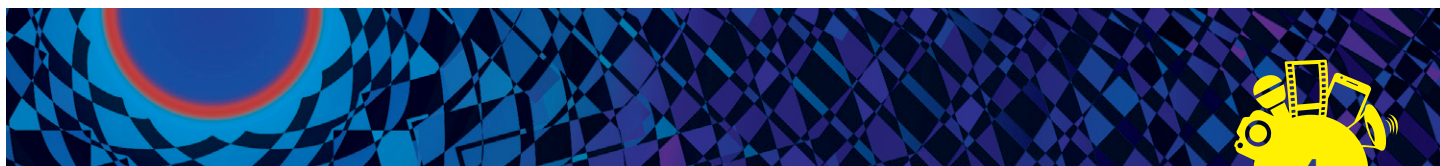
#### **1 EVERYONE HAS A VOICE NOW – BUT SHOULD THE MEDIA CHANGE THE WAY WE SPEAK? (DE, PL)**

In the past, we had editors, stylebooks and codes of conduct, forcing journalists to pay attention to the quality of language used for communication with readers / viewers / listeners. In the days of the internet and social media, mass personal communication is taking place. Such gatekeepers have been eliminated as everyone seems to be speaking to everyone. It is a language of direct communication, emotions and stereotypes that is now pervasive in the media discourse. In this workshop, we will:

- Show examples of how the internet and social media affects the way the media communicates with its audience.
- Consider whether the media should change their communication style in order to move closer to their recipients and not to create the impression of being elitist and detached from reality.
- Discuss the problem of hate-speech and the best practices of dealing with it.

#### Moderation:

**Piotr Stasiak** *Jury member of the Tadeusz Mazowiecki Media Prize*  
**TBC**



## 2 CLEAN ENERGY DIVISIONS: WILL EUROPE GO UNITED TOWARDS THE ENERGY TRANSITION PATHWAY? (EN, DE, PL)

In the past, energy policy and questions of energy security have been major stumbling blocks for further European integration. The security of supply solutions for one country have often turned into a security policy nightmare for another member state. For instance, Germany's solo national effort regarding the Nord Stream 2 offshore natural gas pipeline has led to resistance from many Central and Eastern European member states. Many politicians there have repeatedly stressed that increased import dependency from Russia will eventually result in political instability and increased Russian interference in European politics. However, Germany's front-runner position in developing renewable energy capacity has also been widely criticised because the sharp increase in volatile green energy sources has not been accompanied by a coherent, pan-European power grid strategy that addresses the spill-over effects.

Growing divisions become omnipresent when it comes to the pathways and the pace of member states implementing their different energy transition solutions. Whilst Scandinavian countries call for more ambitious and more radical change in energy production and consumption, Poland, Bulgaria and others have repeatedly stressed that European energy transition will only be successful when there is enough solidarity in fighting the still widespread phenomena of energy poverty. And in Italy and France, the question of a sustainable, future-oriented energy mix has brought different, in parts contradictory answers that raise the question of how a coherent European energy policy might look. Important questions can be derived from this: Does Europe really have a shared vision of what energy transition should look like? And if not, does it matter?

### Impulse:

**Marcin Gwóźdź** *Vicemarshal of Lower Silesia*

**Thomas Kralinski** *Secretary of State, Plenipotentiary of Brandenburg to the Federation for Media and International Relations*

### Moderation:

**Richard Fuchs** *freelance journalist specialized on energy policy & European Affairs*

**Wojciech Jakóbiak** *analyst of the energy sector*

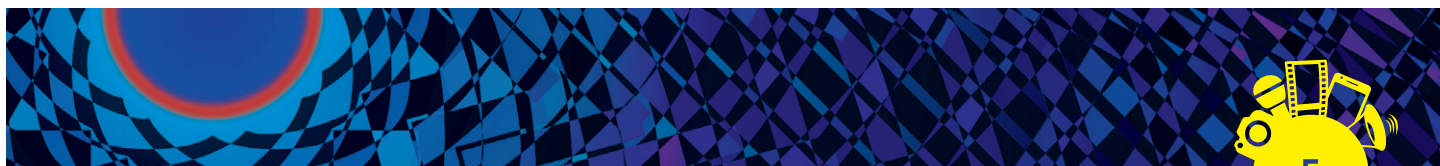
## 3 TRANSFORMING JOURNALISM IN A TRANSFORMING WORLD? (EN, DE, PL)

Today's media landscape is dynamic and rapidly changing, which is shaping journalism in the digital age. There are ever shorter innovation cycles and differentiation of media channels and platforms. At the same time, the trend is heading back towards individualised media usage. The digitalisation of the media is changing both the creation and consumption of journalistic content. Social networks,

in particular, have expanded and multiplied the possibilities of participation in journalism at both individual and corporate level.

The world order that emerged after the Second World War has also changed considerably. The emergence of China as a world power, the shift to the right in Europe, Brexit and the election of Donald Trump as US-pres-





ident are just a few political events that are characteristic of the new world order. We have recently seen again and again how the principles of open society and liberal democracy are being called into question, ridiculed or challenged. Some societies seem to be in-

fectured by an authoritarian fever. As part of our workshop, we invite you to discuss the changes in journalism and democracy in the EU and beyond. What role does journalism play in Poland, Germany and other countries today?

**Impulse:**

**Olga Doleśniak-Harczuk** *Nowe Państwo & Gazeta Polska Codziennie*

**Moderation:**

**Kaja Puto** *journalist and editor who writes on Eastern Europe, nationalism and migration*

**Andreas Rossbach** *journalist for German and English media. He focuses on politics, disinformation, economics and social affairs in Russia and Eastern Europe*

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**16:30-17:30**

**DO WE KNOW EACH OTHER? CONVERSATIONS WITH NOMINEES FOR THE TADEUSZ MAZOWIECKI POLISH-GERMAN JOURNALISM AWARD 2018 (EN, DE, PL)**

**W**e see each other, write and read about each other, meet at various occasions, but... do we really know each other? Do we want to know each other in the first place? Isn't the idea that "neighborhood brings a duty with it" just an empty phrase? What effort do we actually make to get to know another person? And, most of all, can we see

them as a human being, or do we categorize them as being Polish or German?

During this debate, guests we have invited will reflect on the responsibility of journalists who describe Polish-German relations. Also, they will shed some light on the traps which a journalist reporting on Polish-German ties can fall into.

**Guests:**

**Jarosław Kuźniar** *Kuźniar Media*

**Roman Nuck** *since 2013 MDR correspondent of LFH Sachsen for the Czech Republic and Poland, he works as the editor-in-chief of the regional MDR magazine called „Sachspiegel“*

**Pia Rauschenberger** *freelance journalist, Berlin*

**Moderation:**

**Ewelina Karpińska-Morek** *Head of Fakty news service, Interia and the winner of the first edition of the Multimedia award, Polish-German Tadeusz Mazowiecki Media Prize 2018*

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**18:00 OR 18:30**

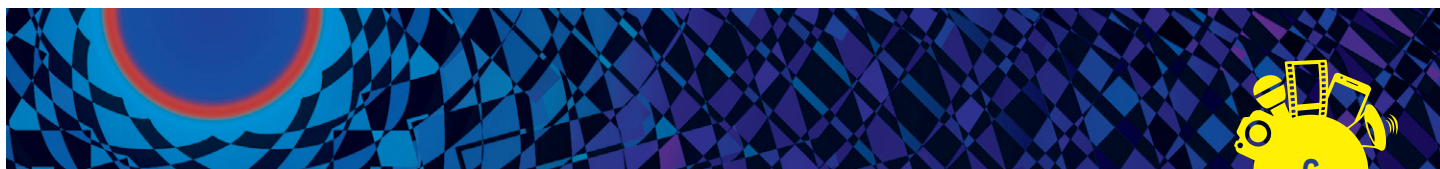
**TRANSFER TO TOPACZ, MEETING POINT IN FRONT OF THE DFC**

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**19:00**

**GALA OF THE POLISH-GERMAN TADEUSZ MAZOWIECKI MEDIA PRIZE 2019 (EN, DE, PL)**

**Zamek Topacz** *ul. Główna 12, 55-040 Ślęza*



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22:30 OR 23:00

TRANSFER TO THE CITY CENTRE, MEETING POINT IN THE PARKING SPACE

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14 JUNE 2019 (FRIDAY)

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9:30-10:00

COFFEE

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10:00-11:30

3 PARALLEL WORKSHOPS

1 HOW TO PRESENT BIG DATA? (DE, PL)

**D**ata journalism is not only about using data from the media. It implies also a sort of change in the philosophy of how we think about information, making use of the practices applied by data analysts and, ever more frequently, of programmers. During this workshop, we want to talk a little about what data journalism is and work on the manner of data presentation (mainly in electronic media and print). Due to time limitations, we will

skip the aspect of data collection and analysis. We suggest starting the workshop with discussing the place which data journalism has in the contemporary journalism. Next, we will present “types” of data-driven journalism, supporting them with examples. Moreover, we would like to explain what data-driven journalism has in common with programming and why using data entails certain behaviours and “practices”.

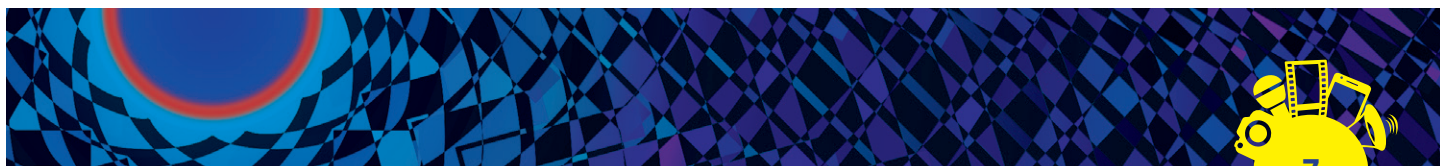
Moderation:

**Hubert Borowski** *manager of data department at Laboratorium EE, where he worked among others on the data-based project called “Sonar” carried out for the Gazeta Wyborcza*

2 FRAMING AND THE SELECTION OF TOPICS IN JOURNALISM (EN, DE, PL)

**O**ne of the main tasks facing the media, as well as the experts and professionals who contribute their opinion therein, has become the need to explain complex issues and provide wide audiences with clear and comprehensible descriptions of the social reality. This is done, inter alia, by generating ideologically useful narratives and mobilising interpretative schemes to facilitate an understanding of the issues in the current media agenda.

An important strategy for shaping public opinion can be the so-called ‘framing’ of public affairs and the activity of social life participants. The analyses in this field have been developed for more than thirty years in various research areas, known collectively as framing analysis. The findings in this area can be considered as important intellectual instrumentation needed for examining interpretative schemes present in the media (media frames) and different forms



of collective action (collective action frames), for example, the activities of new social movements and think tanks. This research puts forward a number of arguments to help us to distance ourselves from the patterns of defining the social problems that are currently dominating the media and the explanations provided by symbolic elites (e.g. publicists, scholars, experts, journalists, and politicians), as well as the analyses of its origins and sources, formulated moral judgments, and preferred corrective policies.

**Moderation:**

**Dr Karol Franczak** *Department of Research on Social Communication, University of Lodz*  
**Karolin Schwarz** *Freelance journalist & founder of Hoaxmap, Berlin*

We offer a two-part workshop focused on the topic of right-wing populism. In the first part, we will look at the difference in framing the security and migration issues in mainstream and alternative media. In the second part, we will present materials from Polish media which help highlight the main patterns of interpretation used by journalists to describe the activities of the new right-wing political circles in Germany – PEGIDA and Alternative für Deutschland (AfD).

### 3 RELATIONS BETWEEN BUSINESS AND POLITICS (EN, DE, PL)

**T**he aim of the workshop will be to answer the question of how the media should describe the relationship between the economy and politics. How does it stand back and defend against the pressures exerted by business and politics? And how should this defence be reconciled with the market requirements which most media entities are bound by?

During the workshop, our guests will touch upon the following topics: business – politics – media (a review of the current situation regarding the relationship between them in Poland and Germany); developing a catalogue of threats, attempting to outline how to defend against these threats.

**Impulse:**

**Dr Marcin Kędzierski** *Programme Director of the Jagellonian Club*  
**Dr Ewa Łabno-Fałęcka** *Head of Corporate Communication and External Affairs, Mercedes-Benz Polska*

**Moderation:**

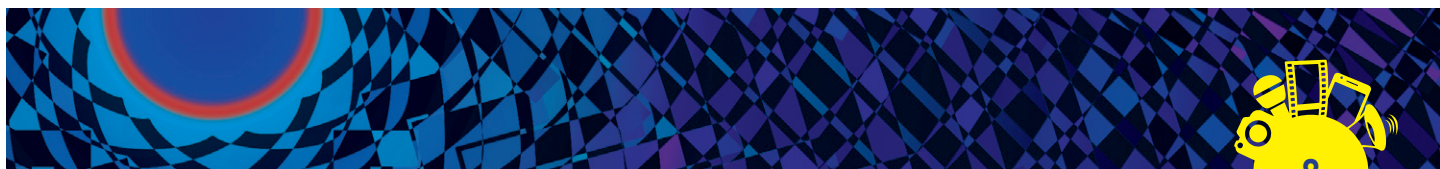
**Mathias Brüggmann** *“Handelsblatt”*  
**Rafał Woś** *“Tygodnik Powszechny”*

**11:30–13:00**

### BEST PRACTICE REGARDING COOPERATION AMONG JOURNALISTS IN EUROPE (EN, DE, PL)

**M**any Polish journalists work in German editorial offices. However, save for correspondents, there are only a few Germans working in the Polish media. Where does this discrepancy come from? How many for-

eigners work in the media in other European states and what factors drive this number? Should journalists from different European states cooperate with one another more closely? Is there a need for an additional plat-



form for professional exchange? In an open atmosphere, experts will discuss the work

and cooperation of journalists and editorial offices in Europe.

**Guests:**

**Tina Bettels-Schwabbauer** *scientific assistant, Erich-Brost-Institut for international journalism, European Journalism Observatory*

**Marek Wróbel** *President of the Board of the Fundacja Republikańska*

**Moderation:**

**Aleksandra Rybińska** *Member of the Board of the Foundation for Polish-German Cooperation*

**Natalie Steger** *correspondent for ZDF in Warsaw*

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**13:00-14:00**

**LUNCH**

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**14:00-16:00**

**ACCOMPANYING PROGRAMME (DE, PL)**

**W**elcome to Wrocław – Wrocław or simply **WROCLOVE!** The historic city trumps with a young flair, a lot of charm and an open and international character. Beautifully rebuilt and thoroughly renovated in recent years, Wrocław hosted the 2012 European Football Championship, the European Capital of Culture and World Capital of Book 2016, hosted The World Games 2017 and in 2018 the city

was named European Best Destination.

On a two-hour tour guided by the tour guide and co-organizer of numerous tourist events Małgorzata Urlich-Kornacka, you will receive the information about the most interesting cultural and architectural objects and events – about everything that makes the city so special.

*Partner of the city tour is the Liaison Office of the Free State of Saxony in Wrocław.*



Freistaat  
**SACHSEN**

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**17:10**

**TRAVEL BY CULTURE TRAIN FROM WROCLAW TO BERLIN, SILENT DISCO**

**! FOR REGISTERED PARTICIPANTS**

**Contact:**

project coordinator: **Magdalena Przedmojska**

tel. **+48 22 338 62 73**

e-mail: **magdalena.przedmojska@fwpn.org.pl**





The Lower Silesian Film Center (DCF) is a facility with four screening rooms, which, following thorough renovation, was created at a former cinema. Grand opening of the venue was held in September 2011; from that moment it offers regular screenings. DCF is an investment of Odra-Film, a cultural institution of the Self-Government of the Lower Silesian Voivodeship. It renders film-related activities at the area of Lower Silesia and Lubusz Voivodeship, including running cinemas, co-organizing festivals, film previews and special screenings, as well as carrying out an educational program and supporting film productions as part of the Lower Silesian Film Contest and the activity of the Wrocław Film Commission.

In the year 1910, the first cinema was created at the venue called Palast-Theater, which could accommodate over 400 viewers. The cinema was extremely popular among residents; a five-member music orchestra would perform at the entrance and, together with the owner, it would encourage passers-by to visit the cinema. After three and a half years of operation, the cinema had been visited by one million guests, which means that on average 800 viewers would watch films in it every day. Towards the end of the First World War, Kammer-Lichtspiele GmbH took over the cinema, and from 1922 it belonged to Schauburg AG, the company which managed it until the Second World War broke out.

In the post-war period, the venue was refurbished and renewed its cinema activity under the name Warszawa (Warsaw). The new cinema was opened on 16th June 1945, featuring the premiere screening of "Majdanek." The facility was operated until 1963, when due to its poor technical condition the building was demolished. A new Warszawa cinema was built at the site in the years 1968–1973 with a screening room for 600 viewers. In 1996 a new screening room was added, accommodating 90 guests. From that point on, the cinema, in an almost unchanged form, screened films until May 2010.

Since 2011, the location has been the seat of the Lower Silesian Film Center, with four screening rooms named after old cinemas of Wrocław, Warszawa, Lalka, Lwów and Polonia.



The Topacz Castle is a historical castle situated in Ślęza town near Wrocław, whose area encompasses 50 hectares. Since 2011, after it had undergone complete refurbishment, it has become a luxury hotel and resort in Polish Lower Silesia.

It is estimated that the Topacz Castle was built at the request of the Templars' Order to provide security to merchants travelling in this region in 14th century. Initially, it was a fortified tower with living quarters made of brick reinforced with stone foundations. An additional storey with a panorama terrace was added to it in 16th century. In the year 1618, at the initiative of the successor of Heinrich von Vogt, an additional Renaissance building was erected near the tower. Another extension took place in 19th century, when another storey was added to the castle. In 1870, Count von Köningsdorf sold the estate to the founder of a sugar company, Rath Schöller&Skene, which subsequently owned it until the outbreak of World War II. None of the buildings suffered any damage during the war.

In the year 2002, the then owners of the castle, Kurzewscy, conducted renovation works. It is then that the Castle was turned into a hotel and conference venue