

# WORKSHOP SHAPING MEDIA FOR THE FUTURE

Date: 26th April

Location: Edificio Redeiras, Rúa da Ribeira do Berbés, 11, 36202 Vigo, Pontevedra

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: [circom.uvigo.chaire@uvigo.gal](mailto:circon.uvigo.chaire@uvigo.gal)

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10:00 h - 10:15 H	<b>Reception of attendees</b>
10:15 h - 10:30 H	<b>Opening</b> Pachi Reigosa, Rector of the University of Vigo Fernando Ojea, CIRCOM Regional Secretary General
10:30 h - 11:15 h	<b>Innovation in Galician public TV</b> María Sabucedo, Project Manager at CRTVG (Galicia, Spain) Presented by Mónica López Golán, University of Coruña
11:15 h - 12:00 h	<b>Disruptive Innovation in DSM</b> Urbano García Alonso, Head of Innovation and Digital at RTVE (Spain) Presented by Margarita Pastoriza Cabaleiro, University of Vigo
12:00 h - 12:30 h	<b>Coffee break</b>
12:30 h - 13:15 h	<b>The boundaries of island TV in the digital era</b> Paulo Jardim, Information Area Manager at RTP Madeira (Portugal) Presented by Uxía Seijas Vidal, University of Vigo
13:15 h - 14:00 h	<b>Constructive news - the way to win the audience back</b> Malin Syrstad, Editor in chief at SVT Nyheter (Sweden) Presented by Victoria Moreno Gil, Carlos III University of Madrid
14:00 h - 15:30 h	<b>Lunch break</b>
15:30 h - 16:15 h	<b>Artificial Intelillence in newsrooms: generating change</b> Charlie Beckett, Director of the Polis/London School of Economics JournalismAI project (UK) Presented by Marta Rodríguez Castro, University of Santiago
16:15 h - 17:00 h	<b>From Canada to Slovenia - How to integrate media production for different media platforms preserving DSM remit?</b> Zoran Medved, Project Manager CIRCOM Regional-UVigo Chair Presented by Talía Rodríguez Martelo, University of Vigo
17:00 h - 17:15 h	<b>Closure</b> Zoran Medved, Project Manager CIRCOM Regional-UVigo Chair José Rúas, Academic Director CIRCOM Regional-UVigo Chair
18:00 h - 19:30 H	<b>Touristic Bus Tour</b>