



MEDIA & CULTURE DAYS

7th December 2021

The ABU and Radio Romania are partnering in creating an international forum to discuss the role of the media in making, promoting, and preserving culture and the arts in our changed times. This is the natural successor to the very successful Media2020 series of international dialogues organised by both our organisations since 2015.

While the conference will take place in the shadow of COVID-19 and will inevitably discuss many issues through the lens of the pandemic, it will also begin a new series looking forward into the next decade at the important and complex issues of the media's relationships with culture and the arts in a post-pandemic world. In particular, it will attempt to bring together global media and culture experts – principally from the Asia-Pacific and Europe – to discuss such headline issues as:

- What roles do the media play in cultural maintenance?
- How do the media affect culture?
- How important is culture/the arts in the activities and planning of broadcasters?

Why the issue is important

Public broadcasters have endured a difficult period during the pandemic, and culture was in many cases among the first sacrificed to meet other demands. Culture/the arts are important elements of being human, as well as community, national or regional identity. They are part of the missions of most public/national media. Culture/the arts speak a universal language, defining nations and allowing conversations and cooperation between developed and less developed countries and their broadcasters. Sharing culture is a force for peace and understanding and can open dialogue when other doors are closed.

At a programming level, culture can generate cooperative projects within and between the Asia-Pacific and Europe, on issues such as saving cultural heritage, promoting universal cultural values, and encouraging creativity and diversity.



**MEDIA &
CULTURE DAYS**
7th December 2021

AGENDA 16:00 – 18:00 MYT, ZOOM	
Opening 16:00-16:10	Opening and Welcome <ul style="list-style-type: none"> • President Director General, Radio Romania • Secretary-General, ABU
Introductory Dialogue 16:10-16:30 Incl Q&A	The headline issues facing the media and culture in 2021 <p>A keynote speaker (TBA) will set the scene for the day’s agenda by discussing issues such as:</p> <ul style="list-style-type: none"> • What is culture and is it different from the arts? • Why is culture important to individuals and societies? • Should it be treated as a lower priority when lives are at risk, e.g., from a pandemic? • What roles should the media play in creating, sharing, and preserving culture? • What influential examples are there internationally of media engaging with culture?
Expert Superpanel 16:30-17:25 Incl Q&A	The changing world of media and culture <p>A diverse panel of media leaders and experts in the field of culture/the arts will discuss a number of real-world issues including:</p> <ul style="list-style-type: none"> • How is culture being impacted by the pandemic, both negatively and positively? • How are culture/the arts being affected by developing media technologies, such as VR, online exhibitions, and performance? • The social and economic consequences of changing cultural manifestations. • What roles do digital and social media play in creating and sharing culture? • How do broadcasters engage new and younger audiences in culture/the arts? • What is over the horizon for broadcasting in the cultural arena?
Showcase 17:25-17:55 Incl Q&A	Real world examples of how the media are moving into a changing cultural landscape <p>Broadcasters, technologists, and independent content creators will give short (5–8 min) presentations of innovative projects they are undertaking in the fields of culture/the arts, sharing the reasons for their successes (and any failings). Conference participants will be able to ask questions online and establish links for follow-up engagements.</p>
Close 17:55-18:00	Summary and close of the conference.
Conference Concludes	