

# TODAY!



## Market Forces and Press Freedom

*A Discussion to Celebrate World Press Freedom Day 2011*

**The American Center Auditorium, 4 New Marine Lines, Mumbai**  
**Tuesday, May 3, 2011 - 6:00 PM to 7:30 PM**

**Panelists:**

Vikas Bajaj, Mumbai Correspondent, New York Times  
Kumar Ketkar, Chief Editor, Daily Divya Marathi of Dainik Bhaskar Group  
Bharat Ranga, COO, Zee Television International Operations  
Jaideep Shergill, CEO, Hanmer MS&L Communications  
Aditya Sinha, Editor-In-Chief, DNA

**Moderator:** Shishir Joshi, Co-Founder, Journalism Mentor Foundation

Journalism today faces multiple priorities – performing the hallowed function of informing the public while meeting the exigencies of media economics and marketability. A panel of distinguished media practitioners will discuss the current state of press freedom in India focusing on the impact of market forces. Does India’s expanding economy correspond with expanding opportunities for journalistic public service? How do competitive pressures within the media impact content and editorial decisions? Does entertainment content conflict with or complement “serious” news? What is the future for press freedom in India, and what are the broader social and political-economic implications of these trends?

*This Event’s Partner is the California Prune Board*



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