



SVEUČILIŠTE U DUBROVNIKU
UNIVERSITY OF DUBROVNIK



SVEUČILIŠTE U DUBROVNIKU
FAKULTET ZA MEDIJE I
ODNOSE S JAVNOŠĆU
UNIVERSITY OF DUBROVNIK
FACULTY OF MEDIA AND
PUBLIC RELATIONS

Faculty of Media and Public Relations, University of Dubrovnik, in cooperation with the Centre for Media Pluralism and Media Freedom of the European University Institute, Adria Digital Media Observatory, European Digital Media Observatory, and the Agency for Electronic Media of Croatia



Policy Lab – Information Integrity and Media Literacy

October 24, 2025, Dubrovnik, Croatia



Location: University of Dubrovnik, [Branitelja Dubrovnika 41](#)

09:00 – 09:15 - [Introducing the day](#)

Room: University Campus Amphitheatre

Working language: English

Mato Brautović, *Full Professor of Journalism, Vice Rector for internationalization, public relations, and student standards (University of Dubrovnik), coordinator of Adria Digital Media Observatory*

Josip Popovac, *President of the Electronic Media Council and Director of the Agency for Electronic Media of Croatia*

Iva Nenadić, *Assistant Professor at the University of Dubrovnik and European University Institute, Scientific Coordinator of the Centre for Media Pluralism and Media Freedom*

Robert Tomljenović, *Vice President of the Electronic Media Council and Deputy Director of the Agency for Electronic Media of Croatia*

09:15 – 10:30 – [Joint session: EU digital and media policy](#)

Room: University Campus Amphitheatre

Working language: English

Elda Brogi, European University Institute - *European Media Freedom Act: novelties and challenges for national implementation*

Roberta Carlini, European University Institute - *Article 22 of the European Media Freedom Act: first tests of the Media Plurality Test*

Iva Nenadić, University of Dubrovnik and European University Institute - *Policy in Practice: The interplay of the Digital Services Act and the European Media Freedom Act*

Discussion



10:30 – 11:00 Coffee break

11:00 – 13:00 – Parallel workshops

W1: National implementation of the European Media Freedom Act

Room: University Campus Amphitheatre

Working language: Croatian

Tanja Kerševan, University of Ljubljana - *Learning from neighbours: EMFA implementation in Slovenia*

This session will bring together representatives from the Agency for Electronic Media in Croatia, the academic community, the media, industry professionals, and journalists.

W 2: PromptED - Understanding Generative AI and Ensuring Responsible Use for Journalism and Media Professionals

Room: Lecture room 119

Working language: English

Requirements: Laptop

Prof. Dr. Jasminko Novak, Stralsund University of Applied Sciences / EIPCM

Annie Tang, European Institute for Participatory Media (EIPCM)

Nate Sowder, European Institute for Participatory Media (EIPCM)

Join this hands-on training workshop designed to help journalists and media professionals with essential skills and insights for understanding and responsible use of generative AI. This interactive 1.5-hour session will guide you through understanding Large Language Models' work, identifying risks of inappropriate use, and exploring effective prompting techniques that improve output reliability. With the innovative PromptED tool - developed in the European project AI-CODE - you'll learn how to reduce the risk of misinformation from LLMs entering professional content and how to ensure that the use of generative AI aligns with journalistic ethical standards. Whether you're looking to integrate AI responsibly into your workflow or strengthen your defenses against AI-driven misinformation, this workshop offers practical, science-backed strategies and an interactive helping media professionals navigate the use and risks of generative AI with confidence and integrity. The workshop is provided through a collaboration between the European Institute for Participatory Media from the AI-CODE project, Stralsund University of Applied Sciences, and the University of Dubrovnik, in the context of the EUniCoast Alliance, which is building a European University of islands, ports, and coastal territories. In this context, the workshop addresses in particular the needs of local and



regional journalists and media professionals.

13:30 – 14:00 - Light lunch with poster presentations in the aula

ADMO 2.0: Adria Digital Media Observatory 2.0

DU-Check: Center for information verification and civil resilience

Sustainable Truth: Disinformation as a threat to sustainable development

False Alarm: Recognition and exposure of disinformation - New technologies, experience, and knowledge as tools

14:00 – 15:00 - Information Integrity, Disinformation, and Fact-Checking: What's in a Name?

Room: University Campus Amphitheatre

Working language: English

Chair: Mato Brautović, University of Dubrovnik & ADMO

Featured: Paula Gori (EDMO); Karina Stasiuk-Krajewska (SWPS University, CEDMO); Francesco Marrazzo (AGCOM); Silvio Waisbord (George Washington University)

15:00 – 15:45 - Media habits and attitudes of Croatian citizens toward the social role and importance of local media in the Republic of Croatia

Room: University Campus Amphitheatre

Working language: Croatian

Chair: Robert Tomljenović, Agency for Electronic Media of Croatia

Dr. sc. Ivan Burić, Croatian Studies - *Medijske navike i stavovi hrvatskih građana o društvenoj ulozi i važnosti lokalnih medija u Republici Hrvatskoj*