

The future of media:

experience, models, practice



ONLINE EVENT: BOOK HERE ● 6 MAY 2021 ● 14:00–16:45 IST

This is a time of change in the international broadcast media landscape. Modern technology significantly influences the business of broadcasting and how we interact with and consume content. Consumers today must navigate a media landscape that offers much more choice, but also varying standards of journalism where opinion can masquerade as truth.

This event will explore the future of media, with particular focus on the three areas currently under review by the Irish Government's Future of Media Commission: the Irish experience, the current model and its appropriateness for the future, and international best practice.

14:00 Welcome: Brian MacCraith MRIA, Chair, The Future of Media Commission

14:05 PANEL ONE: THE IRISH EXPERIENCE

A discussion on the Irish experience in relation to broadcasting. Particular attention will be given to the independent broadcasting sector, local and national journalism and the media experience of minorities living in Ireland.

14:05 Chair's introductions:

— Hugh Linehan, *The Irish Times*

14:10 Panellists' introductory remarks (five minutes each approximately)

— Larry Bass, CEO ShinAwiL Productions

— Rosemary Day, Mary Immaculate College, University of Limerick

— Bashir Otukoya, Dublin City University

— Jane Suiter, Dublin City University

14:35 Panel discussion and audience Q&A

15:05 PANEL TWO: THE CURRENT MODEL AND ITS APPROPRIATENESS FOR THE FUTURE

This panel will discuss the current funding models from the perspective of different stakeholders.

15:05 Chair's introductions:

— Sonya Lennon, designer and social entrepreneur

15:10 Panellists' introductory remarks (five minutes each approximately)

— Áine Kerr, Kinzen

— Kevin Rafter, Dublin City University

— Roberto Suárez Candel, International strategy, future and impact consultant

15:25 Panel discussion and audience Q&A

15:55 PANEL 3: INTERNATIONAL BEST PRACTICE

This panel will explore examples of international best practice of media while also exploring best practice models that integrate, represent and nurture young people and talent.

15:55 Chair's introductions:

— Sinead O'Carroll, *The Journal*

16:00 Panellists' introductory remarks (five minutes each approximately)

— Sarah Arnold, Maynooth University

— Atte Jääskeläinen, Ministry of Education and Culture, Finland

— Ruth McElroy, University of South Wales

16:15 Panel discussion and audience Q&A

16:45 Ends