



EJTA INSPIRATION SEMINAR

‘HOW TO TEACH INCLUSIVE JOURNALISM’

“What are we talking about when we’re talking about inclusive journalism?”

Adam Mickiewicz University, Poznań, Poland
November 7-8, 2022

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Nadia Vissers

Director European Journalism Training Association (EJTA)

International Coordinator and lecturer AP University College

Coordinator JAP-programme

The European Journalism Training Association (EJTA, Brussels, 1990) groups about 80 journalism centers, schools and universities from about 30 countries across Europe.

They work together to improve journalism education in Europe, enabling members to collaborate on exchanges and teaching, research and projects, and meet regularly to exchange ideas and information.

Members of the European Journalism Training Association educate or train their students/participants from the principle that journalists should serve the public by:

- providing an insight into political, economic, socio-cultural conditions,
- stimulating and strengthening democracy at all levels,
- stimulating and strengthening personal and institutional accountability,
- stimulating and strengthening an open and respectful public conversation,
- strengthening the possibilities for citizens to make choices in societal and personal contexts, while:
 - feeling responsible for the freedom of expression,
 - respecting the integrity of individuals,
 - being critical of sources and independent of vested interests,
 - using customary ethical standards.

See website: <http://www.ejta.eu>



Hanna Zielińska
Evens Foundation
Head of Warsaw office
Programme Curator

The Evens Foundation is a public benefit organization that initiates, designs and supports projects that contribute to rethinking the European reality, and is committed to the values of diversity, freedom, responsibility and solidarity.

Founded in the 1990s by the Evens family – who witnessed the horrors of the Second World War in Poland, their home country – the original objective of the Foundation was to explore and promote the ideals at the heart of the European project. Since then, it has evolved in response to the changing needs and concerns of communities within Europe and beyond, developing a pioneering program of prizes and projects.

Today, the Evens Foundation strives towards greater understanding and unity between cultures and communities by supporting the work of innovators and leading practitioners in journalism, education, the arts, science and democracy. The Foundation works collaboratively with organizations and individuals to realize projects that engage new and existing audiences and create space for experimental and diverse approaches. It currently operates offices in Antwerp, Warsaw and Paris.

See website: www.evensfoundation.be



Adam Mickiewicz University



Jędrzej Skrzypczak
Faculty of Political Science and Journalism
Adam Mickiewicz University, Poznan, Poland

Welcome to AMU! Adam Mickiewicz University (AMU) is the major academic institution in Poznań and one of the top Polish universities. Its reputation is founded on tradition, the outstanding achievements of the faculty and the attractive curriculum.

The mission of the University is to advance knowledge through high quality research and teaching in partnership with business, professions, public services and other research and learning providers.

The University is organized into 20 Faculties where mostly training-through-research is offered together with high quality supervision according to the HRS4R policy adopted at AMU. Each fellow may take advantage of the supervisor's experience or contacts.

AMU has received the "HR Excellence in Research" award and has implemented the principles of the European Charter for Researchers and the Code of Conduct for the Recruitment of Researchers.

See website: www.amu.edu.pl



Faculty of Political Science and Journalism

The AMU Faculty of Political Science and Journalism is one of the youngest and largest, in terms of the number of students, faculties at our University. It is located on the Morasko Campus in a very modern building, equipped with television and radio studios, as well as computer labs and a library, rich in material.

Our staff is comprised of both academics and experienced professionals from politics, journalism, security or administration.

See website: www.wnpid.amu.edu.pl

Practical information

Hotel

Hotel Mercure Poznań Centrum is a four-star hotel located downtown Poznań, near Rondo Kaponiera (the Kaponiera Circle) and less than half a mile from the Main Train Station.

Address:
ul. Roosevelta 20
60-829 Poznań, Poland



Local currency

The Polish monetary unit is the *Złoty* (PLN), which divides into 100 *Groszy*. There are many exchange offices and banks in Poznań where you can change the currency.
1 EUR = ca. 4,75 PLN

Conference Venue

1st Day, Monday (7/11/2022):

Adam Mickiewicz University, Poznan, Poland (AMU)
Collegium Minus, Wieniawskiego 1
61-712 Poznan



2nd Day, Tuesday (8/11/2022):

AMU Faculty of Political Science and Journalism (**Morasko Campus**)
ul. Uniwersytetu Poznańskiego 5
61-614 Poznań



...the hotel

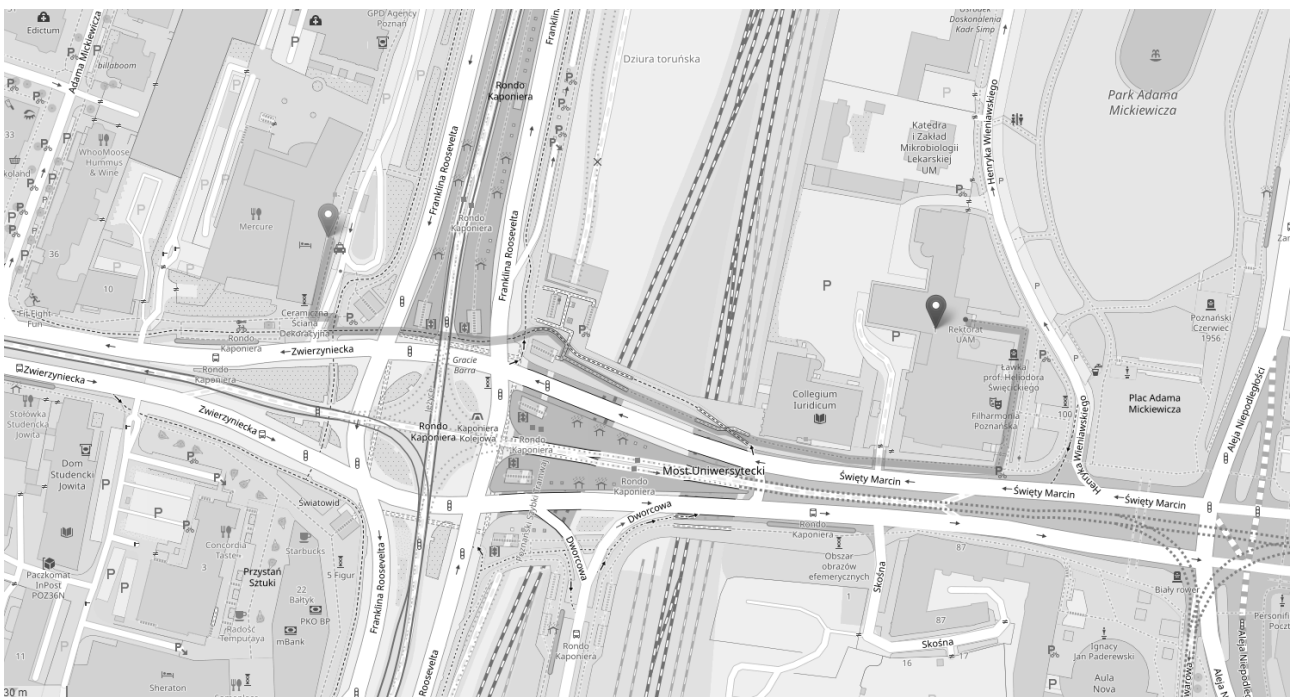
How to get to the city center from Poznan Airport?

Poznań Airport is connected to the city center by public transport (bus line 159). Bus stops are located in the immediate vicinity of passenger terminals or in a short distance from them. Buses depart from Departures and continue to the Arrivals stop which is an intermediate stop towards the City Center. Get off at "Rondo Kaponiera" (terminal station). The journey takes about 25 minutes.

More: <https://poznanaairport.pl/en/before-the-trip/access-to-the-airport/access-to-the-centre/>

...Collegium Minus

Both places are next to each other. It is best to walk from the Mercure hotel to the meeting place on Monday (Collegium Minus). The distance is about 400 meters.



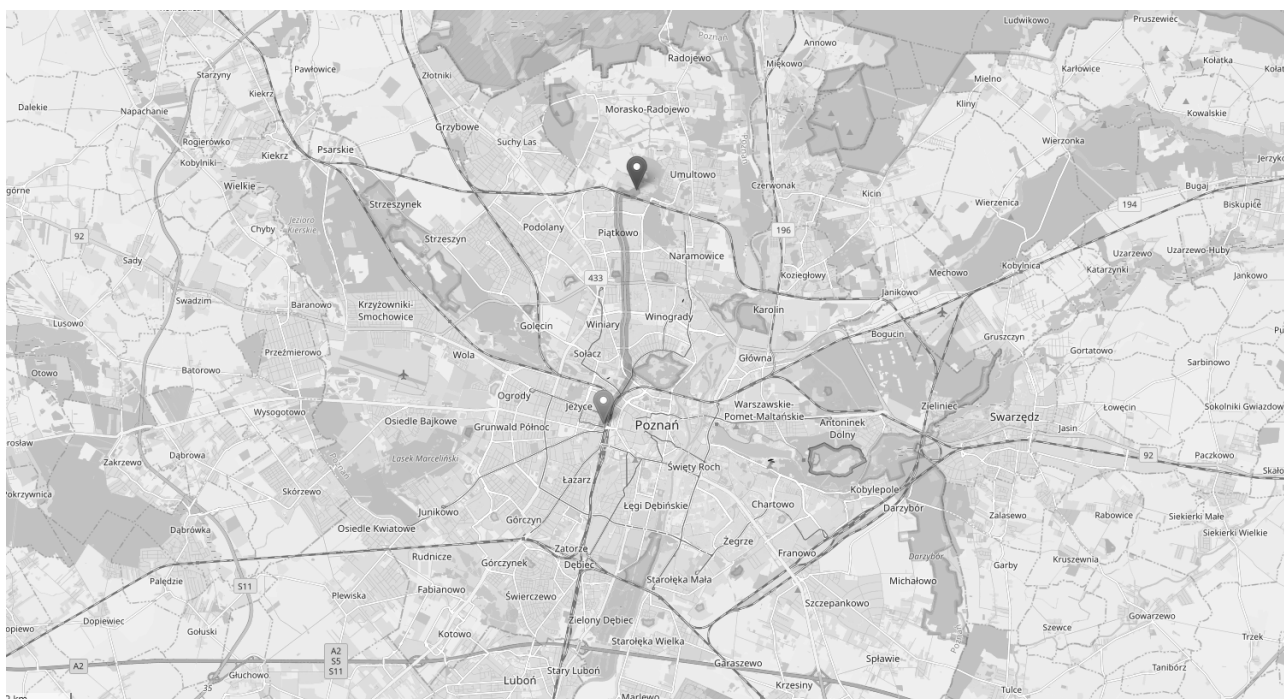
Source: openstreetmap.org

...Morasko Campus

A bus transfer will be organized from the Mercure Hotel to the Morasko Campus on Tuesday at 8:30.

The Poznań Fast Tram line is currently under renovation. You can also access the Morasko Campus by taking the tram from the “Rondo Kaponiera” (Kaponiera Circle), which is around Mercure Hotel. Use the tram line 15 and change to the bus line T12. Get off at “Os. Sobieskiego” (terminal station). The journey takes about 40 minutes.

We recommend taking a taxi, Uber or another app.



Source: openstreetmap.org

Jakdojade App

Jakdojade is a public transport planner that makes traveling around the city easier: <https://jakdojade.pl/poznan/>

Things to Do in Poznań:



Restaurants in Poznań:



Keynote Speakers



Milica Pesic is the Executive Director of Media Diversity Institute (MDI). She has been working in Diversity and the Media field for more than 20 years designing and supervising multi-national, multi-annual programs in Europe, NIS, MENA, South Asia, the Sahel, Sub-Sahara, West Africa, China and Cuba. She has co-designed an MA Course in Diversity and the Media which is jointly run by the MDI and University of Westminster. A Journalist by profession, she has reported for the BBC, Radio Free Europe, the Times HES, TV Serbia and other media. She holds an MA in International Journalism from City University, London. Prior to MDI, she had worked for New

York University, the IFJ (Brussels) and the Alternative Information Network (Paris). Her current interests are in MIL and CVE. MDI has branches in the US, Western Balkans, Belgium and South Caucasus.



Marcus Kreutler is a researcher and journalism trainer at the Erich Brost Institute for International Journalism at TU Dortmund University. He participated in several international research projects and has recently coordinated a study on the coverage of migration and refugee matters in media in 17 countries. Marcus Kreutler has been a guest lecturer for the Global Politics Summer

School: Different Stories about Europe in Rhodes, Greece, and at Bilgi University, Istanbul, within the Erasmus Teaching Staff Mobility scheme. He has also worked as a trainer on the topic of migration coverage in Ghana (2018, 2019) and The Gambia (2019) and on communication techniques for public servants in Moçambique (online events, 2021-2022).

Schedule

Monday (7/11/2022)

Conference Venue:

AMU Collegium Minus, ul. Wieniawskiego 1, Poznań

1:00-1:30 pm	Registration and coffee
1:30-1:45 pm	Welcome Room: <i>Sala Senatu</i> (Senate Hall)
1:45-2:45 pm	Panel discussion 'Challenges of (Teaching) Inclusive Journalism' (moderated by Jędrzej Skrzypczak, Adam Mickiewicz University) See below Room: <i>Sala Senatu</i> (Senate Hall)
2:45-3:15 pm	Coffee in the University Hall
3:15-4:45 pm	Keynote speech 'Call Me a Pot...' (Milica Pesic, Executive Director of the Media Diversity Institute) Room: <i>Sala Senatu</i> (Senate Hall)
4:45-5:00 pm	Q & A Room: <i>Sala Senatu</i> (Senate Hall)
5:00-5:30 pm	Introduction to the pilot project 'Invisible Cities' (Wouter Frateur & Nadia Vissers) Room: <i>Sala Senatu</i> (Senate Hall)
5:30-6:00 pm	Q & A Room: <i>Sala Senatu</i> (Senate Hall)
8:00 pm	Dinner Concordia Taste Zwierzyniecka 3, 60-813 Poznań, concordiataste.pl

Conference Venue:

AMU Faculty of Political Science and Journalism, ul. Uniwersytetu Poznańskiego 5, Poznań

9:30-10:00 am	Infosession: the EJTA questionnaire on Teaching Inclusive Journalism (Anne Leppäjärvi & Nadia Vissers) Room: 126
10:00-11:00 am	1st round of break-outs in ½ groups group 1: brainstorm formats of teaching inclusive journalism (coached by Wouter Frateur & Nadia Vissers) Room: 126 group 2: brainstorm definitions, qualifications, targets and competencies (coached by Anne Leppäjärvi & Hanna Zielińska) Room: 43
11:00-11:30 am	Coffee in the Faculty Restaurant
11:30-12:30 am	2nd round of break-outs in ½ groups group 1: brainstorm qualifications, targets and competencies (coached by Anne Leppäjärvi & Hanna Zielińska) Room: 126 group 2: brainstorm formats of teaching inclusive journalism (coached by Wouter Frateur & Nadia Vissers) Room: 43
12:30-1:30 pm	Lunch in the Faculty Restaurant
1:30-3:00 pm	Exercise in small groups: How to interview in an inclusive way? Rooms: 43, 56, 57, 126, 256
3:00-4:00 pm	Reporting on Migrants and Refugees - Inspiration from the UNESCO Handbook (Marcus Kreutler, Erich Brost Institute for International Journalism, TU Dortmund) Room: 126
4:00-5:00 pm	Q & A Wrap up (Anne Leppäjärvi & Nadia Vissers) Room: 126
5:00 pm	Farewell drink / network moment with DESTIN participants in 'professors' club'

Panel discussion 'Challenges of (Teaching) Inclusive Journalism' – speakers

Agnieszka Stępińska, PhD hab., is Professor at the Faculty of Political Science and Journalism at the Adam Mickiewicz University in Poznań. Her main areas of research are political communication and journalism studies. She participated in several international research projects, including “Foreign News on TV” (2009 – 2013) and “Global Journalist of the 21st Century” (2012). She led a research group studying “Media Coverage of the Polish EU Presidency” (2010-2013), and led another team contributing to the international project “Journalistic Role Performance around the Globe” (2012-2015). She acted as a vice-chair of work group 2 in COST Action IS1308 on “Populist Political Communication in Europe” (2014-2018). Currently, she is involved in the NORFACE project: “THREATPIE: The Threats and Potentials of a Changing Political Information Environment” (2020-2023). She also leads a national team working on populist political communication in Poland and another one contributing to “Journalistic Role Performance” project (2019-2022). She is a member of the Network of European Political Communication Scholars (NEPOCS). She serves as an executive editor of the Central European Journal of Communication and a member of the editorial board of the Central European Political Studies.

Kinga Adamczewska is a PhD at the Faculty of Political Sciences and Journalism, Adam Mickiewicz University Poznań, Poland. Her research interests focus on political communication, new media and social network analysis. She is the head of the National Science Center grant entitled: "Patterns of information flow in political communication - on the example of elections in Poland in 2015-2020". She participates in international project: "Journalistic Role Performance". A member of the Polish Society of Social Communication and editorial team of the Central European Journal of Communication.

Karolina Adamska – head of “Mam Marzenie Foundation” in Poland. This NGO is organization which grants wishes of children who suffer from life threatening diseases. The purpose is to give the hope that one day the dream of being healthy will come true and to put some happiness and joy in the life of ill child. Mam Marzenie Foundation is my part in the process of making the world a better place.

Wojciech Bojanowski – journalist, TVN24 & Fakty TVN Foreign Correspondent.

Jadwiga Sadowska and **Dagmara Szlandrowicz** – Barka Foundation. Barka Foundation developed throughout years and gained experience in helping people who are excluded (homeless, unemployed, ex-prisoners) to reintegrate socially and vocationally. There have been several programs created to help people grow and develop their potential, like educational programs (e.g. Social Integration Centres) community programs, creating work places (through social enterprises) and accessible housing programme. Some of these activities became models and served as justifications for new social legislation in Poland (e.g. law on Social Employment, law on Social Cooperatives, Law on Public Profit work and Volunteering).

Barka in Poland grew and now it is a network of associations, foundations and social business. Barka develops partnerships with local authorities and local business towards social inclusion and solidarity. First homeless migrants support projects of Barka started in 2007 when Barka Foundation were invited by local government to come to London to help Polish rough sleepers there. Similar projects were started in Copenhagen, Dublin, Hamburg; then in 2011 Barka was invited to start a cooperation with The Netherlands (2011 Utrecht, 2013 The Hague, 2013 Rotterdam, 2014 Antwerp). The mission of Barka IS is to provide severely excluded Eastern European migrants with the opportunity for reconnection.

Bartosz Hordecki – professor at the Faculty of Political Science and Journalism at Adam Mickiewicz University in Poznań, a member of the Executive Board of the Research Committee 50: Politics of Language (International Political Science Association), specialises in studies on language politics and policies, political philosophy and political rhetoric. His research also concerns the evolution of political and legal cultures as well as transformations of key-concepts and methodological approaches in political and media studies.

Natalia Wójtowicz (Lviv University in Ukraine) – assistant professor at the Faculty of Journalism at Ivan Franko National University of Lviv; member of the club for trainers “Media Literacy Workshop”; secretary of the primary journalistic organization “Lviv Oblast National Union of Journalists of Ukraine” of Ivan Franko National University of Lviv; member of the Executive Board and a secretary of Ukrainian Forum for Educators in Media and Journalism.

Jędrzej Skrzypczak – Head of the Department of Media Systems and Media Law, Faculty of Political Science and Journalism, Adam Mickiewicz University in Poznan, Poland. He graduated in 2018 the Annenberg-Oxford University Media Policy Summer Institute. From 2012 to 2016, the Vice-Chairman of the Supervisory Board – Polish Public Regional Radio Station in Poznan, Poland, and attorney at law. From 2015 to 2017, he provided expert advice to the Polish team on the «Media Pluralism Monitor» project at the Centre for Media Pluralism and Media Freedom – Robert Schuman Centre for Advanced Studies European University Institute. Vice Chair of Research Committee 26 – Human Rights(the International Political Science Association) and Polish Press Law Association Vice President. Author, co-author or co-editor of over one hundred papers, chapters in books and scientific journals and monographs

Krzysztof Duda, Ph.D., MBA – assistant professor at the Department of Political Culture, Faculty of Political Science and Journalism (FPSJ), Adam Mickiewicz University, Poznań, Poland (AMU). Dr. Duda is a scientific supervisor of the Students' Association for Political Scientists and Journalists and a member of the Political Science Committee of the Polish Academy of Sciences where he serves as secretary. Furthermore, he is also a member of the International Political Science Association and the Polish Political Science Association, European Research and Education Center and the "Helvetia" Research Group. He graduated from “political marketing” as well as “advertising and promotion”. He also graduated from MBA studies.

Yuliia Nesterak, PhD in Social Communications – Associate Professor at the Department of Social Communications, the Institute of Journalism at Taras Shevchenko National University of Kyiv. In 2013, she defended her dissertation “Transformation of the communication environment in the context of modern media politics of Ukraine”. Research interests: information and media politics, modern media systems, local media, news journalism.