

# ЭКОНОМИЧЕСКАЯ ЖУРНАЛИСТИКА

КАК ФАКТОР И ИНДИКАТОР РАЗВИТИЯ РЫНОЧНОЙ ЭКОНОМИКИ

11-12  
октября  
2012  
БИШКЕК

ДНУКУТУРУУ САЯСАТ ИНСТИТУТУ  
ИНСТИТУТ ПОЛИТИКИ РАЗВИТИЯ  
DEVELOPMENT POLICY INSTITUTE

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## REPORT

### On International Conference, “Economic Journalism as a Factor and Indicator of Market Economy Development”

Conference date: October 11-12, 2012

Report date: November 15, 2012

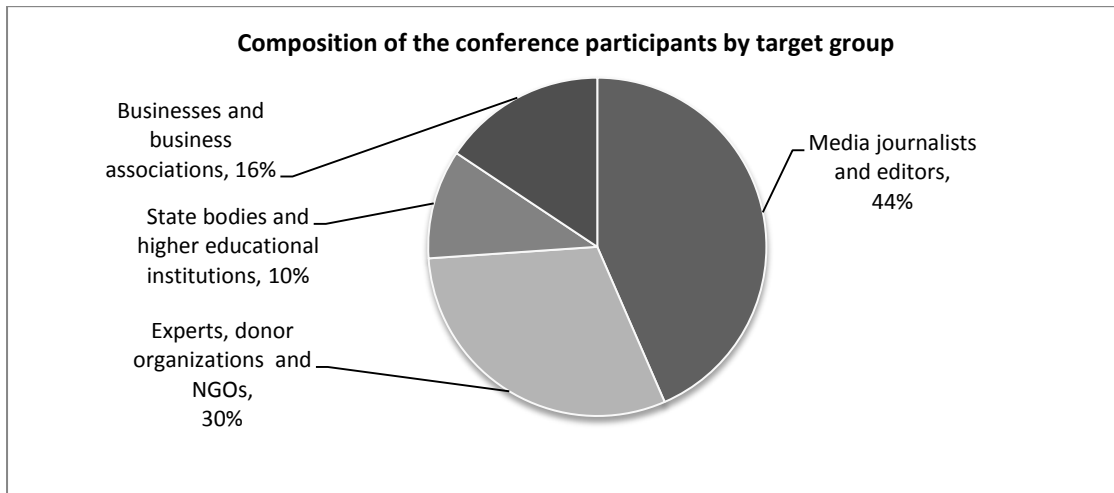
Bishkek, the Kyrgyz Republic

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## General Information

The conference, “Economic Journalism as a Factor and Indicator of Market Economy Development”, was held in Bishkek on October 11-12, 2012. 115 representatives of businesses, government institutions, civil society, educational institutions and mass media from **10 countries**, among them *Kyrgyzstan, Kazakhstan, Russia, Tajikistan, Turkmenistan, Uzbekistan, the Ukraine, Belarus, Georgia and the USA*, have taken part in the conference. The two main groups of the participants were represented by journalists and an expert community, including donor organizations. The composition of the participants depending on target groups is provided in the diagram below.



## Pre-requisites and Goal of the Conference

Free economic speech is necessary for the development of democracy and market relations. In this connection, mass media must act as the main communication channel between power, business and population. Citizens cannot exercise their economic rights, if they do not understand the decisions taken, if they have no access to economic information and a possibility to freely express their economic requirements.

A general social and economic situation, consequences of the world crisis, high dependence on importation with administrative management techniques preserved, economic fear and investment uncertainty are aggravated in the countries of Central Asia by lack of all-round information, which helps the population to make self-reliant economic decisions.

It is necessary to note that this problem exists in actually all CIS countries, and the roots thereof are partially in a deficient legislation and to some extent - in citizens' lack of knowledge of their rights.

To solve these problems, experts from Kyrgyzstan have held a number of the events, in which economic journalists from the neighboring countries participated. The events included *International Conference “Financial Literacy and Economic Journalism as Factors of Sustainability and Fight against Poverty”*, Kyrgyzstan, 2011 and Workshop-Discussion *“Economic Journalism and Financial Literacy: Impact on Poverty and Development of Sustainability; Prospects, Problems and Cooperation of Tajikistan and the Kyrgyz Republic”*, Tajikistan, 2012. In the course of these events, experts have found out that journalists from Central Asia needed exchange of experience and information, therefore, the main goal of the conference was determined as follows:

- Demonstration of the problems and achievements in the development of economic journalism and impact thereof on the development of market economy in the CIS countries
- Resolution of the issue on cooperation between economic journalists of the Central Asian countries

## General Conclusions

In the course of the conference a participant poll was conducted. Brief results of the poll were as follows:

- 90% agree that economic journalism of the country reflects the level of the country's economic development.
- 70% are sure that economic journalism influences every individual, company or organization.
- The Internet takes the lead in the rating of the most topical sources of economic and financial information in all countries.
- 27% are sure that mass media are an effective mechanism for fight against corruption, however, the majority of the participants still think that, although mass media write about corruption, this does not influence the situation.
- 60% consider the most popular information sources including the Internet to be PHYSICALLY ACCESSIBLE to everyone, but 25% see restrictions to access.
- As little as 48% of the poles consider these sources of information to be UNDERSTANDABLE.
- 45% think that involved economic experts are the best to explain market economy issues in mass media; to 35%, analytical journalists are the best and 12% think that none can do this.

On the whole, the conference participants have come to the conclusion that economic journalism is a part of a much more serious and complicated problem – a low level of financial and economic literacy of the population. In this regard, economic journalism has a significant potential, which is not used in full so far. Genuine economic journalism must be public, mass and must hold a prominent place in mass media. In addition, economic journalism is a tool of interaction between the society, business and the state for creation of more favorable conditions of life and effective economic development.

At the same time, participants of the conference have agreed that further development of economic journalism in the Central Asian countries requires united effort. Of the offered cooperation mechanisms, creation of Internet sites was recognized to be the most topical one, within the framework of which the following activities were recommended:

- *Generalization and analysis of editorial policies regarding involvement and self-censorship, provision of recommendations to editors and proprietors regarding objectivity, which is capable of turning into the capital of the edition;*
- *Providing journalists with a possibility to exchange information that has already been made public as well as the data of the information sources and experts;*
- *Performing explanatory work among editors and proprietors regarding mass media, which, as a business, will be more successful, if it provides quality economic content to its average consumer. In this case, the quality of such content means the following: information is important for everyday life of a big number of people; information helps making decisions related to material interests; information is new and reliable; information is stated in quite a simple and understandable manner; information gives "recipes" for improvement of consumer's material situation.*
- *Disseminating the best practices of interaction between mass media and businesses for brining pressure on the state; this will improve living conditions and economic development; dissemination of the best practices can be done through an Internet site;*
- *Organizing a regional international competition for the best journalistic investigation on economic issues. It is advised to include special incentive elements into creative competitions for serial or long time investigations. The following must become elements of the best investigation: response of the state to the investigation; cooperation of journalists with organizations of the civil society in the course of the investigation;*
- *Organizing Economic Journalism Academy or School of the Central Asian Countries and regularly (once a year as a minimum) conducting training courses on the base of a university of one of the countries. Two categories of specialists can act as course participants: young journalists, who want to specialize in economy, and experts in economy, who want to actively cooperate with mass media (or become journalists).*

## Preparations for the Conference

Since August 2012, officers of the DPI included into the group for holding a conference on the project, began performing a direct work for preparation. Project manager has developed a draft program, determined

and coordinated it with the donor. In addition, she determined and coordinated the subjects of the speeches for all speakers.

Information policy assistant has carried out the work on distribution of information on the forthcoming conference within the country. The distribution list consisted of more than 200 persons residing in all 7 oblasts of Kyrgyzstan. In addition, special attention was paid to the distribution of information through DPI's web-sites:

- <http://www.dpi.kg/ru/events/full/25.html>,
- <http://www.dpi.kg/ru/news/full/377.html>
- <http://2012.finliteracy.kg/rus/>

social networks and other information agencies:

- <http://oshmedia.kg/news/605-v-bishkeke-sostoitsya-mezhdunarodnaya-konferenciya-po-ekonomicheskoy-zhurnalistike.html>
- <http://www.slidshare.net/JazgulArikbaeva/issue-418>
- <http://kg.akipress.org/news:560451>
- <http://www.ca-news.org/news:1041751/>
- <http://news.namba.kg/read.php?id=775191>
- <http://www.media.kg/news/v-bishkeke-projdet-konferenciya-po-teme-ekonomicheskaya-zhurnalistika/>

The distribution among the journalists of Kazakhstan was performed with the help of Sergey Philin. This was done to attract concerned representatives of mass media to participation in the conference. The total number of applications from Kazakhstan was 12.

Immediately after the announcement and mass distribution, applications started coming from all over Kyrgyzstan; more than 60 persons have sent applications for participation in the conference. The DPI included in the list the most active journalists, who had participated in different training events organized within the framework of the projects on financial literacy and economic journalism.

A special design was developed for the conference and placed on the bags, covers of notepads, content analysis, source books and on the promotion production of the conference.

Operation of the conference site [www.finliteracy.kg](http://www.finliteracy.kg), developed specially for the First International Conference of Financial Literacy, was resumed. This conference was held in October 2011 at the shore of Issyk-Kul Lake. In conformity with the previously stated plan, the site was reconstructed and a new design was developed with all information and materials of the Conference-2011 preserved. All materials of the speakers participating in the conference of 2012 were placed on the new site <http://2012.finliteracy.kg/rus/materials/>

At the end of September and beginning of October, after obtaining a preliminary list of potential participants, official personal invitations were sent to the participants from Kyrgyzstan. Organizers have done their best to include as many regional journalists as possible from the active participants of the training projects and the projects on rise of mass media representatives' potential. Chief Editors of printed publications and directors of some TV companies providing support and showing understanding during implementation of the projects on training of journalists, were also included into the list.

Upon receiving reports and materials of the speakers at the conference, information policy assistant developed a conference source book printed specially for the conference participants. Besides this source book, a publication titled "Facts on the State of Economic Journalism in the KR. Results of Mass Media Content Analysis in Kyrgyzstan, Russia, the USA and Kazakhstan" was issued. ([http://2012.finliteracy.kg/upload/file/Mass\\_Media\\_content\\_economy\\_2012.pdf](http://2012.finliteracy.kg/upload/file/Mass_Media_content_economy_2012.pdf)).

Significant work was performed with regard to foreign participants. Logistic assistant was carrying on correspondence with foreign participants, trying to take into account all their wishes and providing them all with the necessary information on weather, currency, etc. Besides, all participants were sent the programs of their staying in Bishkek and electronic air tickets booked for the time maximally convenient to them. Special transport was ordered for the guests from Kazakhstan, they all were contacted and informed about the venue in good time. Some difficulties connected with procurement of visas occurred with the guests from Turkmenistan.

A trip to Ala-Archa Natural Reserve was specially organized for the participants, who had arrived a day before the conference (due to flight timetable). Upon their return from the Reserve, they visited the DPI office, in which they were provided with information on the DPI activities (<http://www.dpi.kg/ru/news/full/383.html>)

To ensure the appropriate taking photos during the conference, the DPI has invited a professional photographer. Photo and video shooting was also conducted by the DPI officers. Upon completion of the conference, all foreign guests were given presents and discs with the photos.

## Program and Speeches

**Nursulu Akhmetova**, a worker of the Presidential Office responsible for economic development, has greeted the conference participants on behalf of the President of the Kyrgyz Republic. Ms. Akhmetova stressed the importance and potentialities of mass media in raising financial and economic literacy of the population, prevention of crisis situations in a financial and especially micro-financial market. *“Financial problems influencing the whole society cause social tension, which can be used by certain political quarters. Journalists play an important part in resolving system tasks of the economy. At the same time, poor information awareness of the population in the economic sphere impacts financial wellbeing of the population. To perform their mission, journalists must improve their knowledge in the economic sphere, because this determines the image and development of Kyrgyzstan and the whole region”.*

**Yelena Suhir**, CIPE program manager in Eurasia, has also said words of welcome and stressed the efforts and successes of the Kyrgyzstan’s civil society in the sphere of economic journalism development: *“The role of mass media and businesses, the role of politicians and state officials is information sharing and enlightenment of citizens in economic and political issues influencing their life. When citizens are well-informed, provided with facts and results of an independent analysis, they can be more active participants of the policy development process at all levels. They can help the government to work honestly and in a responsible manner and be accountable to their people. The development of economic topics in mass media is of great importance in the transition process of your countries to the democratic development and market economy”.*

**Nadezhda Dobretsova** and **Sergey Ponomaryov**, on behalf of the organizers and the inviting party, have also stressed topicality of the conference. Sergey Ponomaryov in particular, said on behalf of businesses about a great potential of partnership between business associations and mass media in protection of business interests and economic development.

### **Session 1. Creation of favorable information environment for the development of economic journalism: the roles of associations and businesses**

Subsequently the conference was conducted based on separation of all speeches into three large sessions. The first plenary session was connected with the role of associations and businesses in the creation of information environment favorable for the development of economic journalism. In other words, the participants a priori recognized the necessity of economic journalism development and considered the issue of how useful cooperation of businesses and business associations with mass media is to both parties. At this plenary session, the first speech was delivered by **Alexander Rayevsky**, Head of CIPE Representative Office in the Russian Federation. In his speech titled “The Role of Civil Associations and Leaders of Economic Reforms in the Development of Mass Media. Civil Society (especially business associations and research centers) as Sources of Information for Mass Media; Lessons Learned by Russia”, he said the following: *“Of late, we more often have to speak about the necessity of creating a quite definite type of media space – anticorruption one. Unfortunately, we have to recognize that in the course of decades, the norms of transparency, accountability, decency and expert knowledge were not dominating in the context of priorities of the social and public life of the Russian state and certain individuals thereof. Forming of a full-scale anticorruption field is impossible without the participation of mass media and a journalist society in this process. This is the main force destined not just to inform readers, viewers and listeners about current events and facts, but, first of all, to form public opinion and even sometimes manipulate it - whether it is good or bad is another question!”*

**Sergey Ponomaryov**, Head of Business Association of Markets in Kyrgyzstan, said about a possible partnership between the associations and journalists and expressed dissatisfaction with mass media, namely the quality of the journalists’ works on economy and business. He also spoke of joint possibilities of influencing power. Sergey Ponomaryov expressed special gratitude to the journalists for their help in introducing

regulatory impact assessment (RIA) instrument into the decision making process of the Kyrgyz Republic government.

**Nelly Simonova**, Head of Financial Company from Kyrgyzstan, also touched upon the issues of influencing public conscience by mass media and the experience of interaction between financial businesses and mass media: *“Mass media are a great social force and a serious weapon capable of manipulating public conscience, because mass media can express the interests of the state, social groups, a political leader, large financial and economic systems and the whole society. I am happy to say that big positive changes have taken place in our mass media. Our mass media, television in particular, began showing more positive rather than negative things. However, there are not many programs showing economic and business successes, advising how business should be done, how businessmen should share experience. When some businessman wants to say about it, it appears that he/she should pay for the information. If a name of a company appears in an article, it is considered to be publicity. No other country has such an approach. How can one provide an article containing judgment made by an expert, if one does not know who and from what company this expert is? Therefore, such article seems to be prepared exclusively on the part of the journalist and the journalist is lobbying somebody’s interests...”*. Nelly Simonova is of the opinion that teaching the basics of managing personal money to the population will give a serious impulse to economic development in our country and will facilitate intensification of the stock market. Savings will start working and providing domestic enterprises with cheap and long-term money. Financially educated people will be able to provide themselves with an additional source of income on their own and this will become a pledge of social welfare and sustainability of the development in Kyrgyzstan.

The speech of **Vladimir Karyagin**, Chairman of Presidium of the Republican Business Confederation of Belarus, Chairman of Minsk Union of Entrepreneurs and Employers, was bright and emotional. He encouraged mass media to form a positive image of entrepreneur and to look for heroes in the business environment: *“In Belarus appeared a new trend of business publications on “glorification” of entrepreneurs. People must know their heroes by sight - those entrepreneurs, who provide work and make the life of other people better. Currently, Belarus press makes a special stress on coverage of the problems of small and medium-sized businesses and on popularization of business... As to economic freedom and mass media objectivity, economic freedom must be struggled for and it should be desired consciously”*.

**Dmitry Lyapin**, Head of the Institute of Freedom and Ownership of the Ukraine, turned the participants’ attention to mutual relations of businesses and mass media and stressed that, at the modern stage, economic potential of any state still greater depends on the level of information resources utilization. On the other hand, businesses must see an ally in mass media and resort to mass media’s help, when solving advocacy problems in the relations with the state. A great interest of the participants was caused by the examples of the impact produced by business upon the state with the help of mass media: struggle against the arbitrary behavior on the part of the tax authorities, struggle against stamp tax, an effort to change a certification system and others.

## **Session 2. The role of economic journalism in the development of market economy and struggle against corruption**

The second session began with the speech of Chairperson of the Board of the Development Policy Institute, **Nadezhda Dobretsova**. The speech was dedicated to theoretical and practical aspects of economic journalism development in Kyrgyzstan and other countries of the world: *“The audience discussing this issue consists of two different groups – representatives of ThinkThank organizations and elite journalists dealing with the issues of economy and business at the level of publications for professionals. It is quite clear that we are speaking about different things: elite economic journalism was, is and will be and it lives not bad at all. Business pays this journalism good money for saturation of the market with professional business information, the government pays this journalism with a possibility to feel like influential people. And we are trying to speak about mass journalism, which is oriented at unprepared readers, who fish in Malaysia, shepherd goats in Nepal, raise vegetables in Kyrgyzstan or work at a plant in Belarus. This journalism is closely connected with the issue of financial and economic literacy of the population. This journalism is different: with different objectives and different methods. I have got an apprehension that elite journalism can become both a helper, a resource for the development of mass economic journalism and an obstacle, because I have felt a certain caste-ridden approach on their part: allegedly, only professionals are entitled to know everything, ordinary people do not need this, they do perfectly without it, and we will do the whole analytics necessary for sustainable development of our countries, without them. This is an approach of segregation and, I should even say, snobbery”*.

The speaker has profoundly considered the subject of connection between budget journalism, economic journalism and improvement of financial literacy of the population.

The next speech was delivered by **Sergey Philin**, Director of the Institute of Directors in Kazakhstan. He spoke about his work experience with journalists and encouraged them to assimilate new knowledge more actively, in particular, in the sphere of corporate management; **Asel Arstanbekova**, Head of CSRBUSINESSNETWORK, whose speech on corporate social responsibility has caused varying attitude of the participants from the business environment, because these participants are sure that their social responsibility is limited with only payment of taxes and job creation; and **Alexander Rayevsky**, who touched upon the problems connected with the involvement of mass media and interaction of business and mass media. In these presentations, the problems occurring in the relations between mass media and businesses regarding mass media content and cover of the companies' activities by mass media, non-regulation of public attitude to the issue of what can be considered publicity and what cannot, have been permanently touched upon by the speakers.

The great interest of the audience was caused by the speech made by **Tamara Lepsveridze** from Georgia, who spoke in detail about the experience of Georgian regional mass media in the fight against corruption. Journalists from other countries have paid a special attention to the two things in her speech. First, they were all surprised with the fact that involvement and controllability of the central mass media in Georgia have promoted a significant growth, strength, greater objectivity, independence and acuteness of the regional mass media. Regional Georgian journalists are really not afraid of writing truth about power bodies and they express their opinion as to the actions of the government and conduct journalistic investigations sometimes even at the risk of their own life. At the same time, the position of the Georgian journalists is as follows: *"If we do not know anything about the actions of the government or do not understand them, we will still write about it. If we are not right, let power bodies controvert our position. In any case, we are not going to be speechless and wait for the state to condescend to explaining us something"*. This position of the Georgian journalists was approved by their colleagues from other countries, but many of them recognized that, in the current situation, far from all journalists in their countries would afford taking such a position.

This session was completed with the speeches of two representatives from Kyrgyzstan – **Azamat Akeleyev**, Head of the Public Supervisory Committee of the KR Ministry of Finance, who told in detail about the work of the civil society organizations and efforts of the government in achieving transparency in administration of the state finances, and **Larissa Lee**, media expert, who spoke about methods and approaches used by media experts in economic journalism for the development of a trend within different projects supported by CIUPE and other donors.

### **Session 3. State and technologies of economic journalism development: problems and achievements**

The third session conducted on the second day of the conference, was completely dedicated to technological issues of economic journalism development, including training of the future and present journalists. **Shakhlo Akobirova**, Head of "Homa" Public Association from Tajikistan, told the audience about a successful experience related to involvement of foreign experts to raising an occupational level of Tajik journalists and about successful creation and production of a "people's" television economic program. **Maksad Jangirov** from Uzbekistan spoke about the state of economic journalism in Uzbekistan. These two speeches were especially interesting, because Shakhlo spoke about "people's" journalism understandable to the population, whereas Maksad concentrated on expert, elite economic journalism. In our opinion, such differences in the emphasis are explained by the state and size of the economies in the two countries and by the level of business development in them.

Then, **Nadezhda Dobretsova** presented the results of the third annual research of the state of economic journalism in Kyrgyzstan, Kazakhstan, Russia and the USA (for more detailed research results see the site: <http://www.dpi.kg/ru/publications/full/58.html>). Journalists took interest in the conclusions of the research regarding the growth of the number of quantitative measurements in mass media and a tendency to enlargement of printed materials in all countries.

In the course of this session, a speech delivered by **Serik Mambetov**, a journalist from Kazakhstan has caused a discussion. The journalist provided the history of economic journalism development in Kazakhstan and came to a number of controversial conclusions, among them the following: mass readers do not need

economic journalism; and business mass media in Kazakhstan have no influence whatsoever. These conclusions were not supported by the audience and caused disputable responses.

The participants showed interest in the speech of Ainura Kargalinova, a journalist and editor from Kazakhstan. She spoke about the experience connected with implementation of the state program for the development of financial literacy, trends in publication of “people’s mass media for money”. The interest to Ainura’s speech was caused by her personal rich experience in creation and promotion of such editions. A. Kargalinova substantiated the necessity and topicality of “people’s” economic editions in Kazakhstan and forecasted that such editions would be actively developed in the country in the forthcoming 5-7 years.

This session of the conference was completed with the speeches dedicated to the state of the basic education of journalists, including the issues of covering economic topics. **Parida Bostonova** and **Venera Sabirova** from Kyrgyzstan spoke on these topics and recognized that higher education programs do not pay sufficient attention to economic subjects and this in general negatively influences the quality of preparation and career of the future journalists.

The further program of the conference was dedicated to the work in groups and a general discussion, which resulted in the development of the following recommendations.

## Recommendations of the Conference Participants

The conference program indicated the order of group discussions (see Annex), according to which all participants were divided into three groups: “Business + Mass Media = Free Market?”, “Mass Media as an Instrument of Fight against Corruption”, “Education”. Each group was asked the appropriate questions. Further we will provide the results of group practices, which have served a basis for the analysis of the situation and recommendations to the parties concerned.

## Analysis and Recommendations

- **Mass Media Involvement and Self-Censorship**

In conditions that are typical for our countries, absolutely free mass media with 100% objectivity cannot exist, because mass media are inevitably exposed to the pressure exerted by the owners, power and advertisers. To ensure protection against this pressure and to overcome excessive involvement that can inflict harm on the interests of information consumers, the appropriate legal conditions and an adequate judicial system are required. At the same time, the extent of mass media’s involvement and bias depends on the place thereof in the economic and political system of each country. In the political and economic system of the Central Asian countries and some other states, mass media’s place is much less important and protected than, for example, in the European countries. Besides the pressure exerted by the state, which is traditionally considered to be a factor of involvement (especially with regard to state mass media), the factor connected with the pressure exerted of late by advertisers (through the owner and directly) is becoming more and more topical. The larger is advertiser, the smaller is probability for mass media to provide objective criticism of the advertiser (by a direct order and due to self-censorship). At the same time, inevitable involvement of mass media does not mean any automatic and inevitable involvement of a journalist. A journalist has a possibility to remain honest and objective wherever he/she works, but depending on the conditions and legal environment this will require different expenses, both moral and material.

- *It was recommended to generalize and analyze editorial policies concerning involvement and self-censorship, and to provide an advice to editors and owners regarding objectivity, which is capable of turning into the capital of the edition.*

- **Dosing of Information on the Part of the Sources (the state)**

The governments of Central Asian countries cannot be called open. State doses information connected with economic issues. There are some reasons for the situation. First, the state has not yet freed itself from the legacy of the past – a habit to work according to the information dosing principle for propaganda and an impact exerted on the public opinion. The state does not feel as a supplier of services, neither it feels an obligation to be accountable to the employer-taxpayer. Second, the state owns a large share of property



and often acts as a market player by entering competitive advantages; and this also necessitates dosing of information. Third, society, including mass media, does not understand quite well what kind of information people need for successful market behavior, and this gives the state a possibility to successfully “filtrate” the information on the markets, which is made public. Fourth, not simple relations between the countries of the Central Asian region regarding some types of resources enforce them to dose information on markets and resources in the geopolitical interests; the level of credibility between the governments of the countries in the region is low. All this impedes successful development of the market economy in these countries, thus becoming another factor necessitating integration of the efforts made by economic journalists of the countries in the region to achieve full disclosure of economic information.

- *It was recommended to create a network or a virtual web-site, which would give journalists from the countries of the region a possibility to exchange disclosed information and the data of the information sources and experts.*
- **Position of Editors** One of the problems in the development of economic content in mass or “people’s” mass media is a position of the editors, who often do not understand and do not accept economic topics.

- *It was recommended to carry out explanatory work, that mass media as business will be more successful, if it provides average consumer with quality economic content. In this case, the quality of such content means the following: information is important for everyday life of a big number of people; information helps to make decisions regarding material interests; information is new and reliable; information is provided in a simple and understandable manner to the extent possible; information provides “recipes” for improvement of consumers’ material situation.*

- **Impact on Power**

Mass media have great possibilities to exert pressure on the state, and their role in the development of the economy is significant, but all this is insufficiently applied in the countries of CA.

- *It was recommended to disseminate the best practices of interaction between businesses and mass media in order to exert pressure on the state for improvement of living conditions and economic development. Dissemination of the best practices is possible through a web-site.*

- **Journalistic investigations**

Revealing the facts of corruption by means of journalistic investigations in the countries of Central Asia is possible, but connected with great difficulties. The main factor for the increased number of such investigations is motivation of the journalists to do this work. Motivation can be of material and non-material character. Media community cannot do much on its own for material motivation, but non-material motivation based on ambitions and creative competitiveness incidental to journalists irrespective of the country of residence, is as much important. Media community in the countries of the region is capable of influencing non-material motivation by organizing and holding creative competitions and dissemination of the best practices. To increase the effectiveness of journalistic investigations it is necessary to create motivation for them to be continued, because an object of the journalistic investigation, such as a problem or crime, can live and develop for a long time, sometimes for years, and this requires a return to the topic on the part of the journalist and it often takes place repeatedly.

- *It was recommended to organize a regional international competition for the best journalistic investigation on economic issues. It was recommended to include special incentive elements into the creative competitions for serial investigations or those performed during a long period. The following must become an element of the best practice: a response of the state to the investigation; cooperation of the journalist with the civil society organizations in the course of the investigation.*

- **Preparation of Journalists**

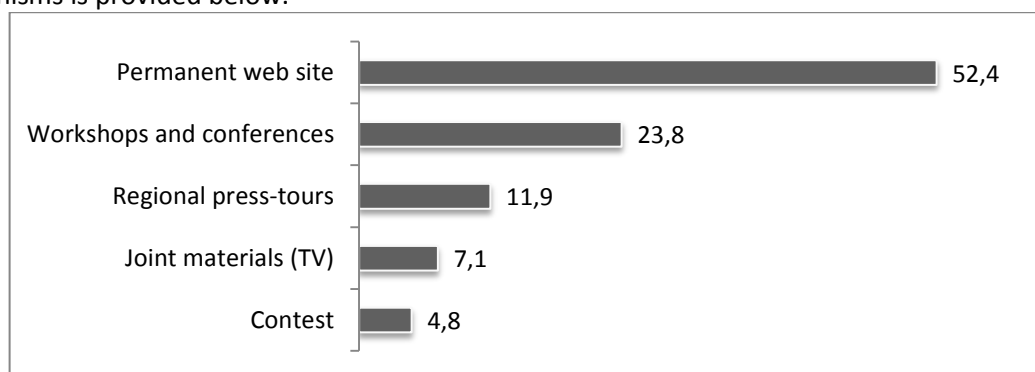
A major part of the participants have confirmed the necessity of the basic journalistic education (Bachelor’s Program) without specialization, but paid attention to the necessity of different approaches, including

synthesis of theory and practice with the main objective being obtaining of basic knowledge and practical skills. However, regarding Master's Program, the majority of the participants considered specialization necessary, in economic journalism as well. To ensure the quality of preparation of candidates for a master's degree, two categories of teaching specialists must be involved as a minimum. First, experts in economy already writing for popular editions, because they can interpret complex economic information in a simple language, explain the future journalists the basics and tendencies of their economic sphere and share their "interpretation" skills with them. Second, a teaching process needs journalists-practitioners writing well on economic topics, because they can teach the skills of economic information search and processing to students as well as the skills of turning information into a more acceptable form. All participants of the conference agreed with it, but, as was found out, many countries of Central Asia do not have a sufficient number of experts to organize a profound professional course for preparation of economic journalists.

- *It was recommended to organize Economic Journalism Academy or School of the Central Asian Countries and conduct training courses regularly (on the base of a non-government expert organization or university of one of the countries). The issue of the course duration or format remained open due to peculiarities of the real situation; therefore duration of the course will depend on financial resources, which will be attracted for the implementation of this project. Two categories of specialists can act as course participants: young journalists, who want to specialize in economy, and experts in economy, who want to actively cooperate with mass media (or become journalists).*

## Mechanisms of Cooperation

In the course of preparation for the conference, particularly within a workshop-discussion that took place in Dushanbe in 2012, several regional cooperation mechanisms were offered for the development of economic journalism. Participants of the conference have considered all suggested mechanisms and defined the extent of topicality and effectiveness of each of them. Topicality and effectiveness rating of the offered mechanisms is provided below.



A permanently functioning web site has proved to be the most popular mechanism, which can integrate all other mechanisms on its base. In the course of the further correspondence with the conference participants, a brief and approximate description of the site came into being.

- Goal of the portal – development of mass economic journalism in the countries of CA by means of information exchange between journalists
- Target audience – economic journalists, mass media editors, experts, analysts and researchers in the sphere of economy and mass communications
- Objectives of the portal – collecting analytical materials on the topics of mutual interest and integrating them in one place; collecting the most successful examples of economic information provision to the population; collecting the most successful examples of the best experience of mass media's impact on economic processes; creating economic journalist database of the CA countries; creating expert database in the spheres of mutual interest in the countries of CA
- Approximate structure (section list):
  - Hot topics (collection of trans-regional publications on the topics of mutual interest, contacts of experts on hot topics in the countries of CA; division into subheadings is

- possible – hydrologic balance, joining WTO and CU, boarder trade, power balance, people’s economy).
- What is new in economic journalism (examples of the best practices of presenting economic materials)
- We are changing economy (examples of economic journalists’ impact on reality)
- Experts (list of experts according to the topics and countries)
- Journalists (list of journalists ready to help their colleagues in the search of information, for example...)
- Animated graphics

## Conference Participants’ Opinion

Based on the conference results and according to the participants’ opinion, this forum will help everyone to understand what economic journalism is at the present time, what topical questions it answers, what it can do and what it cannot do as a communicator, conductor of knowledge and ideas, an instrument, which must assist in ensuring equal access to economic information for all categories of citizens.

Because the participants expressed their opinions on the conference in anonymous inquiry forms or expressed them in the course of a group discussion often without saying his/her name, the quotations given below are in an anonymous form. In addition, the opinions of the journalists participating in the conference are included into the materials published after the conference.

## On Usefulness of the Conference

- *In Kyrgyzstan, economic journalism is underdeveloped and the number of professionals is insufficient. The situation in the regions is miserable. I am a representative of regional TV. It is desirable to hold the events dedicated to the training of journalists on this topic, in the regions.*
- *First, information materials and research are very needed and interesting. Second, people are very interesting, they are professionals. It is useful to hear their opinion. Third, the message of the conference is well-set – go and work! Only master analytics first.*
- *Deeper understanding of the activities performed by mass media entrepreneurship*
- *As a representative of a higher educational institution, I have come to the following conclusions: 1) if business environment is available, there is and must be business information, which is collected, processed and distributed by journalists; 2) information obtained will be useful for the development of the training materials for students and for improvement of the training programs.*
- *It would be better, if such events were held regularly. Conducting different workshops and round-table meetings would bring much more effect.*
- *Useful, vivid, cognitive! Thank you! In addition to what we have heard and discussed here, would it be possible to conduct training sessions for young economic journalists on certain interesting topics?! This would attract young specialists to our path and intensify their interests.*
- *Original thoughts of the conference participants encourage thinking about the social realm from different points of view. To me, the conference was useful from two points of view, because I am editor of a magazine and its owner. I mean that I am actually a businesswoman and journalist at the same time. I have heard many useful things of how to achieve a balance between educational activity (like mass media) and creation of successful business (how to earn money while being a journal editor and to provide workers with decent salaries).*
- *There was exchange of opinions, a discussion of topical subjects and problems, lacuna in some knowledge was filled; the event was a kind of an advanced vocational training, personal enrichment in the sphere of the CIS economy and a site for information exchange.*
- *It is very useful. I think it is necessary to introduce the forms of interrelations between mass media and journalists in our place, and here they say how to do this. I want to participate in the regional programs on economic journalism.*
- *The event ensures influence and a possibility to interact with the definite journalists; it allows seeing journalistic approaches to solution of the topical issues related to the development of the country.*

- *All this is important and interesting: business lobbyism – an expression of the interests of consolidated groups of business and cooperation of the state, business and mass media (the experience of the RF). The influence of business associations on decision making through mass media at the stages of development and decision making (legislation). Interaction of the expert community – representatives of business associations with mass media, directly with the bearers and spokespeople of economic and financial interests by means of the RIA instrument. Use of international ratings to reflect the economic situation in the country and the region. Reflection of the essence of the reforms (economic and political functions of the state and the parties' zone of responsibility) in mass media.*
- *Economic journalism can become an educational basis for raising financial and economic literacy of the population with correct distribution of priorities during resolution of the problems, with real exchange of experience between the journalists of different regions and with their harmonious actions. For the actions of economic journalism to be successful, the workers of mass media must have advanced training in the economic sphere, find new approaches to provision of correct and objective information. This information is highly useful and modern. The long-running political crisis in our country destabilizes all the rest spheres and, first of all, the economic sector. It was useful to obtain information of the lessons learned by the participants from other countries and mass media. The conference was a site for the discussion of topical problems. It is necessary to create, daily and hourly, a paradigm, with which the population will understand that every individual must earn money on his/her own, that it is prestigious, decent and must be respected by the society. In this particular case we will hardly achieve anything without mass media and higher educational institutions!*

## What should be changed or added?

- *I would offer draft Code of Ethics for the journalists dealing with PR and on-order materials on the budget of the country.*
- *Adding a master-class for young authors*
- *In the future, it is better to use a separate board with a projector and a Twitter tape in order to write additions and comments simultaneously.*
- *I would apply division into separate blocks, for example: interaction of business and mass media, special economic editions, economic journalism in mass editions, intelligence economic journalism, etc.*
- *The "Question-Answer" block should follow each topic/speech of the presenter rather than be at the end of each section. This would facilitate an active dialogue. Conference materials and additional ones kept on electronic media (CD-disks or flash cards) should be included into the hand-out materials.*
- *There were very many reports; therefore, it was difficult to assimilate the whole information.*
- *Every theoretical speech should be combined with a small practical training, for example, a discussion of the examples connected with incorrect expression of the thoughts by journalists.*
- *The list of the conference participants should include e-mail addresses. It is easy to achieve: a potential participant shall mark his/her agreement or refusal to give the e-mail address in the participation letter or an application form (just ticking "yes" or "no").*
- *Provision of much visual information*

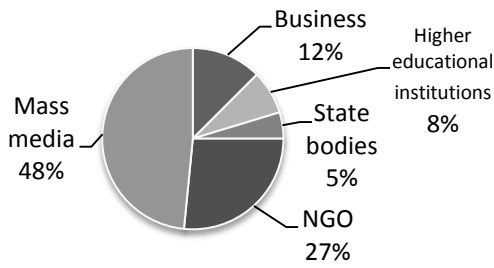
No significant remarks were made on logistics of the event.

## Results of the Conference Participant Poll

- **90% agree that economic journalism of the country reflects the level of the country's economic development.**
- **70% are sure that economic journalism influences every individual, company or organization.**
- **The Internet is leading in the rating of the most topical sources of economic and financial information in all countries.**
- **27% are sure that mass media are an effective instrument in the struggle against corruption, but the majority of the participants still think that though mass media write about corruption, this does not influence the situation.**
- **60% are of the opinion that the most popular sources of information including the Internet are PHYSICALLY ACCESSIBLE to everyone wishing to have it, but 25% see limitations to access.**

- Only 48% of the respondents consider these sources UNDERSTANDABLE.
- 45% % of the pollees think that involved economic experts are the best to explain market economy issues in mass media; to 35% of the pollees analytical journalists are the best and 12% think that no one can do this.

**Composition of the poll participants**



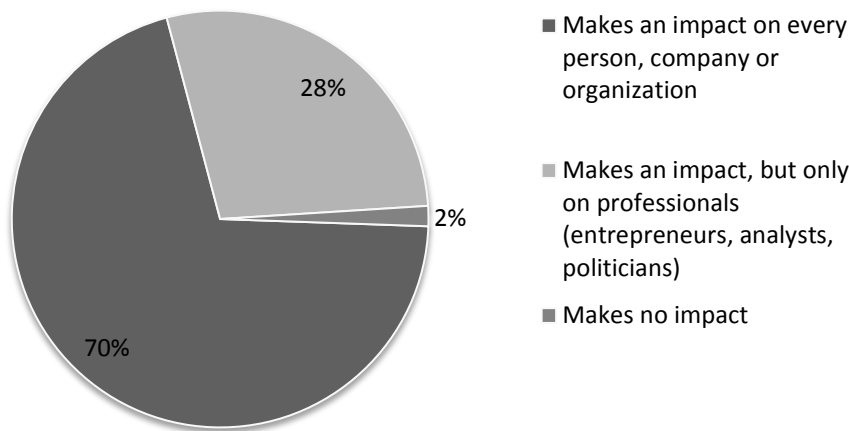
In the course of the conference, the participants were offered to fill in the forms that became an instrument of a mini-research on the role of economic journalism in the market economy development. 64 respondents have filled in the forms. Of them journalists represented the biggest group – 48 per cent of the pollees. The majority of the respondents represented the Kyrgyz Republic, while some other countries were represented by only 2 participants (Belarus, the USA, Turkmenistan and Uzbekistan); therefore, no poll analysis was done with a

breakdown by a country.

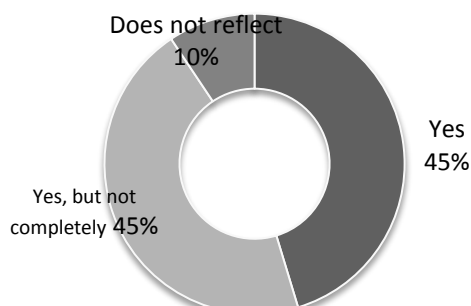
The majority of the participants (90%) agreed that economic journalism of the country reflects the level of the country's economic development (ailing economy – weak economic journalism).

It is of interest that 80% of women are sure that economic journalism is capable of influencing every person, company or organization, whereas only 55% of men think as well. On the whole, the majority of the participants - 70% - are sure that economic journalism makes an impact on every person, company or organization.

**Impact of economic journalism on economy**

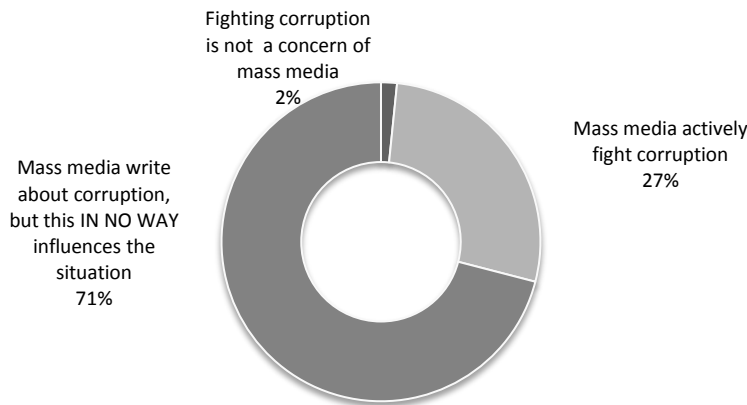


**Economic journalism of the country as a reflection of the country's economic development level**



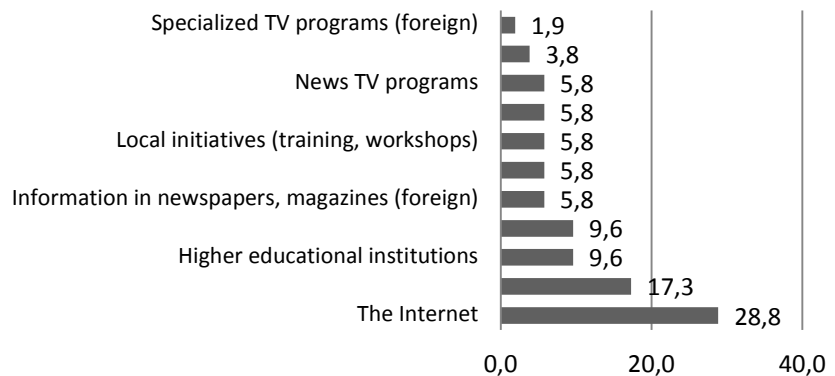
The majority of the pollees think that mass media write about corruption, but this does not influence the situation, though 27% of respondents believe that mass media are capable of fighting corruption actively.

**The opinion of whether mass media make an impact on corruption**

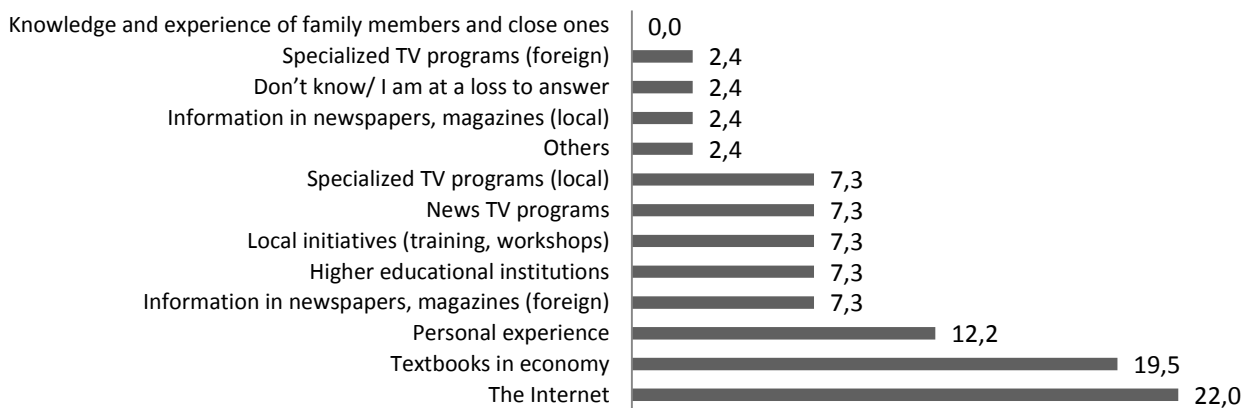


According to the poll participants, the Internet and personal experience of the participants are the most topical sources of economic and financial information – 29 and 17 per cent respectively. The difference between the numbers of the respondents is significant. The second place is given to higher educational institutions and specialized local TV programs. All the rest variants of the responses account for an insignificant number of the polls. In Kyrgyzstan, the second place after the Internet was given to textbooks in economy, while participants from other countries have not noticed this source of information.

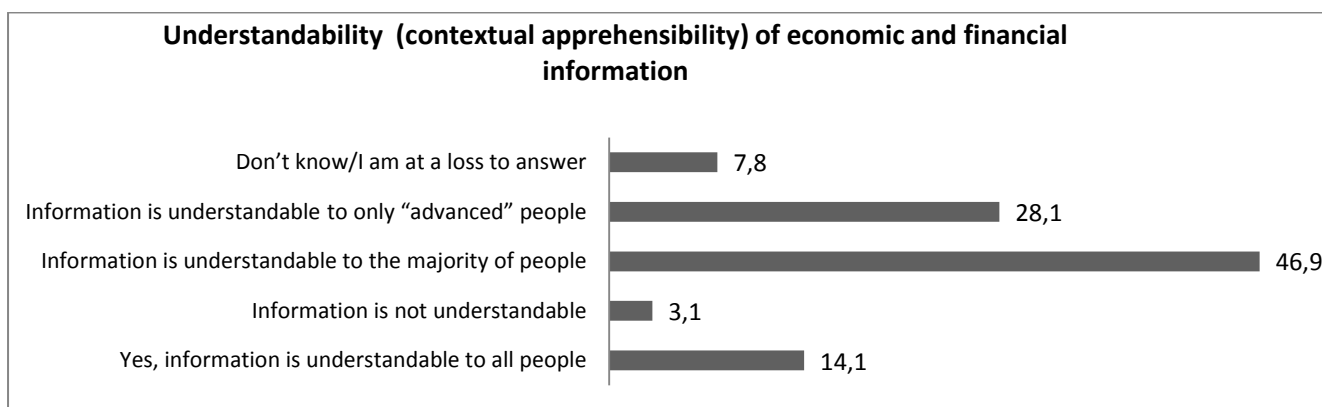
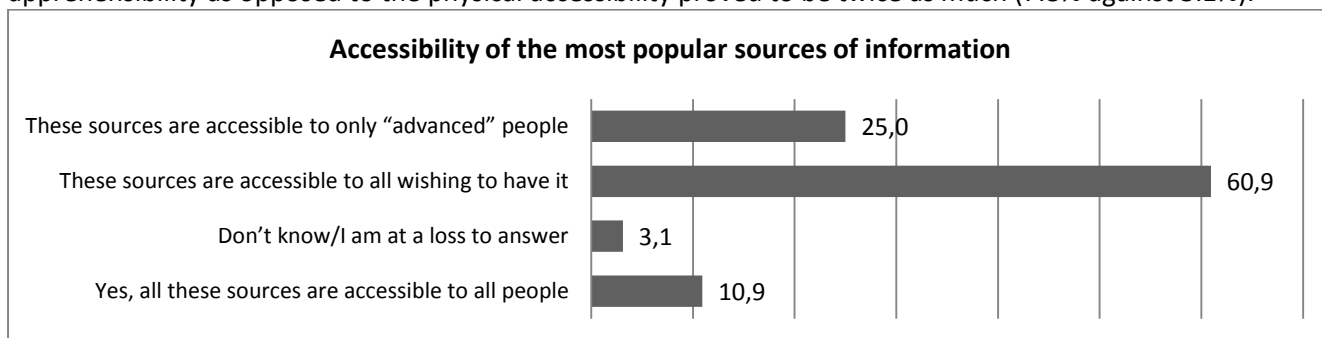
**Rating of the most topical sources of economic/financial information, in percentage terms**



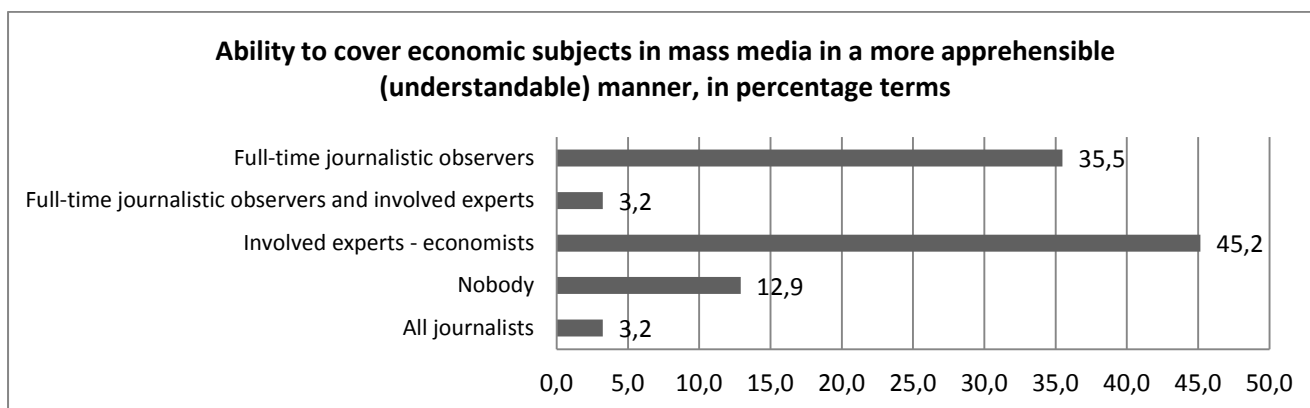
**Rating of the most topical sources of economic/financial information in Kyrgyzstan, in percentage terms**



More than half of the pollees are sure that the most popular sources of economic and financial information (the Internet and personal experience) are accessible to all wishing to have it, but a quarter of the respondents think the sources are accessible to only “advanced” people, i.e. to those having special skills and knowledge. As to the contextual apprehensibility or understandability of the economic and financial information, the opinions are somewhat different. A smaller number of the respondents (about 47 per cent) are sure that this information is understandable to all those, who wish it; 28 percent of the respondents are of the opinion that information is difficult for understanding by the majority of the people and is inapprehensible in terms of its context. The number of the respondents, who were unable to answer the question of the contextual apprehensibility as opposed to the physical accessibility proved to be twice as much (7.8% against 3.1%).



Participants of the conference were also asked a question of what representatives of mass media in their country cover economic topics in a more understandable manner (more apprehensible in a contextual meaning). According to the answers given to this question, the opinions were divided into two large groups: 45 per cent of the respondents think that involved experts in economy do this best of all, but 35 per cent of the respondents are sure that full-time journalistic observers write in the most understandable manner. Almost nobody thinks that all journalists write about economy and finances in an understandable manner. 13 per cent of the pollees are sure that nobody can do this.



## Annexes

### • Program

#### THE PROGRAM

#### of International Conference

### «ECONOMIC JOURNALISM AS A FACTOR AND INDICATOR OF MARKET ECONOMY DEVELOPMENT»

*First day, October 11, 2012* Moderator: Nadezhda Dobretsova, the Kyrgyz Republic

Time	Activity / Topic	Responsible person / Speaker
<b>09.00-09.30</b>	<b>Registration</b>	
09.30-09.50	Opening speeches: <ul style="list-style-type: none"> <li>• Presidential Office of the Kyrgyz Republic</li> <li>• CIPE, Washington</li> <li>• Development Policy Institute</li> <li>• Business Association</li> </ul>	
<b>Session 1. Creation of favorable information environment for the development of economic journalism – the role of associations and businesses</b>		
09.50-10.10	The Role of Civil Associations and Leaders of Economic Reforms in the Development of Mass Media. Civil Society (especially business associations and research centers) as Sources of Information for Mass Media; Lessons Learned by Russia	<b>Alexander Raevsky</b> , Head of CIPE Representative Office in the <i>Russian Federation</i>
10.10-10.30	Forming and Developing Economic Journalism in the Ukraine. The Role of Business	<b>Dmitry Lyapin</b> , Institute of Freedom and Ownership, <i>the Ukraine</i>
10.30-10.50	The Role of Mass Media in Support of Entrepreneurship. Interaction of the Business Association and Mass Media in Kyrgyzstan	<b>Sergey Ponomaryov</b> , Business Association of Markets, <i>Kyrgyzstan</i>
<b>10.50-11.20</b>	<b>Coffee Break</b>	
11.20-11.40	The Experience of Interaction between Financial Business and Mass Media	<b>Nelly Simonova</b> , Director of Centi Financial Company, <i>Kyrgyzstan</i>
11.40-12.00	Achievements of Economic Freedom, Entrepreneurship and Advocacy in Unfriendly Environment	<b>Vladimir Karyagin</b> , Chairman of Presidium of the Republican Business Confederation of Belarus, Chairman of Minsk Union of Entrepreneurs and Employers
12.00-12.30	Questions and Answers on Session 1. Polling	Moderators
<b>12.30-13.30</b>	<b>Lunch</b>	
<b>Session 2. The role of economic journalism in the development of market economy and struggle against corruption</b>		
13.30-13.50	Global Issues of Economic Journalism Development. Approaches to EJ in Kyrgyzstan	<b>Nadezhda Dobretsova</b> , Chairperson of the DPI Board, <i>Kyrgyzstan</i>
13.50-14.10	The Role of Mass Media in the Development of Corporate Management	<b>Sergey Philin</b> , Head of the Institute of Directors, <i>Kazakhstan</i>
14.10-14.20	Corporate Resources as a Source of Information for Mass Media	<b>Asel Arstanbekova</b> , CSR Business Network
14.20-14.40	Interaction of Business and Mass Media in the Fight against Corruption. Problems of Economic Journalism and Mass Media Involvement	<b>Alexander Raevsky</b> , Head of CIPE Representative Office in the <i>Russian Federation</i>
14.40-15.15	Questions and Answers	Moderators



<b>15.15-15.45</b>	<b>Coffee Break</b>	
15.45-16.05	The Role of Georgian Mass Media in the Fight against Corruption	<b>Tamuna Lepsveridze</b> , Journalist- Investigating Officer, Editor and Publisher, Blogger, <i>Georgia</i>
16.05-16.25	Ensuring Transparency of the State Finances as a Part of Responsible Management ; the Role of Mass Media	<b>Azamat Akeleyev</b> , Public Supervisory Committee of the Ministry of Finance, <i>Kyrgyzstan</i>
16.25-16.45	Impact of Mass Media on Budget Transparency and Prevention of Corruption	<b>Larissa Lee</b> , Expert in Economic Journalism, <i>Kyrgyzstan</i>
16.45-17.15	Questions and Answers on Session 2. Completion of the First Day of the Conference. Polling	Moderator, organizers
<b>18.00-21.00</b>	<b>Fourchette for the Conference Participants</b>	<b>Organizers</b>

**Second day, October 12, 2012** Moderator: Serghey Philin, Kazakhstan

<b>Session 3. State and technologies of economic journalism development: problems and achievements</b>		
09.00-09.20	Generalization of the First Day of the Conference	Moderator
09.20-09.40	Lessons and Achievements of Economic Journalism in Tajikistan	<b>Shakhlo Akobirova</b> , Homa Public Association, <i>Tajikistan</i>
09.40-10.00	The State of Economic Journalism in Uzbekistan	<b>Maksad Jangirov</b> , <i>Uzbekistan</i>
10.00-10.20	Research in the Sphere Connected with Assessment of Economic Journalism Development	<b>Nadezhda Dobretsova</b> , Chairperson of the DPI Board, <i>Kyrgyzstan</i>
<b>10.20-10.40</b>	<b>Coffee Break</b>	
10.40-11.00	Problems of Teaching Economic Journalism at Universities	<b>Parida Bostonova</b> , Head of Economic Journalism and Advertising Department Chair, KTU, <i>Kyrgyzstan</i>
11.00-11.20	Self-Censorship and Affiliation of Kazakh Mass Media	<b>Serik Mambetov</b> , <i>Kazakhstan</i>
11.20-11.40	Position of Editorial Board: «Are we not Afraid of Economy Any Longer?»	<b>Ainura Kargalinova</b> , Editor, Magazine «Personal Account», <i>Kazakhstan</i>
11.40-12.00	Attracting Young People to Economic Problems through Mass Media	<b>Venera Sabirova</b> , Osh State University, <i>Kyrgyzstan</i>
12.00-12.30	Questions and Answers	Moderators
<b>12.30-13.30</b>	<b>Lunch</b>	
13.30-15.00	Work in Smaller Groups. Generalization – a Thematic Discussion of Mass Media’s Impact on Economic Development	Moderators (scenario and moderators of smaller groups are indicated in a separate material)
15.00-15.30	Completion of the Conference. General Photo	Moderators

## • Order of Group Discussions

Three groups are supposed to be organized, each of which will discuss specific issues of economic journalism development and the role thereof as a factor and indicator of market economy development in the countries with economy and political system in transition.

### **Business + mass media = free market**

- Involvement and objectivity of mass media, including the pressure of an advertiser
- Prospects of business-born mass media (histories of success or failure)
- Is the state interested or is it striving to dose economic information?
- Possibilities of exerting pressure on the state; the role in economic development

### **Mass media as an instrument of fight against corruption**

- Revealing facts of corruption (journalistic investigations) – is it possible or impossible, what is needed for it to become possible?
- With what should journalistic investigations be followed for them to be effective?
- Information sources, objectivity and protection thereof

### **Education**

- Are special subjects and courses necessary for the development of economic journalism? Or are projects and their workshops enough?
- How can universities ensure quality preparation of economic journalists?
- Is it compatible with the main principles (paradigm) of higher education in our countries?

**Audience division principle** – voluntary, in conformity with professional preferences and experience

**Principle of work in groups** Every panel shall work according to the principle of a smaller group, shall have a moderator, write down all ideas on a flip-chart, select general ideas, form the basis of the presentation and appoint a moderator (this can be moderator or another member of the group).

**Time-frame** The work in the groups shall begin after lunch of the second day of the conference (October 12). Discussion in the groups shall last 30 minutes – from 01:30 p.m. to 02:00 p.m. and shall be followed by a general discussion of the group's know-how. Presentations performed on the flip-charts shall be placed in the hall for other participants to make additions.

**Moderators of the groups** (the main moderator, in the brackets is indicated a reserve moderator assisting to the main one):

1. Business + mass media = free market – **Dmitry Lyapin and Sergey Philin**
2. Mass media as an instrument of fight against corruption – **Azamat Akeleyev and Larissa Lee**
3. Education – **Shakhlo Akobirova and Parida Bostonova**

**The result:** Know-how of the groups will be executed in the form of recommendations of the conference and sent to all participants thereof (an alternative to the resolution).

## • Participant Form

***Dear participant of the conference!***

***Organizers of the event highly appreciate your considerate attitude to the event and the topic and ask you to express your opinion, share your experience and plans by answering the questions of the Form.***

***This information will provide an opinion survey and will help us to form public opinion and programs for the development of economic journalism. Thanking you in anticipation of overall answers!***

### **Respondent data**

1. Woman
2. Man

**Country of residence:**

---

## **Employment**

1. Government institution
2. Higher educational institution
3. Business
4. Mass media
5. NGO (independent expert, donor organization)
6. Other

## **Questions**

**1. Do you agree that economic journalism of the country reflects the level of the country's economic development (ailing economy – weak economic journalism)?**

1. Yes
2. Yes, but not exactly
3. No
99. I am at a loss to answer

**2. Do you agree that economic journalism can make an impact on economy?**

1. Yes, on each person, company, organization
2. Yes, but only on professionals (entrepreneurs, analysts, politicians)
3. No
99. I am at a loss to answer

**3. With what of the statements given below do you agree to a greater degree as far as your country is concerned (choose one statement)?**

1. Fight against corruption is not a concern of mass media; journalists have no possibility to influence corruption, this is the task of law enforcement bodies.
2. Mass media actively fight against corruption, reveal facts of abuse, create reasons for official investigations.
3. Mass media write about corruption, but this IN NO WAY influences the situation.

**4. What information sources of financial/economic knowledge, in your opinion, exist in your country? Choose 5 most topical answers and number them according to topicality (1 – the most important and effective, 5 – the least important and effective)**

1. Textbooks in economy and finance (general knowledge)
2. Popular literature
3. School
4. Higher educational institution
5. Specialized TV programs (local)
6. Specialized TV programs (foreign)
7. News TV programs
8. Talk show on TV
9. Knowledge and experience of family members and close ones
10. Your personal experience
11. Information in newspapers, magazines (local)
12. Information in newspapers, magazines (foreign)
13. The Internet
14. Local initiatives (training, workshops)
15. Other
99. Don't know/I am at a loss to answer

**5. Do you think that everyone has access to these sources?**

1. Yes, all these sources are accessible to all.
2. These sources are accessible to all, wishing to have it.
3. These sources are accessible only to "advanced" people
99. Don't know/I am at a loss to answer

**6. Do you think that the sources available can be understandable and useful to all people?**

1. Yes, information is understandable to all people
2. Information is not understandable to the majority of people
3. Information is understandable only to “advanced” people
4. Information is not understandable
99. Don’t know/I am at a loss to answer

**7. Who, in your opinion, must give a person advice (information), when he/she is making a decision connected with business, major purchase or investing? Choose 5 most topical answers and number them according to topicality (1 – the most important and effective, 5 – the least important and effective)**

1. Family
2. The person himself/herself, by way of self-education (personal experience)
3. School
4. Friends, equals in age, street environment
5. Higher educational institution
6. Mass media
7. The state (government bodies)
8. NGO and business associations
9. Other (indicate, please)
99. Don’t know/I am at a loss to answer

**8. Who in mass media of your country covers economic topics in a MORE UNDERSTANDABLE (MORE INTELLIGIBLE) manner?**

1. Involved experts in economy
2. Full-time journalistic observers
3. All journalists
4. Nobody

**9. Who in mass media of your country covers economic topics more OBJECTIVELY?**

1. Involved experts in economy
2. Full-time journalistic observers
3. All journalists
4. Nobody

**10. Are you going to use information obtained at the conference, in your further professional activity?**

1. Yes
2. No
99. Don’t know/I am at a loss to answer

**11. In your opinion, will you be able to make your contribution to the development of economic journalism in your country?**

1. Yes
2. I will try
3. No, this is not my sphere of interest/responsibility
4. No, I don’t think I’ll succeed
99. Don’t know/I am at a loss to answer

**12. Was this conference useful to you or not? Why?**

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**12. What would you do in a different way, if you were an organizer?**

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- List of Participants

Foreign guests			
No.	Full name	Organization	Position
1.	Alexander Raevsky	CIPE Representative Office in the RF	Head of Representative Office
2.	Dmitry Lyapin	Ownership and Freedom Institute	Chairperson
3.	Sergey Philin	Institute of Directors of Kazakhstan	Head
4.	Rozani Ismailova	Kazakhstan Institute for Coverage of War and Peace	Journalist
5.	Serik Mambetov	Business Portal <a href="http://www.kursiv.kz">www.kursiv.kz</a>	Editor
6.	Ainura Kargalynova	Magazine "Personal Account"	Editor
7.	Natalya Borovaya	"Wind of Wonderings"	Chief Editor
8.	Valentina Vladimirskaia	Newspaper "Megapolis"	Financial Analyst
9.	Vladislav Yuritsin	Internet-Newspaper «ZonaKZ».	Journalist
10.	Larissa Safonova	Jambyl Oblast Newspaper "New Region"	Founder and Chief Editor
11.	Gulmira Botabekova	Transit.kz	Chief Editor of the Magazine
12.	Igor Titenok	Oblast Newspaper "Kyzylorda News"	Editor, Economy Division
13.	Irina Tulinova	Newspaper "Evening Almaty"	Political and Economic Issues Analyst
14.	Firyuza Garyagydyeva	Union of Economists of Turkmenistan	Representative
15.	Nargis Achildyeva	Union of Economists of Turkmenistan	Representative
16.	Maksad Jangirov	Uzbekistan Media	Free Journalist
17.	Olga Nepomnyashaya	Uzbekistan Media	Freelancer
18.	Shakhlo Akobirova	"Khoma" Public Association	Chairperson
19.	Lydia Isamova	"Reiter" News	Correspondent
20.	Nazaraly Pirnazarov	Information Agency «CA-News»	Correspondent
21.	Nuraly Davletov	Independent Newspaper "Farakh"	Journalist
22.	Valentina Kasymbekova	Tajikistan Media	Free Journalist
23.	Ahliddin Hadjiev	«Jakhonnamo» Information Channel of Tajikistan	Free Journalist
24.	Rustam Takhirov	Republican Public Organization «Youth of the New Age»	Director
25.	Vladimir Karyagin	Belorussian Confederation of Entrepreneurs; Minsk Union of Entrepreneurs and Employers	Chairman
26.	Galina Ilyashuk	Minsk Union of Entrepreneurs and Employers; Newspaper "The Union of Entrepreneurs"; Business Support Center "Center-XX! Age"	Vice Chairperson Chief Editor Director
27.	Tamara Lepsveridze	Newspaper «TavisupaliGazeti+», Newspaper «Gurianews»	Chief Editor Journalist
28.	Zaurezh Danaeva	International Organization for Migration	Press Officer
Local Organizations and Experts			
29.	Nelly Simonova	Financial Company "Centy"	Director
30.	Azamat Akeleev	Public Supervisory Committee, KR MinFin	Chairman
31.	Sergey Ponomaryov	Business Association of Markets	Chairman
32.	Bekbolot Bekiev	Development Policy Institute	Chief of SCO Project
33.	Asylbek Chekirov	Development Policy Institute	Intergovernmental Fiscal Relations Expert
34.	Sabina Gradval	Development Policy Institute	Component Manager
35.	Gulyaim Shamshidinova	Development Policy Institute	LSG Work Consultant
36.	Joldosh Asibaliyev	Development Policy Institute	Municipal Budget Specialist
37.	Asel Mambetova	Development Policy Institute	Senior Legal Specialist
38.	Bekturgan Orozbaev	Development Policy Institute	Legal Specialist
39.	Andrey Dogadin	Analytical Center "Forsite"	Expert

40.	Rustam Sarybaev	Union of Banks of Kyrgyzstan	Project Manager
41.	Asel Arstanbekova	Association CSR BusinessNetwork	Director
42.	Kumushbek Shamkanov	Kyrgyz Stock Exchange	Director
43.	Abdotalip Sultanov	Kyrgyz Stock Exchange	Chairman of the Board of Directors
44.	Parida Bostonova	I.Razzakov KSTU, Subdepartment of Economic Journalism and Advertising	Head of Subdepartment
45.	Nazik Isabekova	PO "Result"	Representative
46.	Venera Sabirova	Osh State University, Journalism Subdepartment	Associate professor
47.	Begaiym Yesenkulova	«International and Business Law» American University in Central Asia	Senior Teacher of the Department
48.	Gulnara Junushalieva	University of Central Asia	SPCE Director
49.	Bermet Tuibaeva	EFCA	Project Manager
50.	Shavkat Abduzhabarov	EFCA Project on Budget Transparency and Accountability	Supervisor
51.	Emil Umetaliev	Company "Kyrgyz Concept"	President
52.	Nurlan Joldoshev	Alliance "For Transparent Budget"	Expert on Budget Issues
53.	<b>Nargiza Joldoshova</b>	Association of Micro-Financial Organizations	Executive Director
54.	<b>Gulnara Uskenbaeva</b>	Contractors association	President of Association
55.	Ainura Temirbekova	"PR Consult" LLC	Director General
56.	Ainura Cholponkulova	Regional Institute for Economic Freedom and Leadership	Director
57.	Alina Kasenova	Regional Institute for Economic Freedom and Leadership	Deputy Director
58.	Aita Sultanalieva	Bishkek Humanitarian University	Associate Professor, Journalism and PR Subdepartment
59.	Altyn Asanova	Bishkek Humanitarian University	Dean, Journalism and PR Department
60.	Abdygany Khalilov	Balasagyn National University	Dean, Journalism Department
61.	Pavel Gromsky	Freelancer	Media Consultant
62.	Olga Niyazalieva		Expert
63.	Bermet Tuibaeva	EFCA	Manager
64.	Shumkarbek	Centi	Expert
65.	Anya Kim	Centi	Expert
66.	S. Tanaeva		
<b>Mass Media of Kyrgyzstan</b>			
67.	Galina Lunyova	PH "Slovo Kyrgyzstana"	Economic Analyst
68.	Elena Meshkova	Newspaper "Finansist"	Chief Editor
69.	Dmitry Denisenko	"VB" Internet Editorial Office	Correspondent
70.	Kozubek Imankulov	Newspaper "Talas Turmushu"	Chief Editor
71.	Masimkan Tursunbekova	Newspaper "Osh Janyrygy"	Journalist
72.	Larissa Lee	Media Expert	Economic Analyst
73.	Irina Dudka	NA "24.kg"	Analytical Journalist
74.	Akhmadzhon Makhamadzhonov	Newspaper "Ush Sadosi"	Deputy Chief Editor
75.	Altynbek Jumaev	«Canal D» (channel 7)	Director General
76.	Azamat Abdiev	«Canal D» (channel 7)	Deputy Director General
77.	Bermet Mambetshaeva	NA «K-News»	Economic Analyst
78.	Jumagul Barktabasova	Newspapers «Aruuke» and «Ysyk-Kol Kabarlary»	Journalist
79.	Arstanbek Yakubov	Newspaper «Akyikat»	Deputy Chief Editor
80.	Adylbek Akmatov	Newspaper «Batken Tany»	Chief Editor
81.	Stanislav Polischuk	Newspaper «Ekho Osha»	Journalist
82.	Meimanbu Akjolova	Newspaper «Jalal-Abadunu»	Chief Editor
83.	Natalya Sekerina	OOTRC «Yntymak»	Journalist
84.	Samagan Aitymbetov	AKIpress	Director for Development

85.	Nuraim Manapbaeva	CJSC «MKK FINCA»	PR Manager
86.	Margarita Lazutkina	Newspaper «Chuiskie Izvestiya»	Journalist
87.	Kalybek Taitekeev	Issyk-Kul OTRC	Director General
88.	Darya Sytnikova	IA «KirTag»	Journalist
89.	Roza Almakunova	KNIA «Kabar»	Journalist
90.	Begaim Usenova	PF «Institute Media Policy»	Press Manager
91.	Yekaterina Tokombaeva	Piramida	Correspondent
92.	Nurlan Beishebaev	Piramida	Operator
93.	Aipery Seitbekova	Radio/Newspaper «Manas»	Journalist
94.	Irina Bairamukova	The Times of CA	Journalist
<b>Government Institutions and Jogorku Kenesh Deputies</b>			
95.	Nursulu Akhmetova	KR Presidential Office	Head of Monetary Policy and Financial Monitoring Division
96.	Ruslan Bazarkulov	KR Presidential Office	Expert, Financial and Economic Analysis and Development Monitoring Division
97.	Ulara Nurusbaeva	State Agency for Construction and Regional Development	Deputy Director
<b>International Organizations</b>			
98.	Yelena Sukhir	CIPE, Washington	Senior Program Officer, Eurasia
99.	Bobby Jo Trout	CIPE, Washington	Program Officer, Belarus and CA
100.	Syrge Isabaeva	FCC, Program «Budgetary Transparency and Accounting»	Coordinator
101.	Almira Dooronbekova	FCC, Program «Mass Media Support»	Administrator
102.	Samat Begaliev	FCC, Program “Budgetary Transparency and Accounting”	Director
103.	Nargiza Kasymalieva	OSCE Center in Bishkek	Senior Program Assistant
104.	Anna Muratova	Bureau for Human Rights and Compliance with Law	Officer
105.	Alexander Kashkaryov	UNO, Democratic Management	Program Coordinator (Head of Division)
106.	Ermek Jumataev	LEP USAID Program	Communications Division
107.	Gulnura Toralieva	LEP USAID Program	Communications Division
108.	Adelya Laisheva	Internews – Kyrgyzstan	Program Director
<b>Organizers</b>			
109.	Nadezhda Dobretsova	Development Policy Institute	Chairperson of the Board
110.	Nurgul Jamankulova	Development Policy Institute	Expert on Information Policy
111.	Yekaterina Beletskaya	Development Policy Institute	Logistics Assistant
112.	Aigul Baiyshbaeva	Development Policy Institute	Administrative and Financial Manager
113.	Yulia Balybina	Development Policy Institute	Volunteer
114.	Nurkyz Akaeva	Development Policy Institute	Volunteer
115.	Bermet Kozhombardieva	KSE Press Club	Administrator

### • Publications on Conference Results

#	Name of publication / article / material	Date / Time	Link
<b>BEFORE</b>			
1	DPI supported by CIPE is holding the Second International Conference on Economic Journalism	14.09.2012 12:35	<a href="http://www.dpi.kg/ru/events/full/25.html">http://www.dpi.kg/ru/events/full/25.html</a>
2	II International Conference, “Economic Journalism as a Factor and Indicator of Market Economy Development”, will be held in Bishkek	14-09-2012 16:14	<a href="http://kg.akipress.org/news:560451">http://kg.akipress.org/news:560451</a>
3	II International Conference, “Economic Journalism as a Factor and Indicator of Market Economy Development”, will be held in Bishkek	14.09.2012, 16:14	<a href="http://www.ca-news.org/news:1041751/">http://www.ca-news.org/news:1041751/</a>
4	II International Conference, “Economic Journalism as a Factor	14.09.2012,	<a href="http://news.namba.kg/read.php?id=77519">http://news.namba.kg/read.php?id=77519</a>

	and Indicator of Market Economy Development”, will be held in Bishkek	16:14	<a href="#">1</a>
5	A conference, “Economic Journalism...”, will be held in Bishkek	14.09.2012r. - 15:54	<a href="http://www.media.kg/news/v-bishkeke-proidet-konferenciya-po-teme-ekonomicheskaya-zhurnalistika/">http://www.media.kg/news/v-bishkeke-proidet-konferenciya-po-teme-ekonomicheskaya-zhurnalistika/</a>
6	International conference on economic journalism will be held in Bishkek	18-09-2012, 12:17	<a href="http://oshmedia.kg/news/605-v-bishkeke-sostoitsya-mezhdunarodnaya-konferenciya-po-ekonomicheskoy-zhurnalistike.html">http://oshmedia.kg/news/605-v-bishkeke-sostoitsya-mezhdunarodnaya-konferenciya-po-ekonomicheskoy-zhurnalistike.html</a>
7	DPI supported by CIPE is holding the Second International Conference on Economic Journalism	10.10.2012, 11:18	<a href="http://www.dpi.kg/ru/news/full/377.html">http://www.dpi.kg/ru/news/full/377.html</a>
<b>AFTER</b>			
8	Belorussian business mass media “glorify” entrepreneurs	11.10.2012, 13:01	<a href="http://www.vb.kg/news/economy/2012/10/11/202460_belorysskie_biznes_smi_geroliziryut_predprinimateley.html">http://www.vb.kg/news/economy/2012/10/11/202460_belorysskie_biznes_smi_geroliziryut_predprinimateley.html</a>
9	The share of economic materials in mass media has doubled	11.10.2012, 14:40	<a href="http://www.vb.kg/news/economy/2012/10/11/202489_dolia_ekonomicheskikh_materialov_v_smi_vyrosla_v_dva_raza.html">http://www.vb.kg/news/economy/2012/10/11/202489_dolia_ekonomicheskikh_materialov_v_smi_vyrosla_v_dva_raza.html</a>
10	The issues of strengthening economic journalism in the Central Asian countries are being discussed in Bishkek	11.10.2012 10:29	<a href="http://www.kabar.kg/rus/society/full/42014">http://www.kabar.kg/rus/society/full/42014</a>
11	Financial ill-being of the population influences social tension - representative of the KR Presidential Office	11.10.2012, 10:28	<a href="http://for.kg/news-191883-ru.html">http://for.kg/news-191883-ru.html</a>
12	The share of economic materials in mass media has doubled	11.10.2012, 14:40	<a href="http://for.kg/news-192036-ru.html">http://for.kg/news-192036-ru.html</a>
13	Belorussian business mass media “glorify” entrepreneurs	11.10.2012, 13:01	<a href="http://for.kg/news-191967-ru.html">http://for.kg/news-191967-ru.html</a>
14	Financial ill-being of the population influences social tension - representative of the KR Presidential Office	11.10.2012 10:40	<a href="http://kabarlar.kg/index.php?newsid=3726">http://kabarlar.kg/index.php?newsid=3726</a>
15	Financial ill-being of the population influences social tension - Head of Division, KR Presidential Office	11.10.2012, 10:18	<a href="http://www.ca-news.org/news:1044516/">http://www.ca-news.org/news:1044516/</a>
16	In Kyrgyzstan, shortage of economic analytics and journalistic investigations is noted – a conference	12-10-12, 19:00	<a href="http://www.tazabek.kg/news:339966">http://www.tazabek.kg/news:339966</a>
17	International Conference «Economic Journalism»	12.10.2012	<a href="http://www.facebook.com/media/set/?set=a.539468356067522.140858.223443437670017&amp;type=1">http://www.facebook.com/media/set/?set=a.539468356067522.140858.223443437670017&amp;type=1</a>
18	Rationale of a credit for Hajj	18.10.2012, 14:41	<a href="http://megapolis.kz/art/Smisl_kredita_na_hadzh">http://megapolis.kz/art/Smisl_kredita_na_hadzh</a>
19	Economic journalism as a hostage of general environment		<a href="http://zonakz.net/articles/56664">http://zonakz.net/articles/56664</a>
20	Economic journalism as a hostage of general environment	19.10.2012. 09:26	<a href="http://www.internews.kz/newsitem/19-10-2012/20092">http://www.internews.kz/newsitem/19-10-2012/20092</a>
21	Economic journalism is a factor of development (author: Akhmadzhon Makhamadzhonov)	20.10.2012	Oblast Newspaper “Ush Sadosi”, No. 81 (10448)
22	Financial literacy - to masses! (author: Margarita Lazutkina)	25.10.2012	Oblast Newspaper «For You», No. 43
23	The Second International Conference (author: Masimkan Tursunbekova)	26.10.2012	City Newspaper «Osh Shamy»
24	Financial literacy as a pledge of people’s welfare gain (author: Meimanbu Akjolova)	29.10.2012	City Newspaper «Jalal-Abadunu», No. 19-20
25	It was interesting in Bishkek	03.11.2012	<a href="http://bizmedia.kz/opinions/8046-v-bishkeke-bylo-interesno.html">http://bizmedia.kz/opinions/8046-v-bishkeke-bylo-interesno.html</a>
26	Conference «Economic Journalism» (on-the-spot reportage; author: Akhliddin Hodzhiev )		«Jakhonnamo» Information Channel of Tajikistan

## • Photo Report

Photo report on the conference was published at the following addresses:

[http://2012.finliteracy.kg/rus/gallery/conf\\_2012/](http://2012.finliteracy.kg/rus/gallery/conf_2012/)

[http://www.dpi.kg/ru/gallery/ecojur\\_2012](http://www.dpi.kg/ru/gallery/ecojur_2012)

<http://www.facebook.com/media/set/?set=a.10151224735932236.489276.616312235&type=3>

<http://www.facebook.com/media/set/?set=a.10151200213492236.485365.616312235&type=3>

<http://www.facebook.com/media/set/?set=a.10151209296362236.486869.616312235&type=3>

In addition, discs with the photos were provided to all foreign participants of the conference.

Participants of the conference from Kyrgyzstan can get a complete photo report in the office of the Development Policy Institute.