

ANNUAL MEDIA FESTIVAL: Celebration & Reflection

From 8 to 13 February 2016
At Apeejay Styra University campus

The big bang explosion of media following the structural reforms in India has been a double-edged sword. While communication technology revolution has enabled it to reach the periphery and provide a voice to the voiceless through community radio, blogs, Facebook and Twitter, globalised capital monopolises and controls the media narrative to suit its agendas. The shrinking state meanwhile displays ineptitude than aptitude in its mediatory role.

It is paramount for us media professionals to not only enjoy the fruits of our successes but also reflect upon the challenges we face in our discovery road to truth.

Apeejay Styra University's **Annual Media Festival: Celebration and Reflection**, organised by the School of Journalism and Mass Communication, is one such occasion. The six-day festival will include talks, panel discussions, workshops, quizzes and performances and bring together some of the country's leading journalists and media persons. A first of its kind, the festival is a beginning to create a platform to celebrate the power and glory of the media and ponder over the challenges that lie ahead for a free and fair media.

Programme details

8 February 2015

10:45 A.M Welcome address by Dr S K Salwan, Vice Chancellor, Apeejay Styra University

11:00 A.M Session 1: Inaugural lecture on 'Why Don't We Shut Down the Public Broadcaster?' by Mr Jawhar Sircar, CEO, Prasar Bharati

With close to 900 private TV and radio channels and an army of print Media publications, do we need a public broadcaster today? It's time to ponder what role Doordarshan and AIR play a role in sustaining democracy.

12.30 P.M Vote of thanks by Prof Pervaiz Alam, Dean SJMC

Lunch

2:00 P.M Session 2: Annual SJMC Lecture on 'Breaking News and Breakdown of News' by Mr Amit Baruah, Resident Editor, The Hindu

Media is a powerful vehicle of change. Yet, media often offers news that has little impact on society. Is the current news system faulty; what factors control choice of news?

3:30 P.M Tea

9 February 2015

11:00 A.M Session 1: Panel Discussion – Big Ideas in Media

Chair: Prof Ashok Ogra, Director AIMC
Panelists: Mr Tapas Sen, Chief Programme Officer,
Radio Mirchi, Mr Alok Verma, Head, NEWSNEWZSTREET TV &
IRADIOLIVE
Moderator: Mr Rajesh Joshi, BBC, Hindi Service

Hundreds of FM radio stations are back in business and more are likely to join the competition. However, it seems there is a storm brewing in the field of radio delivery platforms. Internet radio to podcasting- the radio landscape is changing. What it means for the industry.

Lunch

1:30 P.M. Session 2: Panel Discussion – Blame it on the Media

Chair: Mr Paranjoy Guha Thakurta Editor, Economic And Political Weekly, author of *Gas Wars: Crony Capitalism and the Ambanis*
Panelists: Dr Vipul Mudgal, Director, Common Cause
Moderator: Ms Seema Chisti, Senior Editor, Indian Express

Why is Indian media on trial? Media is often under attack these days – for partisan reporting, biased coverage. Does the media tend to hide more than reveal? How is the political scenario of the country linked to the business agenda of media houses?

3:30 P.M Tea

10 February

11:00 A.M Inauguration of photo exhibition by Mr Aditya Arya, ace photographer

11:20 A.M Session 1: Workshop by Mr Arya

12.10 A.M Reporter's Quest: What to pick and what to drop
Ms Seema Guha, senior journalist

Lunch

2:30 P.M Session 2: Creating News, Researching News

‘Radio Scene in 21st Century: India vs UK – A comparative study’ by
Ms Fabeha Syed, multimedia journalist

‘Rural news and Media’ by Ms Jaya Srivastav, media researcher

11 February

10:30 A.M Learning from the Field: Trip to Mr Aditya Arya’s Museum

12 February

11:30 A.M Screening of ‘It’s okay to be Gay’ a documentary film profiling a young
fashion designer

Human Rights Quiz

Lunch

1:30 P.M Session 2: Festival Theme Lecture

‘Free Speech, Privacy and Other Rights: What has NOT changed in India’
by Ms Jayshree Bajoria, South Asia Researcher, Human Rights
Watch

3 :00 P.M Street play by NGO Jagori

4:00 P.M Closing

13 February Broadcast of special programmes on Radio Styavani

Our Speakers

Mr Jawhar Sircar is the Chief Executive Officer of Prasar Bharati & All India Radio. Mr Sircar has been a civil servant for nearly 41 years. He served as Secretary of the Ministry of Culture, Government of India from late 2008 to February 2012, where he reported directly to the Prime Minister for most of his tenure.

As CEO, Mr Sircar supervises India’s public service broadcaster, which is among the largest such networks in the world and cover well over a billion people, through 570 stations of All India Radio & Doordarshan. Mr Sircar has modernised the two organisations, infusing them with programmes with fresh content and approach. He has

been elected as Vice President of the world's largest Public TV and Radio organization, the Asia Pacific Broadcasting Union, on which 67 nations are represented.

Mr Amit Baruah is the Resident Editor of The Hindu. Mr Baruah has over 25 years of experience in journalism. He started his career with the Indian Express as a reporter. Mr Baruah has written *Dateline Islamabad*, a book published by Penguin that talks about his years in Pakistan as a correspondent for The Hindu.

Mr Tapas Sen is India's first "Chief Programming Officer" of Radio. He works with Radio Mirchi, which is India's largest private radio network. Mr Sen heads the creative vision of the entire 32 Station network, and regularly straddles the fine line between Brand and the Product. A "Zoologist and an Entomologist" by education, he has been with radio for over 22 years now and fancies himself as an evangelist of the medium. Mr Sen holds the credit of being the FIRST Indian Radio person to be invited to be a part of the Cannes Jury (2014 Lions). He often writes music columns for the Times of India.

Ms Jayshree Bajoria is the South Asia researcher at Human Rights Watch. She has worked as the deputy editor at CFR.org, the website of the Council on Foreign Relations in New York, where she wrote on issues such as international security, terrorism, human rights, and development issues in Asia. She co-wrote and produced two award-winning interactive multimedia pieces, Crisis Guide: Iran and Crisis Guide: Pakistan. Ms Bajoria has also worked as a reporter for BBC, Star News television, and the Indian Express newspaper in Mumbai, India. She was selected to participate in the 2011 International Reporting Project's Gatekeeper Editors' trip to Indonesia and the 2010 U.S.-Korea Journalism Exchange Fellowship, funded by the Hawaii-based East-West Center.

Prof Ashok Ogra is Director, Apeejay Institute of Mass Communication (AIMC), Dwarka. He has more than 35 years of experience in Radio, Television, Film, Print and Teaching. Widely recognized for his outstanding work in mass communication, Prof. Ogra has been a member of prestigious selection committees for various film festivals, and has also served as a Jury Member for India's National Film Awards. He has worked with leading media organisations, including Discovery Channel as Regional Director (South Asia), Doordarshan & All India Radio as Director.

Ms Seema Chishti is the Deputy Editor of The Indian Express. She writes on politics, economics and international relations. Earlier, Ms Seema has worked with TV Channel News X as one of its senior editors, reporters and anchors. However, most of her time has been spent at the BBC World Service where she worked with BBC Hindi Service as its India-based Editor. She has filed reports for radio, television and digital media. A graduate from the St. Stephens College, New Delhi, Ms Chishti started her broadcasting career with All India Radio and TV Programme 'Eye Witness' with Karan Thapar as a freelancer.

Dr Vipul Mudgal is the Director of Common Cause. He earlier working at Centre for the Study of Developing Societies (CSDS), Delhi. Dr Mudgal has worked with India today as a correspondent covering Punjab and Kashmir, with Hindustan Times as Resident Editor in Jaipur and Lucknow, with BBC in London and Delhi and with Asia Times in Bangkok. His edited book "Claiming India From Below: Citizen Activism for Democratic Transformation" has been published last month by Routledge (London). Dr Mudgal has a

doctorate on media and terrorism from Leicester University and is a recipient of Nehru Centenary British Fellowship, and the Jefferson Fellowship at the EastWest Centre, Hawaii.

Ms Seema Guha has been a journalist for more than 20 years, having worked for leading publications and news agencies such as the Times of India, The Telegraph, The Asian Age and Daily News and Analysis & Reuters. Ms. Guha, was posted as a foreign correspondent for the Times of India in Colombo, when the Indian Peace Keeping Force (IPKF) was deployed in Sri Lanka. She has been the Diplomatic Editor of The Times of India. Ms Guha has also worked for Research and Information System, a think tank headed by Former Foreign Secretary, Shyam Saran. Seema is closely associated with the Nehru Memorial Museum and Library. She continues to write for various Indian and foreign publications.

Mr Aditya Arya is an eminent commercial and travel photographer. In addition to his wide-ranging commercial and travel portfolio, his work has been published widely in travel magazines and books. His work can also be seen in the exhibition catalogues of Tejas and The Golden Age of Classical India: The Gupta Empire published in Brussels (Belgium) and Paris (France) respectively. A committed documenter of culture and heritage, Mr Arya has travelled extensively across the country. He was a Director at the Academy for Photographic Excellence (APEX), one of the India's leading photography academies based in New Delhi. Mr Arya owns a Photography and Camera Museum in India with more than 300 rare and iconic cameras and other equipment tracing the history of photography from the 1870s to the Digital Era.

Mr Alok Verma is known for his strategic brilliance and operational excellence in the media business – print, electronic & new media. After successful acquisition of his first venture Newzstreet Broadcast Private Limited, Mr Alok set up a digital content and streaming technology company in 2013 and has since been managing it successfully. His three video, audio and text streaming platforms namely NEWZSTREET TV, I-RADIOLIVE & NYOOOZ have carved a niche for themselves in the digital space. Mr Verma began his television news career in the year 1995 with Zee News. He played a key role in Star TV's New Media, Convergence & Internet strategy as Editor, News & Current Affairs. He started as a print journalist in 1981. Mr Verma is Visiting Faculty to some of prominent universities such as Indraprastha University, Delhi University, the Apeejay School of Mass Communication, Delhi and Indian Institute of Mass Communication.

Mr Rajesh Joshi is the Editor of BBC Hindi Radio and has reported from the UK, USA, the Czech Republic, Morocco, Cuba, the Amazon forests in Brazil and Pakistan and Nepal. Mr Joshi began his career with Jansatta newspaper and later joined the English-language newsweekly Outlook. Mr Joshi has survived cannon shells on the Line of Control between India and Pakistan during the Kargil war; and also smuggled himself into a jail to expose the nexus between underworld don Dawood Ibrahim and godman Chandra Swami. Much before the Maoists started grabbing headlines, Mr Joshi established contact with the guerrillas fighters in 1996 in the dense forest of Abujhmad in Bastar and spent a fortnight with heavily armed men and women to write a cover story on the underground movement for Outlook magazine. Mr Joshi considers himself a failed

actor. Says he, "I would still try my luck in the field of acting if I could turn back the clock a little."

Ms Jaya Srivastav is a media researcher and working at AIMC.

Ms Fabeha Syed is a multimedia journalist and radio presenter of the popular music show *Kal bhi, aaj bhi*. Ms Syed has studied Multimedia Journalism from the University of Westminster, UK .