NMC PSJ Framework European Launch

Dates: Tuesday 13 and Wednesday 14 October 2026, Brussels
Locations: European Parliament and Residence Palace (International Press Centre)

The News Media Coalition is pleased to stage, along with industry partners, this event in Brussels to promote its Primary Source Journalism Framework to policymakers, news industry colleagues and media freedom advocacy groups.

14:00 - 14:30 Residence Palace	**NMC Opening Session - PSJ and its place in Campaigning for Press Freedom**
14:30 - 15:20 Residence Palace	**Focus Session: FIFA, newsgathering freedom and big news** Special guest focus session: Play the Game
15:20 - 16:00	**European Parliament security check**
16:00 - 16:30 European Parliament	**Welcome coffee** Room SPINELLI 1G369
16:30 - 20:00 European Parliament	**NMC Seminar and Reception** - **Institutional Launch of the 'PSJ Framework'** - **Pursuit of truth and upholding trust in democratic societies** - **The risks of undervaluing quality newsgathering** Room SPINELLI 1G369 and MEP Salon

Day One: Tuesday, 13 October - Programme Digest

Day Two: Wednesday, 14 October - Programme Digest

9:30 - 10:30 Residence Palace	**Open Session - How public policy can enable newsgathering and quality news**
10:30 - 10:45	**Coffee Break**
10:45 - 11:45 Residence Palace	**Industry session 1 – Linking hard-to get news, fair reward and AI market disruption**
11:45 - 12:45 Residence Palace	**Industry session 2 - Is it time to re-phrase narratives around Press Freedom?**
12:45 - 13:45	**Lunch Break**

13:45 - 14:15 Residence Palace	**Concluding Discussion**

14:00 - 14:30	**NMC Launch Session - PSJ and the NMC Framework's place in Campaigning for Press Freedom and policy support**
Location	Magritte Room - Residence Palace
Attendees	NMC Members, Industry Partners and Guests
Speaker	Moderator: Andrew Moger, NMC Chief Executive Officer
About	Since the NMC first coined the phrase *'Primary Source Journalism'* it has become an important addition to the lexicon to describe journalism. But what's the meaning of 'PSJ' and how does the PSJ Framework seek to improve access for newsgathering and other better conditions for on-the-ground witness-based journalism and newsrooms.

14:30 - 15:20	**Focus Session: FIFA, newsgathering freedom and big news**
Location	Magritte Room - Residence Palace
Attendees	NMC Members, Industry Partners and Guests
In Conversation	Michael Giarrusso, Vice President News Strategy, 'AP Special guest: Jens Sejers Andersen, Founder of Play the Game
About	A highly successful international advocate/campaigner for improved integrity in sport with a wide knowledge of investigative journalism networks and a global news strategist who had FIFA 2026 in his back yard, will exchange views on the challenges presented by big events with deep pockets and media polices which undermine independent newsgathering especially video news. **Views from the floor also welcome!**

15:20 - 16:00 EUROPEAN PARLIAMENT SECURITY CHECK

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	16:00 - 20:00
Location	European Parliament - Room: SPINELLI 1G369
Attendees	- NMC Members - Industry Partners - EU Officials & Policymakers - Council of Europe

16:00 - 16:30	**Welcome Coffee hosted by MEP Maria Guzenina**
Location	European Parliament - Room: SPINELLI 1G369

16:30 - 16:45	**Introductions**
Location	European Parliament - Room: SPINELLI 1G369
Speakers	Moderator: Andrew Moger, NMC CEO - MEP Maria Guzenina
About	Andrew Moger, CEO of the News Media Coalition, opens the seminar by sharing the NMC's ambitions for the PSJ Framework and its adoption as a key and dependable component of informed citizens and institution decision-making. He will draw the connections between the Framework, reporters on the ground, trustworthy news and ongoing attempts to combat disinformation. He will then give the floor to MEP Maria Guzenina, for a welcoming address. Their introductions will be followed by a short video presentation, "Ayisha's Story — the reality of the newsgatherer".

16:45 - 17:45	**Panel & Q&A - Primary Source Journalism: the pursuit of truth and upholding trust in tomorrow's democratic societies**
Location	European Parliament - Room: SPINELLI 1G369
Speakers	Moderator: Andrew Moger, NMC CEO - MEP Maria Guzenina - Patrick Lacroix, CEO, Belga news agency - Einar Hålien, Public Policy Manager Norway, Schibsted - Ayisha Gulati, Sports reporter at HaytersTV
About	Drawing on the broad expertise of this panel and then attendees through the QA, this session will provide for a focused conversation about the values of quality news and the fragility of the news eco-system as a result of information market change and disruption. Taking one example of challenges to newsgathering - this year's FIFA World Cup - the session will give practical context to the wide and complex barriers for the reporter, newsroom and news business. It will also reflect on the effective closure of the Finnish news agency STT, after more than 140 years providing factual, witness-based news reporting to Finnish and wider Scandinavian communities. A big dent in society's ability to inform and combat disinformation in a key region and a telling example of eco-system failure. Concretely, the session will highlight key directions for action in support for Primary Source Journalism for existing news consumers and the next generation. **Q&A**

17:45 - 18:00	**Panel - Conclusions**
Location	European Parliament - Room: SPINELLI 1G369
Speakers	- Andrew Moger, NMC CEO - Anna Herold, Head of Unit, Audiovisual and Media Services Policy, European Commission - MEP Maria Guzenina
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	European Parliament - MEP Salon

09:30 - 10:30	**Open Session - How public policy can enable newsgathering and quality news**
Location	Maelbeek Room - Residence Palace
Attendees	- NMC Members - Industry Partners and Guests - EU Officials & Policymakers - Council of Europe
Moderator Speakers	Alex Stepney, Policy and External Affairs Director, News UK - Artemiza-Tatiana Chisca, Head of Freedom of Expression and CDMSI, Secretary to the Steering Committee on Media and Information Society (CDMSI), Council of Europe - John Battle, Kings Counsel, Head of Legal at ITN - Diego Agundez, Head of the Multimedia and News media sector, European Commission
About	This session will examine how public policy can and does create an enabling environment for on-the-ground journalism - and what more can be done. Bringing together policymakers and media professionals, it will identify existing frameworks, highlight remaining public policy gaps in relation to Primary Source Journalism (PSJ) in Europe, UK and elsewhere, 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 parliamentary findings on restrictions to media access and growing control over content imposed by FIFA (with governance and commercial dominance being big topics). In concrete terms, the NMC welcomes public policy initiatives which seek to safeguard journalism as a whole and protect journalists specifically – but share concerns that the daily practice of Primary Source Journalism is insufficiently understood, valued or prioritised.

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 market disruption**
Location	Maelbeek Room - Residence Palace
Attendees	- NMC Members - Industry Partners and Guests - EU Officials & Policymakers - Council of Europe
Moderator Speakers	Angela Mills Wade, Executive Director, EPC - Emma Cowdroy, CEO, AAP - Christophe Walter-Petit, General Counsel, AFP
About	With AI-driven capture of valuable news and eyeballs, this session provides a collaborative space to consider policy initiatives, legislation and new battle grounds to ensure proper compensation for content and investment back into newsgathering operations (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 as the digital environment continues to evolve. It will consider liability, accountability and news visibility - comparing reputable news brands v social media. The session will consider whether there are lessons from 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 (even if platforms did not use the news material).

11:45 - 12:45	**Industry Session 2 - Is it time to re-phrase narratives around Press Freedom and what might that messaging be?**
Location	Maelbeek Room - Residence Palace
Attendees	- NMC Members - Industry Partners and Guests - EU Officials & Policymakers - Council of Europe
Moderator Speakers Attendees	Lina Ghazal, Director of Public Affairs, Press Association - Michael Giarrusso, Vice President News Strategy, AP - Deborah Bonetti, Director, Foreign Press Association - Tone Wilhelmsen Troen, Member of Parliament, PACE Council of Europe **Ideas from the floor**
About	The session will pose the central question: *'Press Freedom' has served us well and will continue to do so, but can creative minds within the room and wider industry identify additional messaging schemes to ensure the importance of news and being associated with it continues to land with the public, partners, our own sector - and importantly with major event organisations?'* We will have some suggestions and stimulus material - but bright ideas will be welcome from all.

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

13:45 - 14:15	**Concluding Discussion**
Location	Maelbeek Room - Residence Palace
Attendees	- NMC Members - Industry Partners and Guests - EU Officials & Policymakers - Council of Europe
Facilitator Attendees	Andrew Moger, NMC CEO - Tour de table
About	The second day will conclude with a synthesis of key insights, plans and outcomes from the earlier sessions. The session will also consider how the Framework discussions and support will be communicated on the day - and at future industry and public policy events.