



E@News Project Conference
Gymnázium Karla Čapka Dobříš
November 7-11, 2018



Final Report

C4 Conference in Dobříš

The training teachers' course was focused on different media companies. The hosting school provided a series of meetings, interviews and workshops with experts in different fields connected to media production.

Visits to two Czech leading media companies – Český Rozhlas (radio) and Mladá Fronta Dnes (newspaper):

Český Rozhlas – Czech Radio

- 1) tour with a specialist for international cooperation Ms Zuzana Netolická: Media company - broadcasting then and now, history, ethics, future development, organizational structure, public relations
- 2) workshop with Mr Jiří Hubička – „Censorship“ before and after 1989 (socialist era vs now)

Mladá Fronta Dnes – Newspaper

- 1) tour and workshop with Mr Daniel Málek, deputy chief editor: history, daily issues, advertising, ethics, new techniques, how to carry out an interview, use of social websites

Pilsner Brewery

- 1) tour in the brewery
- 2) workshop: Promotion of the company, entrepreneurship

Workshop with Czech project students

- history of our cooperation
- dissemination of the project work
- history and future of EU

Prague sightseeing

Dobříš, November 13, 2018
Ivona Coufalová