

Dates & Location: Tuesday 13 and Wednesday 14 October 2026, Brussels

The NMC is proposing to host a one and a half day event in Brussels, with the primary aim of promoting its [Primary Source Journalism Framework](#) to policymakers (Commission Officials, target MEPs, etc) and the wider policy community in Brussels (media owners, trade associations).

Day One: Tuesday, 13 October - Institutional launch of the PSJ Framework

14:00 - 14:45 Magritte Room	NMC Launch Session - New narratives in Campaigning for Press Freedom
14:45 - 15:30 Magritte Room	NMC Members Focus Session on FIFA Special guest focus session: Play the Game
15:30 - 16:30	European Parliament security check (TBC)
16:30 - 20:00 European Parliament (TBC)	NMC Seminar and Reception – “Primary Source Journalism: the pursuit of truth and upholding trust in democratic societies”

Day Two: Wednesday, 14 October - Industry launch of the PSJ Framework

9:30 - 10:30 Maelbeek Room	Open Session - How public policy can enable newsgathering and quality news
10:30 - 10:45	Coffee Break
10:45 - 11:45 Maelbeek Room	Industry session 1 – Linking hard-to get news, fair reward and AI disruption
11:45 - 12:45 Maelbeek Room	Industry session 2 - Is it time to re-brand Press Freedom ?
12:45 - 13:45	Lunch Break
13:45 - 14:15 Maelbeek Room	Conclusion of the NMC Event by NMC Secretariat

TUESDAY 13 OCTOBER 2026 - DETAILED PROGRAMME

14:00 - 14:45	<u>NMC Launch Session - New narratives in Campaigning for Press Freedom</u>
Location	Magritte Room - Residence Palace (24 seats)
Attendees	NMC Members and Industry Partners
Speakers	Moderator: Andrew Moger, NMC CEO

14:45 - 15:30	<u>NMC Members Focus Session on FIFA</u>
Location	Magritte Room - Residence Palace (24 seats)
Attendees	NMC Members and Industry Partners
Speakers	Moderator: Andrew Moger, NMC CEO Special guest focus session: Play the Game
About	This session for NMC members and partners will provide a dedicated space for an open exchange on the Primary Source Journalism Framework, and its alignment with wider 'future of journalism' initiatives. This internal session will include a special breakout on FIFA's media policy and a partner presentation by Play the Game - depending on broader industry and policy developments.

15:30 - 16:30 EUROPEAN PARLIAMENT SECURITY CHECK TBC

TUESDAY 13 OCTOBER 2026 - DETAILED PROGRAMME

NMC SEMINAR & RECEPTION

“Primary Source Journalism: the pursuit of truth and upholding trust in tomorrow’s democratic societies”

Time	16:30 - 20:00
Location	European Parliament TBC
Attendees	- NMC Members - Industry Partners - EU Officials & Policymakers - DCMS (UK) - Council of Europe Officials - Young journalists from key countries

16:30 - 16:45	<u>Introduction</u>
Location	European Parliament TBC
Speakers	Moderator: Andrew Moger, NMC CEO Chair: Hosting MEP
About	Andrew Moger, CEO of the News Media Coalition, will open the seminar with an introduction to Primary Source Journalism, outlining its core principles and distinct role within today’s media landscape. He will explore how PSJ underpins democratic societies by strengthening transparency, trust, and how it should closely function with the European Institutions.

16:45 - 17:45	<u>Panel - Primary Source Journalism: the pursuit of truth and upholding trust in tomorrow’s democratic societies</u>
Location	European Parliament TBC
Speakers	Moderator: Andrew Moger, NMC CEO - Hosting MEP - Patrick Lacroix, CEO, Belga - Senior Executive from the industry - Journalist from NMC membership
About	This session brings together officials from the European Union, experienced and younger professionals to explore how Primary Source Journalism supports the pursuit of truth and sustains trust in democratic societies. Drawing on newsroom, legal, and content distribution perspectives, speakers will reflect on the constraints and freedoms shaping the field, including examples from major sporting events such as FIFA competitions and the Olympic Games. The discussion will also address democratic stability, and younger generations’ views on why journalism remains essential and worth defending.

17:45 - 18:00	Panel - Q&A
Location	European Parliament TBC
	Moderator: Andrew Moger, NMC CEO - Hosting MEP - Patrick Lacroix, CEO, Belga - Senior Executive from the industry - Journalist from NMC membership

18:00 - 18:15	Panel - Conclusion
Location	European Parliament TBC
Speakers	Hosting MEP
About	The event will close with a forward-looking reflection on how Europe is stepping up to support the pursuit of truth and strengthen trust in democratic societies: how can European efforts reinforce democratic resilience and public confidence? It will highlight key directions for action in an evolving information landscape, including the role of Primary Source Journalism in ensuring reliable, high-quality information.

18:15 - 20:00	Cocktail networking & Reception
Location	TBC

WEDNESDAY 14 OCTOBER 2026 - DETAILED PROGRAMME

09:30 - 10:30	<u>Open Session - How public policy can enable newsgathering and quality news</u>
<u>Location</u>	Maelbeek Room - Residence Palace (56 seats)
<u>Attendees</u>	- NMC Members - Industry Partners - EU Officials & Policymakers - Council of Europe Officials - Young journalists from key countries
<u>Speakers</u>	Moderator: NMC member - Roberto Olla, Head of the Democratic institutions and freedoms department, Council of Europe - Senior Executive from NMC member company - European Commission Representative - Senior industry representative
<u>About</u>	This session will examine how public policy can create an enabling environment for on-the-ground reporting and support access-driven news. Bringing together policymakers and media professionals, it will identify existing frameworks, highlight remaining gaps, and assess how access to information, particularly in contexts such as major events, is being shaped and, at times, constrained. The discussion will also draw on recent Council of Europe findings on restrictions to media access and growing control over content, considering their implications for journalism in Europe. In concrete terms, the NMC welcomes public policy's continued commitment to strong anti-SLAPP protections and sustained investment in media literacy — but for the daily practice of Primary Source Journalism, more is needed. This means wider/similar adoption of UK Gold Framework-style commitments on major events, a policy that enables newsgathering without dictating how newsrooms operate. Drawing on the Council of Europe's findings, the session will call on Member States and EU institutions to actively monitor and respond when Primary Source Journalism is restricted, and to give the same policy weight to access and working conditions for journalists as it does to physical safety.

10:30 - 10:45 COFFEE BREAK (outside Maelbeek Room)

10:45 - 11:45	Industry Session 1 - Linking hard-to get news, fair reward and AI disruption
Location	Maelbeek Room - Residence Palace (56 seats)
Attendees	- NMC Members - Industry Partners - Young journalists from key countries
Speakers	Moderator: Angela Mills Wade, Executive Director, EPC - Alex Giboi, Secretary General, EANA - Emma Cowdroy, CEO, AAP - Senior industry representative
About	Bringing together industry representatives, this session will provide a collaborative space to assess how AI is reshaping journalistic practices and value chains in relation to everyday newsgathering (PSJ). Particular attention will be given to the principle of fair reward, and how to ensure that creators and publishers are properly protected, recognised and compensated in an AI-driven environment. The origination of primary source reporting — the training, judgement and physical presence it requires — remains the most costly and irreplaceable part of the news chain. The session will argue that this human investment, and the risk it can carry, deserves fair recognition and reward when AI systems draw on journalistic content, rather than being treated as freely available raw material. The session will also look at Australia, where the Government introduced the News Bargaining Incentive Bill in August 2026, requiring major digital platforms to strike commercial agreements with news publishers or pay a share of their Australian advertising revenue. NMC member the Australian Associated Press (AAP) is guaranteed five per cent of any funds raised, in recognition of its role as the country's wholesale news provider — an early, concrete example of the fair reward this session will discuss.

11:45 - 12:45	Industry Session 2 - Is it time to re-brand Press Freedom ?
Location	Maelbeek Room - Residence Palace (56 seats)
Attendees	- NMC Members - Industry Partners - Young journalists from key countries
Speakers	Moderator: Lina Ghazal, Director of Public Affairs, PA Media - Michael Giarusso, Vice President News Strategy, AP - Felicity Garvey, UK Advocacy Office, Reporters without

	Borders - 1 Senior industry representative
About	From trainee journalists to seasoned news veterans, this session brings together voices from across the media ecosystem to discuss how Primary Source Journalism underpins day-to-day newsgathering and cross-border collaboration, and how it can remain relevant amid a changing media landscape. The panel will also examine the growing interdependence between publishers, news agencies and online platforms, and how these partnerships can strengthen (or weaken) access to reliable, high-quality information. A particular focus will be placed on relevance to younger news consumers, and the role of news literacy and industry-wide campaigning in sustaining trust in Primary Source Journalism for the next generation.

12:45 - 13:45 LUNCH BREAK (outside Maelbeek Room)

13:45 - 14:15	Conclusion
Location	Maelbeek Room - Residence Palace (56 seats)
Attendees	- NMC Members - Industry Partners - Young journalists from key countries
Speakers	Moderator: Andrew Moger, NMC CEO
About	The second day will conclude with a synthesis of key insights on how to strengthen the conditions for Primary Source Journalism in a rapidly evolving media landscape. It will highlight the importance of effective public policy, sustainable collaboration across the sector, and fair recognition of journalistic value in the digital age. The closing will also look ahead, outlining shared priorities to ensure that trusted, access-driven journalism continues to serve democratic societies.