MEDIA VISION FOR LIBYA:
A “Good Offices” Conference

CONVENE BY:

NORTHWESTERN UNIVERSITY IN QATAR
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Introduction

Imagining a “media vision” for a country wracked by civil war after decades of autocratic rule is a daunting task. But that is the challenge for several countries caught up in and redefined by the Arab Spring of 2011.

Nowhere is that more true than in Libya whose press has been mostly state-owned and where the institutions and infrastructure that typically buttress freedom of expression and an independent media had virtually disintegrated under the 40-year rule of Moammar Gadhafi.

It was this condition that stimulated the interest of Northwestern University in Qatar and prompted an invitation to the Libyan government and media to consider joining a “good offices” conference to think strategically about the role, function and operations of a new media system that is emerging in their country. That conference, officially endorsed by Libya’s ruling National Transitional Council and convened in Doha, Qatar on December 10-11, 2011, brought together 17 conferees charged with responsibility for fusing media policy and directing media operations.

This report captures the essence of those two days of the Media Vision for Libyagood officesconference, in which Northwestern University in Qatar served as an impartial platform for and arbiter of a debate aimed at defining freedom of expression, the Libyan context, and the steps necessary to assure free and sustainable media.

It is a photograph in time recounting what happened between and among the participants rather than a comprehensive study of the state of Libyan media or a strategic plan for their future. That process involved an encounter with systematic knowledge about media governance, the media economy, media technology policy as well as education and training—all informed by experience. What happened at the conference resulted in a statement of principles on media freedom and independent media, as well as a modest action plan to jump-start the process.

While the conferences literally represented their country and its media, their experience in government or media was limited and in some cases nonexistent. And their longevity as the de facto voice of Libya was also uncertain. Indeed the chairman of the delegation and vice-chair of the NTCC resigned in controversy three weeks after the conference, in response to critical demonstrations unrelated to this conference and its findings.

Each of the major conference sessions is captured here. You will hear the voices of the conferees themselves as they struggled with the complexities and nuances of media development in the wake of a cruel dictatorship and continuing strife in their country. For all Libya’s pain, the conference provided a rare opportunity for a nation to begin re-inventing its media system.

What follows is a report on the Media Vision for Libya deliberations and their outcome. The conference benefitted from the participation of Dr. Nabil El-Araby, Secretary General of the Arab League, who pointed out the importance of media freedom for a state that wants to function as a respected member of the global community.

We are indebted to media economist Robert Picard of the Reuters Institute at Oxford University, media training executive Joyce Barnathan of the International Center for Journalists and technology policy expert Robert Pepper of Cisco Systems for expert presentations that guided the discussion and helped shape options and choices.

Special thanks to Patrick Forbes of Forbes Associates, whose work in Libya and negotiations made the conference possible as well as others who helped at NU-Q and the NLC.

Everette E Dennis, Dean and CEO, Northwestern University in Qatar

The need for the conference

With virtually no media industry, Libya had to find a way to step into the future

Few countries in modern times have been in better position to assess and imagine the kind of media system they might encourage and create than Libya. Wrecked by civil war after four decades of autocratic rule and a virtual meltdown of institutions and infrastructure, Libya has the dubious distinction of what could be a clean slate in seriously addressing the kind of news media and journalistic environment its people need, want and deserve.

Unlike other transitional societies such as Eastern and Central Europe after the fall of Communism, which had rigid and fixed media institutions of the previous regime, many of which were simply transferred over to new rulers, Libya has no such analogue. While it is true that there has been a flurry of new newspapers, websites and other media outlets across the country, they live in a society without consensus on the role and future of the news media, as well as other communications industries and outlets.

Virtually all independent outside observers will agree that the country has:

◆ No clear model for journalism and media messaging
◆ No agreement about the economic framework under which media can live and thrive
◆ No clear vision about the role of technology in providing platforms to support a viable media system
◆ No consensus on a philosophy and standards for professional journalism vis à vis social media messaging
◆ No clear model for journalism and media education and training
The state of Libyan media

The industry has blossomed since the revolution, but the growth has been uneven. Media in Libya are undergoing the most fundamental changes in the history of the country. As it makes a transition from over four decades of dictatorial rule and a bloody yet inspiring revolution, it is no understatement to say that the development of traditional and new media will be one of the most critical steps needed in establishing a democratic, peaceful and prosperous nation.

The international media played a major role in the success of the 17 February revolution. They helped to win the support of NATO and Arab countries, a key factor in gaining international recognition for the NTC as well as military and economic support.

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Under the Gaddafi regime, media were more highly centralized with most studios and bureaus located in Tripoli, depriving the revolutionaries of access to a state broadcaster. Al Jazeera was...
Introduction

“ The immediate blossoming of a new Libyan media came with the press in Benghazi.”

the channel of choice for the NTC when it wanted to communicate with Libyans. The creation of Libya Ahrar, based out of Doha, was the first ‘free’ Libyan station to be carried on the important NileSat satellite and, along with Libya Al Hurra, the first channel to be broadcast from free Libya (Benghazi), attracted viewers and made important contributions.

The immediate blossoming of a new Libyan media was in Benghazi, where over 100 newspapers and magazines sprung up during the revolution, staffed by eager young volunteers with little or no past experience and facilitated by a free printing press. Distribution channels were weak, and only a handful of publications built a clear brand and a loyal following, but the spirit of those embarking on this new career path was arguably as important as the output that they delivered. People were free to write what they liked, and they grasped the opportunity with both hands.

With the liberation of Tripoli and the killing of Gaddafi, the media in Libya has expanded in a number of directions, with little interference or support from the NTC. While the independence of the media should be applauded, there are a number of structural and policy decisions that will have to be taken to resolve a growing number of knotty issues.

First and foremost, media today are operating in a legal vacuum. Law No 76, with provisions for the creation of newspapers and magazines under the control of the government, is completely ignored. As a result, media is entirely free, with no rules or regulations setting out standards or licensing criteria, and no legal framework for those committing libel or slander. Media outlets have simply sprung up and have had no guidance from the NTC on what is expected or allowed of them.
The search for wise rule

The Arab Spring shows that the region’s people want clear rules backed by an independent media

– by Nabil El Araby

I t gives me great pleasure to be with you today discussing a free, independent media for the new Libya. The Libyan revolution was the third revolution in the Arab Spring, but in my view it is the most important one. In Tunisia or Egypt, matters were easier. In those countries rulers had been in power for a long time, did not want to leave power, and maybe considered passing on the throne to their heirs, as if the people of those countries were not human and can be inherited like cattle. But thanks to the youth of these nations, the people stood firm in their squares, demanding freedom, democracy and social justice. In Egypt it all ended in 18 days with limited casualties, although they are all martyrs to a great cause. However, Libya was the only country in this Arab Spring to witness hundreds of deaths and a real war on the ground. I visited Libya many times with Arab foreign secretaries in the 1970s, but I did not visit again until three years ago. I went at the call of the Libyan Lawyer’s Union, and during my free time I wandered the streets and tried to find a newspaper, in any language, whether Arabic, English or French. I did not find anything except for pamphlets issued by Gaddafist praising his own regime.

We are hosts, but this is your conference. Northwestern University in Qatar, in concert with our parent university in the United States and its two famed schools of journalism and communication, are pleased to be based here in the Middle East, where the awakening of the Arab spring has special resonance for us and our values in support of freedom of expression and an independent media. That is what we are committed to doing in our instruction, research, and service. It is those values that bring you and us together today.

Our job is to facilitate consensus from you, the conferees, on the overall goals, shape and purposes of your media system and policies. We are impartial about any and all views you might express, the debates that will emerge or the decisions, if any, you ultimately take.

We will frame a discussion and debate about matters of governance, the media economy and technological solutions, as well as education and training. We are aided in that task by three distinguished experts to whom we are grateful for their presence and involvement.

They are among the world’s most eminent experts in their respective fields and they have traveled far to be here to join in this conversation. There is an old saying that positethat life is a conversation that begins before we arrive, continues while we are present and goes on for years after we have left the circle and passed from this earth. In convening this conference we acknowledge that we are already late to the table. You began the conversation we join today years ago, even before the revolution, but even more passionately and intensely since then. We are privileged to sit with you in this deliberation knowing that what is said here will continue well into the future as you and only you fashion a Media Vision for Libya.
We are here together to assess the Libyan media system, and provide support to the council’s Media Committee, in order to envision a media strategy for Libya during the transitional phase.

On behalf of the National Transitional Council in Libya, I would like to thank Northwestern University in Qatar and its dean for hosting this historical conference that aims to support the NTC’s media committee in drafting the media strategy. We would also like to thank Qatar, who stood by the Libyan people since the beginning, especially the media sector who made so much effort to support the Libyan revolution, showing it to the world and exposing it on an international level through Al Jazeera, the free media platform.

Last, I hope that the young members of our delegation will benefit from this good initiative in preparing programs and drafting policies that they see as suitable for the Libyan media vision. We didn’t hesitate to accept the university’s invitation, for it has a deep understanding of the challenges we are facing and offers prospective solutions, as well as founding principles that may help build a free Libya, a country that is aware of its responsibility towards its great people. We hope to benefit from the media specialists in order to offer the best to our people and country.

As the president of the NTC Media Committee, I am proud of the free Libyan delegation; this young generation of media personnel represent a sample of the experience and potential that Libya can offer in the media sector. The delegation includes people from different Libyan regions and walks of life, so that everyone can benefit from the experience exchange and from the specialist opinion in the media sector.

Libyan media has suffered under the burden of dictatorship; there was a total absence of free institutions, no training and not one opportunity for freedom of speech nor freedom of media.

Today we are proud of the freedom that Libya has, and the democratic system that ensures freedom of journalists, of media, and the freedom to voice one’s opinion and hear the opposite one. The NTC in Libya is seriously willing to activate freedom of speech practices and we have with us today the elite of Libyan media personnel to discuss with the finest media people in the world. They are aware of the challenges that we are facing in the long term and the challenges of the transitional phase in the short term.

We will be soon organizing important and historical elections. The organizational structure of our media committee is simple in regard of the little means we had at the beginning. Nevertheless, our youth, and some of them are participating with us today, were able to bring out the message of the Libyan revolution to the world. They had little means at the Liberty Square in Benghazi, but managed to turn the main court hall into a revolution’s voice that reached the whole world.

Our revolution was peaceful but turned into an armed one because of Gaddafi’s hostility and dictatorship. We knew all along that we were going to make it, thanks to God and to the young generation and media.
freedom of the press is frequently trumpeted by revolutions when dictators fall, but what does that mean? And how can it be guaranteed? These were the issues tackled by Northwestern University in Qatar CEO and Dean Everette Dennis, as he opened the first session with a presentation on the topic, ‘A Framework for Media Freedom – Governance Models to Assure an Independent Media System’.

Perhaps the most important point to understand is that, even in the most advanced democratic states, freedom of the media is a fluid concept. Writing freedom of the press into law is not the end of the process. “Any system of free expression and free media will have lofty goals and practical problems associated with its implementation,” Dennis said. “Creating a new media freedom regime for Libya must begin with an affirmation for why this is necessary in the first place.”

He gave four key roles that media play in governance:

◆ Serve individuals, institutions and society itself. Freedom of the press is a lofty goal, but even its most ardent champion can be tempted to apply the brakes when they become the target of criticism themselves. The dean explained that that happened in Eastern Europe after the fall of communism, and there are signs it is happening in the wake of the Arab Spring.

So what route should Libya follow? Examples drawn from Four Theories of the Press were discussed.

Media can be unruly, but should governments regulate them?

◆ Authoritarian, involving a mix of state media and closely controlled private ownership

◆ Soviet-totalitarian, where the media serve the state and are mostly owned by the state

◆ Libertarian, which allows unfettered freedom to write and publish on the theory advanced by John Milton that where truth and falsehood grapple… the truth always prevails

◆ Social responsibility, wherein rights are enumerated and duties are defined either in codified law or litigation; rights in conflict are adjudicated.

In any of these systems there will be conflict, such as the right of privacy vs. right to publish. Libya must decide what role the government and other institutions will play in settling disputes.

How then does a government decide? In keeping with the “good offices” concept, no prescriptions were offered, except that whatever system Libya opts for should encourage the growth of robust and diverse media and be constantly evaluated. The dean, however, cautioned against over-legislating, quoting Alexander Bickel who said that “the more we define freedom, the less freedom we have”.

THE DEBATE

FORMER DEPUTY MINISTER of Information, Khaled Najm, provided a presentation on the structure of a potential organization under the NTC, that was broadly rejected as fears were raised that giving one person or body control could restrict freedom.

Several participants went on to call for the private sector to be supported, either through privatizing public media or by offering public funds. In answer to questions, Abdulhafoodh Ghoga confirmed that freedom of the press and of speech will be enshrined in the new constitution and talked about the necessity of organizing the current media scene. However, he also stressed the need for the NTC to have its own channel to communicate its work. That led on to a long debate on possible regulation, with a strong focus on how best to ensure a variety of ownership to allow multiple voices. An independent judiciary was trumpeted as the main guarantee to press freedom. Robert Pepper was asked to outline the role of the US Federal Communications Commission (FCC), where he held a senior position. He explained that the FCC does not regulate content, but rather creates a structure in which organizations and voices compete, with an independent judiciary system listening to appeals against FCC decisions. Strong efforts are made to keep the FCC independent.

There was a consensus on the view of businessman Ramadan Mottawa that customers will be the ultimate regulator, as only outlets with high standards will survive.

The Chair summarized the debate, noting that there was general agreement on enshrining freedom of expression in the constitution, but some disagreement on how to ensure both freedom and accountability, and whether the aim should be diversity or uniformity in this post-conflict era.
Media economy

Evolutionary trends are historically great creators of media, as people seek to understand what is happening and express their views on the way forward. But most outlets are not set up with commercial ends in mind. As stability returns, wealthy benefactors often withdraw their funding, commercial considerations force others to close, and the field narrows.

A free media plays a key role in a democracy, so how can Libya ensure a vibrant, commercially successful sector? These were the issues tackled by Professor Robert G. Picard of the Reuters Institute, University of Oxford, in his talk ‘Issues in Media Structure, Ownership, Governance and Finance in Transitional Countries’.

Libya has a relatively small population of around five million people spread over a large area, which creates distribution problems. In addition, high unemployment (particularly in rural areas) and a lack of private capital mean that domestic funding is limited.

The most pressing issue, said Picard, was to provide a short-term legal basis for media by recognizing existing broadcasters and issuing some simple, temporary rules to provide initial stability. Longer-term decisions could then be deferred to the new government, but he did suggest that the government provide incentives to investors in media.

He then tackled the issue of what to do with the existing state-controlled media, listing the advantages and disadvantages of allowing it to continue as is, recognizing it as public service media, or opting outright privatization. The latter option may seem simplest as it generates income and removes most government control, but Picard pointed out that it then raises questions of ownership and the motives of those in control. Foreign ownership in particular may bring in much needed expertise and capital, but profits are exported and ownership becomes more diffused.

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6% Internet penetration in Libya

It may be, he said, that different rules would be applied to different sectors of the media. Should media remain fully or partially state owned, Picard looked at a number of models around the world for ensuring proper regulation without interference, such as governing boards.

He summarized with a brief overview of the differing economics of different forms of media, explaining that content creation costs are higher in TV, whereas in print the biggest costs are distribution. He emphasized that advertising income for broadcasters is linked to the size of the audience, which in Libya is very small.

Hence major fragmentation of the broadcasting industry would impact on the sustainability of each outlet. These are important considerations as government policy will steer the direction of the media sector, so the government must decide whether it wants a nationalized or provincial system. Each brings advantages and disadvantages, but it is up to the Libyans to decide.

Short-term licenses would, however, be issued to make broadcasters accountable for their content. There was again debate over the role state media should play in the forthcoming election, with suggestions that a guiding body should be formed to ensure all parties are given access. There was emphasis on radio’s important role in providing a plurality of views, while training for young journalists was suggested so that they are equipped with the skills they need to make the most of this crucial period.

The Chair summarized the session by pointing out that the main issue appeared to be the legitimization of the existing actors, and then to move forward in setting the basis for future development through appropriate regulation.
According to the World Bank, ICT networks are now considered the fourth vital enabling infrastructure, after water, transport and power. There is also a close correlation between investment in technology and rising productivity: for every 10 percent increase in broadband there is an incremental four percent of GDP growth.

At the same time, telecoms and media are converging, with the traditional divide between TV, phones and computers becoming increasingly blurred.

How do governments use this to their advantage? That was the subject of the third presentation, by Robert Pepper, Head of Government Affairs at Cisco Systems, entitled ‘ICT infrastructure for economic, social and media development in Libya’.

Any public policy must include both social and economic goals: ensuring both diversity and social cohesion in the first case, and promoting jobs and growth in the latter.

Pepper introduced the Global Information Technology Report, which maps 100 countries according to their ICT infrastructure and GDP. Libya ranked consistently low over the last four years when compared to countries with a similar per capita income, such as Chile, Latvia and Poland. Libya also scored poorly on the general business, regulatory and infrastructure environment for ICT, the readiness of individuals, businesses and government to use and benefit from ICT, and their actual usage of available ICT.

Libya may be starting from a low base, but Pepper predicted rapid growth, with internet traffic in the Middle East and Africa as a whole set to increase from 0.8Gb per internet household per month in 2010 to 7.3Gb in 2015.

This has potential benefits for the economy, but the government must provide the right environment for this to take place. Pepper outlined some solutions, such as providing clear rules and building the necessary infrastructure.

With the increase in use of social media seen in the revolution – not all of which was accurate – he also stressed the need for a proper regulatory framework.

Finally, he expressed his hope that Libya could begin making up for lost time even during this transitional period. Libya currently enjoys worldwide interest and support, so the government can capitalize on this to make rapid advancement in as little as six months.
Joyce Barnathan, president of the International Center for Journalists, began her presentation with an anecdote describing when, at a press conference in Moscow, Colonel Gaddafi was asked a tough question on terrorism by an Italian journalist.

“Gaddafi took a few seconds to think this over and then mumbled something. The translation: ‘What is your name? Who do you work for? And where do you live now?’”

Now, journalists have the opportunity to ask those kinds of questions in Libya without fear of the repercussions. But in order to do their jobs effectively, some form of training is required, something that was lacking under the previous regime. How best to achieve this was the subject of Barnathan’s presentation, entitled ‘Human Capital: Professional Education and Training’.

The first issue she tackled was sustainability: there is no point in investing in media organizations that cannot survive on their own, or in teaching skills for which there is no demand. Training centers can be important, but their funding is a crucial consideration. The same is true of foreign donors setting up media outlets – when the funding inevitably dries up, it must be sustainable.

It may be tempting then to support existing media organizations, but most of these sprang up in the revolution and some are tied to particular interest groups. How to choose who to support? In post-revolution Tunisia, organizations had to apply for help and prove their commitment to certain things such as training, she said.

The Philippines has a non-profit center for investigative reporting, but that does mean that other outlets tend to underinvest in this vital area. Journalists can also be sent abroad for training, but this is expensive and reaches a very limited number of people, whereas a university program has more widespread benefits, though it does take time for these to take effect.

Other ideas worth investigating, she said, are distance learning, citizen journalism (possibly with professional editing), and websites that target the outside world.

She ended with another anecdote: a man visits a tailor and tries on a badly fitting suit. The tailor convinces him that if he raises one shoulder, twists a leg and leans forwards it will look much better. As he walks away two men see him. One takes pity on him for his apparent deformities. “Yes, a pity,” replied the other. “But what a heck of a good tailor he has. His suit fits him perfectly!”

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Delegation agrees on guiding principles for media freedom

A
dy statement of principles about media freedom will seem at first glance to be predictable and perfunctory. After all, isn’t media freedom a linchpin in democracy and universally agreed upon?

The answer is a resounding “no,” as annual inventories of media freedom around the world indicate. Some countries on the “not free” list of the respected Freedom House, for example, have constitutions that guarantee media freedom and will proclaim that they have it.

For the Libyans at the NU-Q conference in Doha, media freedom was agreed upon in the abstract, but not in its conference in Doha, media freedom was

Coming to consensus

Delegation agrees on guiding principles for media freedom

“A free, open and independent media and communications system.” This principle would move Libya away from its state-owned media and empower independent media, even though the new de facto government could be tempted to maintain total media control. This was a problem that took years to resolve in other countries in transition between autocratic control and freedom.

“Private media should be permitted and encouraged.” A revolutionary result given some sentiments at the outset of the conference. Some wanted quasi-government trust arrangements or only public service media; some preferred that the new state hold on to key media holdings.

“Moving the “state regulator to an independent regulator” will prevent chaos in the present system and assign decisions about media policy for Libya:...
Principles & Action

A path forward

Delegates recommend first steps

While the media freedom principles are a mix of idealism and practicality, the action plan is much more explicit since the work laid out must be done over a few months as Libya prepares for free elections. First and foremost, the delegates pledged to promote the principles and action plan at forums and debates across the country. The document must be made a living thing, work through many of the complexities of a media system mentioned at the conference. Several suggestions for funding such a venture were discussed. The need to inventory state media is something that the NTC and its committees can do likely with outside help to evaluate properties and determine which are likely to be viable enterprises. Temporary licensing authority for existing broadcasters prevents the chaos mentioned above. This would be a short-term solution that would need to be followed by a longer term fix and set of policies and practices.

Getting journalists trained to cover the elections seems within reach if some of the more than 11 NGOs involved in on-site training ventures can help. The creation of a code of ethics is a longer term matter but would be a step toward alleviating the worries of some conferees that the country badly needs a professional media, dedicated to quality journalism. Again, small steps to some, perhaps, but big steps for a media system coming out of a sort of dark ages for independent media in Gaddafi’s Libya. The action steps are hopeful, practical and movement in the direction of media freedom.

The action plan

Recognizing the need for action in the interim period and realities on the ground, this group makes the following recommendations. The NTC should:

1. Promote and discuss these principles through a series of public forums and debates.
2. Create a vehicle to ensure the principles are embodied in the constitution and future legislation.
3. Establish and convene a consultative council of experts to advise on the advancing these principles.
4. Inventory and assess existing state media and communications infrastructure.
5. Grant temporary operating authority to existing broadcasters and electronic media, until an independent regulator is established.
6. Train journalists and people in civil society to professionally cover elections.
7. Journalistic organizations should create a code of ethics for Libyan media.

List of Conferees

ABDULRAHFEED GHOGHA
Abdulrahfed Ghogha is the Vice-Chairman of the National Transitional Council (NTC) of Libya. He is also the official spokesman of the NTC and chair the council’s media committee. During the revolution, Ghogha became recognized as the face of the NTC. He also oversees the NTC’s Media and Communications Committee, an organization comprising more than 100 Libyans tasked with the role of communicating the NTC’s messages to audiences inside Libya and abroad.

Prior to the revolution, Ghogha was head of the Benghazi Lawyers Syndicate.

SALEM GHAN Salem Ghan is the NTC member for Tripoli. A lawyer, he is also a member of the NTC’s media committee. Ghan spent much of his adult life in opposition. He was a member of the National Front for the Salvation of Libya (NFSL), the most active and prominent opposition group committed to removing Gaddafi from power, and in 1984 took part in the failed mission to kill him at Bob Assifia. Following this mission, he was exiled abroad.

MOHAMMED BALA
Mohammed Bala is a telecommunications engineer. Throughout the revolution, Bala played a vital role leading the Social Media Unit, part of the NTC’s Media and Communications Committee, which waged virtual war against the Gaddafi regime. Bala is from Benghazi and, before the revolution, was managing director of Libyan telecoms firm Mediasat.

RAMADAN MUTAWIN
Ramadan Mutawin is one of Libya’s most prominent businessmen. During the final stages of the revolution, Mutawin was responsible for food and medical provisions on the Libya Stabilization Group. Mutawin also led an extensive campaign to lobby UK parliament members and media organizations to win support for the revolution.

ADIL ISAA AL-ZINTANI
Adil Isaa Al-Zintani is the media co-ordinator for the Libyan Local Council and the organizer of several exhibitions in Tripoli. Al-Zintani became well-known during the revolution with his regular interviews on Al Jazeera. Returning to Libya from Canada, at first he facilitated the transport of doctors across the Tunisian border. His efforts extended to media after smuggling the videos of the fighting out of the country.

AMEL JERAY
Amel Jeray is a member of the NTC’s Media and Communications Committee, where she is responsible for translating and international media co-operation. Since 2000, Amel Jeray has worked as a lecturer in the German and English Departments at the University of Tripoli. She has also managed Al Jasr and Cultural Services in Tripoli, which provides cultural training to foreign institutions and organizations in Tripoli.

FATIMA GHANDOUR
Fatima Ghandour is an academic, journalist and historian with a special interest in Libyan folklore. Ghandour currently teaches in the media department of Tripoli University. She hosts a daily radio program, is a freelance contributor to local newspapers and magazines and the author of her own blog.

KHALID BAAN
Mohamed Jibril’s leadership of the Executive Office, he served as deputy minister of information. Baan’s journalistic experience includes time spent as a correspondent for pan-Arab satellite channel Al Jazira as well as having held several administrative positions responsible for media in the Benghazi municipality.

SHAMSHI ALI
Shamshid Ali is currently the Director of the Media and Communications Committee (MCC) for the NTC. He is responsible for a team of over 100 volunteers that oversee the communication needs of the NTC. Ben Ali’s critical role also extended to liaising with the NTC and Executive Office, bridging the activities of the MCC with the needs of the Libyan government. Ben Ali is a respected businessman with interests in the construction sector.

ABDOUKAR ENGWAY
Abdoukar Engway is a TV and radio journalist from the city of Tripoli. During the revolution, he was a news presenter for the satellite channel Libya Alwa as well as the Tripoli local TV channel. He has worked for Radio Tobruk and was the host of the popular morning program Sabah Al Ahmar.

MOHAMMED TRESH
Mohammed Tresh is head of the NTC’s communications department. The center is responsible for the issuance of visas to journalists, managing media lists, announcing press conferences and distributing press releases. Prior to the revolution, Tresh worked in the energy and aviation sectors.

Biographies

HUSSEIN ABDELADHEM
Hussein Abdeladhem is a leading Libyan expert on media law. He is currently the head of the Legal Office of the General Authority for Foreign Media, a position he has held since 2006. He has served as the director of legal affairs for the ministry of culture (2004 to 2005) and also as the legal advisor to the Central Authority for Administrative Oversight.

JALAL ELGALALI
Jalal Eldgala is currently the country’s spokesperson for the NTC. From Benghazi, Eldgala runs a successful family business that is one of Libya’s biggest importers and retailers of alabaster.

AWMED SANLAM
Awmed Sanlam is the head of PR and international relations for the Ministry of Communications and Information Technology. He reports directly to the minister, and handles announcements on repairs to the infrastructure damaged during the revolution. Prior to the revolution, Sanlam worked in the investment banking division of HSBC.

MADIBA BGUN
Madiba Buqun is a journalist from the eastern city of Briga.

OSAMA MUSHTAN
Osama Mushtain sits on the Media and Communications Committee of the National Transitional Council and played an instrumental role in the renewed and coordination of revolutionary forces. Prior to the revolution he helped run the family business.

HUSSEIN SAGOR
Hussein is currently Director of the Free Media Centre (FMC), an NGO that organises Libya’s first centre dedicated to media training. Sagor has a marketing background and was once a Media Manager for JWT Marketing & Communication Co. for five years.
Biographies

List of Presenters

NABIL AL ARABY
Secretary General – Arab League
Al Araby was elected as secretary general of the Arab League in May 2011. He was one of a group of about 30 high-profile Egyptians acting as liaison between the protesters and the government and pressing for the removal of President Hosni Mubarak. Al Araby was appointed foreign minister of Egypt in Essam Sharaf’s post-revolution cabinet from March to June 2011. In that time, he opened the Rafah border crossing with Gaza and brokered the reconciliation of Hamas with Fatah. He was appointed by the Egyptian minister of justice on the list of arbitrators in civil and commercial affairs in Egypt in 1995. Previously, he was legal adviser to the Egyptian delegation to the Camp David Middle East peace conference in 1978, head of the Egyptian delegation to the Taba negotiations from 1985 to 1989, and agent of the Egyptian government to the Egyptian-Israeli arbitration tribunal from 1986 to 1988. Al Araby was legal adviser and director in the Legal and Treaties Department of the Ministry of Foreign Affairs from 1976 to 1978 and then ambassador to India from 1981 to 1983; he then returned to his previous post at the foreign ministry from 1983 to 1987.

ROBERT PICARD
Leading Specialist in Media Economics
Professor Robert G Picard is one of the world’s leading experts on media economics and management and government communications policies. He is director of research at the Reuters Institute, Department of Politics and International Relations, University of Oxford, and a research fellow at Green Templeton College, Oxford. He is also on the faculties of the Media Management and Transformation Centre, Jönköping International Business School, Sweden; the Institute of Media and Entertainment, IESE Business School, in New York; the Center for Media Management and Economics at Tsinghua University in China; and University of Tampere, Finland. He is editor of the Journal of Media Business Studies and was editor of The Journal of Media Economics for a decade. He serves on the editorial boards of numerous other journals. Along with such publications, he is the author and editor of 25 books on media economics.

ROBERT PEPPER
Head of Government Affairs at Cisco Systems
Having joined the company in 2005, Pepper is responsible for the international aspects of the company’s advanced technology policy, working in areas such as broadband, IP-enabled services, wireless, security and privacy, and ICT development. He serves on the board of directors of the US Telecommunications Training Institute (USTTI) and the advisory boards for Columbia University and Michigan State University, and is a Communications Program Fellow at the Aspen Institute. He is a member of the US Department of Commerce’s Spectrum Management Advisory Committee, the UK’s Ofcom Spectrum Advisory Board and the US Department of State’s Advisory Committee on International Communications and Information Policy.

JOYCE BARNATHAN
President of International Center for Journalists
Created in 1984, ICFJ is the premier trainer of global journalists and media organizations, and has offered programs, workshops, fellowships and exchanges to more than 40,000 journalists around the world. Barnathan is responsible for running the organization, long-range planning, and institutional development. She also serves as chair of the Global Forum for Media Development. Previously, she was executive editor for Global Franchise at BusinessWeek, where she helped create new editorial extensions and alliances. She oversaw editorial quality for existing line extensions, managed editorial product launches, and ensured the integration of BusinessWeek offerings across all delivery channels. As assistant managing editor, she supervised nearly every department of the magazine, including Finance, Economics, Investing and Lifestyle. Prior to that, she completed a seven-year assignment as Asia regional editor and Hong Kong bureau manager, helping to launch the Asia edition, which earned three Overseas Press Club Awards for coverage of China’s growth, Asia’s financial crisis and the turmoil in Indonesia.

EVERETTE E DENNIS
Dean and CEO of Northwestern University in Qatar
Dr Everette E Dennis is dean and CEO of Northwestern University in Qatar. He is a well-known institutional leader and builder, educator, foundation executive and author. Dennis has extensive international experience with media in Eastern Europe, Latin America and East Asia and had assignments in Africa, Russia and Western Europe. He is a member of the Council on Foreign Relations and has served as a trustee of the International Institute of Communications. Prior to his appointment at Northwestern, he led the Center for Communications and was an endowed professor at Fordham Graduate School of Business in New York City; was founding director of the Media Studies Center at Columbia University; founding president of the American Academy in Berlin and dean of the School of Journalism at the University of Oregon. He has held professorships at four US universities and is the author of some 45 books on media industries, media law, freedom of expression, journalistic practice and related topics.