

Media Management and Migration

Challenges of Media Making by and for Diasporic Communities

An event (“emmahub”) by the European Media Management Association (emma)

Location: Macromedia University of Applied Sciences, Mehringdamm 33/2, Berlin

Date: 13th - 15th November 2024

Please note: The entire emmahub will be held in English. No translation is provided.

The key theme of the event “Media Management and Migration” shall be structured as a rewarding and still underdeveloped academic research topic by taking into account practical questions of relevance by individual media entrepreneurs as well as big media players (including public broadcasting) addressing diasporas. A special issue of a relevant journal or, alternatively, an edited volume is planned as academic output following the event.

By doing so, the European Media Management Association shall also increase its geographical as well as topical scope to drive relevance and inclusion within its community.

Based on the interaction of practitioners and academics we would like to support actual media makers by interacting with peers facing similar challenges and hence strengthening and stabilizing their businesses for the benefit of migrant or diasporic communities respectively.

Alongside these desired academic, business, and societal impacts of the event we aim for generating political awareness. Hence, we also expect general interest media coverage of the event and reception among German as well as European politics.

Detailed Schedule of the Overall Event:

Day 0 - Wednesday (13th November)

- » **16.00 onwards** Arrivals registration
- » **17.30 - 19.00** Welcome remarks by Prof. Dr. Castulus Kolo, Prof. dr. Evelyn Kästner and Christian Milster of Macromedia University - *Prof. Dr. Castulus Kolo, Prof. Dr. Evelyn Kästner, Christian Milster*

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Day 1 - Thursday (14th November)

- » **09.00 - 09.15** Opening remarks by emma and Macromedia University president Prof. Dr. Castulus Kolo - *Prof. Dr. Castulus Kolo*
- » **09.15 - 09.30** Introduction to the event by the academic coordinator - *Prof. Dr Eylem Yanardağoğlu*
- » **09.30 - 10.30** Workshop session (I) with three working groups (as set up on day 0)
- » **10.30 - 11.00** Coffee break
- » **11.00 - 12.30 Keynote Session I:** Reflections on contemporary migration and media in Europe – *Moderator Prof. Dr Eylem Yanardağoğlu*
 - Keynote 1 (25 min.) - Prof. Dr. Özgür Özvatan (*Humboldt-Universität zu Berlin- the Deputy Director of the Berlin Institute of Migration and Integration Research -BMI*)
 - Ignite Talk 1 (15 min.) - Natalia Grote (*Kohero, non-profit journalism platform for migrants, Editorial and Project Lead Schreibtandem*)
 - Joint Q&A
- » **12.30 - 13.30** Lunch
- » **13.30 - 15.00 Panel I:** Media enterprises for and by diasporas: Examples in Europe – *Moderator Prof. Dr. Gernot Wolfram*
 - Tikhon Dzyadko (*Doshzd TV - Independent Russian Television, Netherlands -Rain TV*)
 - John Oliviera (*One World, Sustainability and independent journalism social enterprise in the Netherlands*)
 - Assoc. Prof. Dr. Betty Tsakarestou and Nadina Christopoulou (*Panteion University and The Melissa Network, a network for migrant women*)
 - Mahdis Amiri (*Handbook Germany Project – Editor*)
- » **15.00 - 15.30** Coffee break
- » **15:30 - 15:45** Information on a Special Issue of the Journal of Media Business Studies (JOMBS) - *Prof. Dr. Leona Achtenhagen*
- » **15:45 - 18:00** Workshop session (II) with three working groups (as set up on day 0)
- » **19.30 - 21.30** Dinner

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Day 2 Friday- 15 November 2024

- » **09.00 - 09.15** Opening remarks and welcome - *Prof. Dr. Castulus Kolo and Prof. Dr. Kristin Hahn*
- » **09:15 - 10:30 Keynote session II:** Migration in Germany: Economic, social and policy framework conditions - *Moderator Prof. Dr. Castulus Kolo*
 - Keynote (25 min.) - Dr. Eva Flecken (*Direktorin der Medienanstalt Berlin-Brandenburg (mabb), Vorsitzende der Direktorenkonferenz der Landesmedienanstalten -DLM*)
 - Ignite talk 2 (15 min.) – the independent media makers perspective - *Nalan Sipar (Independent journalist -YouTube channel)*
 - Ignite talk 3 (15 min.) – the “big media” perspective - *Uta Weisse (Business Insider, Editorial Board)*
 - Joint Q& A (20 min.)
- » **10.30 - 11.00** Coffee break
- » **11.00 - 12.30 Panel II:** Innovation, diversity and representation in public and private media outlets – *Moderator Prof. Dr. Castulus Kolo*
 - Susanne Aigner (*Geschäftsleitung Netflix Germany*)
 - Helge Fuhst (*ARD, Redaktion ARD Aktuell*)
 - Erkan Arıkan (*Director of Turkish and member of editorial council Deutsche Welle*)
 - Tyrone Ricketts (*Independent media maker, Panthertainment*)
- » **12.30 - 13.30** Lunch (all academics and all panelists as well as keynotes that can stay)
- » **13.30 - 14.30** Non-public workshop session (III) with three working groups (see day 0)
- » **13:30 - 14:15** Q&A with Experts - *Prof. Dr. Castulus Kolo, Prof. Dr. Kristin Hahn, Prof. Dr. Eylem Yanardağoğlu and Prof. Dr. Gernot Wolfram*
- » **14.30 - 15.00** Short non-public presentations by working groups and Closing

If you have any further questions please contact: emmahub@macromedia.de