



The Media: Weaving Together the Future

Tokikom: 10th Anniversary Conference

24 MARCH, FRIDAY

AT THE OLATUA CRUISE TERMINAL IN GETXO

Organized by:

Tokikom,
the local Basque-language media network

The TOKIKOM group, made up of 76 local Basque-language media outlets, recently turned 10 years old. This anniversary is a great opportunity to celebrate, learn and reflect on the challenges faced by local media.

The conference provides an opportunity to look out into the open sea, as well as continue to learn and weave together the future. Welcome to TOKIKOM: 10th Anniversary Conference.

**Last day to register:
17 March.**

tokikom.eus/jardunaldiak

PROGRAMME

09:00

Opening

Welcome from representatives of Getxo City Hall, local media Hiruka and TOKIKOM.

09:20 - 10:50

Social Democracy and Local Journalism

Jason Gibbins and Peter Sherlock, heads of the BBC Local News Partnership and Shared Data Unit.

Richar Gurner, representative of the Caerphilly Observer in Wales.
Tomas Bruvik, Secretary General of the local media association LLA of Norway.

Oihane Mateos (EITB) and Iker Rincón (Hiruka), the *Saretzen* collaborative project: a project between TOKIKOM and EITB to respond to the need to work on data and the Basque Country as a whole.

10:50 - 11:10

Break

11:10 - 11:45

Journalism and Leisure

Edorta Arana and Bea Narbaiza, from the IKUSIKER Research Group of the EHU-UPV.

Unai Iparragirre, Head of Channels ETB.
Presentation of the audiovisual platform *Primeran*.

11:45 - 12:30

Journalism and Digitization

Avelino Amoedo, UNAC. Digital News Report, global trends in content consumption.

Karma Peiró, journalist specialized in ICTs. Artificial Intelligence in Local Journalism: Opportunities and Challenges.

12:30 - 13:00

Signing of the Local Media Manifesto

Brief presentation of the associations and the signing of the Local and Regional Media Manifesto:

- Associació Catalana de Premsa Comarcal.
- Associació de la Premsa Comarcal Valenciana.
- Associació de Mitjans Digital de la Comunitat Valenciana.
- Associació de Premsa Forana de Mallorca.
- Associació de Premsa Local de Menorca.
- Tokikom.

Act to sign the Local Media Manifesto.

13:00 - 13:15

**Graphic report and conclusions by
illustrator Pernan Goñi**

13:15 - 13:45

**Speech of representatives of public
institutions and TOKIKOM**

13:45 - 14:30

**Show and celebration of TOKIKOM's 10th
Anniversary**

14:30

Lunch

TOKIKOM

Collaboration

hiruka
Premsa euskara, premsa euskara

Sponsors

