

WORKSHOP SHAPING MEDIA FOR THE FUTURE

Date: 26th April Location: <u>Edificio Redeiras, Rúa da Ribeira do Berbés, 11, 36202 Vigo, Pontevedra</u>

Director: José Rúas Araújo Coordinators: Talía Rodríguez Marelo, Uxía Seijas Vidal Secretary: Julia Fontenla Pedreira

Free Registration. The deadline for registration is the 15th of April

For any inquiries, please contact us: <u>circom.uvigo.chair@uvigo.gal</u>









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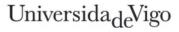
In collaboration with: CATEDRA RTVE-USC





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10:00 h - 10:30 H	Opening Pachi Reigosa, Rector of the University of Vigo Fernando Ojea, CIRCOM Regional Secretary General
10:30 h - 11:15 h	Innovation in Galician public TV José Pereira, Innovation manager at CRTVG (Galicia, Spain) Presented by Mónica López Golán, University of Coruña
11:15 h - 12:00 h	Disruptive Innovation in PSM Urbano García Alonso, Head of Innovation and Digital at RTVE (Spain) Presented by Alba Silva Rodríguez, University of Santiago
12:00 h - 12:30 h	Coffee break
12:30 h - 13:15 h	The boundaries of island TV in the digital era Paulo Jardim, Information Area Manager at RTP Madeira (Portugal) Presented by Uxía Seijas Vidal, University of Vigo
13:15 h - 14:00 h	Constructive news - the way to win the audience back Malin Syrstad, Editor in chief at SVT Nyheter (Sweden) Presented by Victoria Moreno Gil, Carlos III University of Madrid
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14:00 h - 15:30 h	Lunch break
14:00 h - 15:30 h 15:30 h - 16:15 h	
	Lunch break Artificial Intelillence in newsrooms: generating change Charlie Beckett, Director of the Polis/London School of Economics JournalismAl project (UK)









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