



**Public Service Broadcasting.  
A German-Ukrainian Exchange of Opinions**

**June 22, 2010**

**in DFJ Mediacenter, Kyiv-Mohyla School of Journalism,  
8/5 Voloska vul, Building 4, Kyiv, Ukraine**

- 9.00 Welcome Remarks
- Part 1: The Situation of the Media in Ukraine. Public Service Broadcasting Wanted?**
- 9.15 - 9.45 The Present Situation of the Media in Ukraine  
Dr. Yevhen Fedchenko, Kyiv-Mohyla Academy, Ukraine
- 9.45 - 9.55 Discussion
- 9.55 - 10.25 The Ghost of Public Broadcasting Service in Ukraine  
Prof. Dr. Sergiy Kvit, Kyiv-Mohyla Academy, Ukraine
- 10.25 - 10.35 Discussion
- 10.35 - 11.00 Coffee Break
- Part 2: Public Service Broadcasting in Germany – a Theoretical Approach**
- 11.00 - 11.30 Public Service Broadcasting – an Economic Definition  
Dr. Manfred Kops, Institute for Broadcasting Economics, Cologne, Germany
- 11.30 - 11.40 Discussion
- 11.40 - 12.10 Public Service Broadcasting – a Legal Definition  
Prof. Dr. Peter Schiwy, German University of Administration Sciences Speyer, Germany
- 12.10 - 12.20 Discussion
- 12.20 - 12.50 Public Service Broadcasting – a Political Definition  
Prof. Dr. Hans Kleinsteuber, University of Hamburg, Germany
- 12.50 - 13.00 Discussion
- 13.00 - 14.00 Break
- Part 3: Challenges for Public Service Broadcasting - in Germany and worldwide**
- 14.00 - 14.30 Protecting Public Service Broadcasting from State Intervention  
Dr. Olexiy Khabyuk, Institute for Broadcasting Economics, Cologne, Germany
- 14.30 - 14.40 Discussion
- 14.40 - 15.10 Non-governmental and Non-market Control of Public Service Broadcasting.  
Norm and Reality of the German Broadcasting Boards ("Rundfunkräte")  
Prof. Dr. Hans Kleinsteuber, University of Hamburg, Germany
- 15.10 - 15.20 Discussion
- 15.20 - 15.45 Coffee Break
- 15.45 - 16.15 Adjusting the Remits and Resources of Public Service Broadcasting  
within the German Dual Media Order  
Dr. Manfred Kops, University of Cologne, Germany
- 16.15 - 16.45 Final Discussion and Prospects for the Follow-up Conference in Cologne  
on October 28, 2010
- 16.45 Final Remarks

**Conference Languages: English, Ukrainian**