

INTERNATIONAL SEMINAR

Konrad-Adenauer-Stiftung e.V.
MEDIA PROGRAMME ASIA

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34 Bukit Pasoh Rd.
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Online Journalism: Chances and Challenges

Petaling Jaya, Malaysia
Universiti Tunku Abdul Rahman (UTAR)

August 17 – 20, 2010

Agenda

(as per 11.08.10 / subject to change)

Over the last few years, social media, blogs and online newspapers vastly increased the number of competitors reaching given audiences. The Internet has lowered the barriers for the market entry of new publishers to almost zero. Yet, one thing hasn't changed: All players need to make money to provide for quality. Unfortunately, „making money“ also hasn't changed a lot: The media provide access to audiences – and get paid for it. Publishers – no matter if traditional, mainstream, independent or social – facilitate the communication between advertisers and their clients. Therefore, audience is still crucial! Yet, building audiences is getting harder by the minute.

On the other side of the coin, online journalism can contribute to the discussion between different actors in society. It can facilitate changes and accommodate those who would not have voice in mainstream media.

Aug 17 (during the day) Arrival of foreign participants

19:00

Welcome Dinner

Venue: PJ Hilton

Greeting by Dr. Thomas Knirsch, Representative of the Konrad-Adenauer-Stiftung (KAS) in Malaysia and Prof. Chuah, President, Universiti Tunku Abdul Rahman (UTAR), Malaysia

Aug 18 09:00 Registration & Welcome Coffee

Venue: UTAR, Auditorium, PB Block, PJ Campus

08:45

Meeting point: PJ Hilton hotel lobby for shuttle bus to UTAR

09:30

Opening Address:

Lee Sze Wei, PhD, Vice President of R&D Commercialisation and Professor & Director of Institute of Postgraduate Studies and Research (IPSR), Universiti Tunku Abdul Rahman (UTAR), Malaysia

09:45

Welcome Address:

Anne Autio, Managing Editor, European Journalism Centre (EJC), The Netherlands

Nini Cabaero, Course Director, Online Journalism, Konrad Adenauer Asian Center for Journalism (ACFJ) at the Ateneo de Manila University, The Philippines

Paul Linnarz, Director, Media Programme Asia, Konrad-Adenauer-Stiftung (KAS), Singapore



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10:00

TH!NK3: Developing World

Developing world is the third round of the European Journalism Centre's widely acclaimed international blogging competition series. The participants of TH!NK3 (called "TH!NKers") are professional/aspiring journalists, academics and experts from 27 EU member states, neighbourhood countries and beyond. Their objective in TH!NK3 is to write and report about global cooperation and sustainable development in the lead up to the United Nations' Millennium Development Goals.

Speaker:

Rina Tsubaki, Project Manager, European Journalism Centre (EJC), The Netherlands

10:45

Thinking Development: Case Studies and Q&A

Speakers:

Clare Herbert, Freelance journalist, consultant and blogger, Ireland

Tiziana Cauli, Freelance journalist, Spain

Lara Smallman, Independent film-maker, UK

Ian Sullivan, Digital Campaigner, Oxfam, UK

12:00

Lunch break, Venue: UTAR

13:30

Blogging Journalists: Death or Rebirth of Journalism? Panelists:

Clare Herbert, Freelance Journalist, Consultant and Blogger, Ireland

Iris Gonzales, Business Reporter, The Philippine Star, The Philippines

Kevin Rennie, Citizen Journalist, Global Voices Author, Australia

Robert Stefanicki, Freelance Journalist, Newsweek Polska and Tygodnik Powszechny, Poland

Moderator:

Paul Bradshaw, Course Director, MA Online Journalism and Senior Lecturer, Birmingham City University, UK

15:00

Coffee break

15:30

In terms of communication: How to build communities most effectively?

Interacting and Networking - Strategies to Attract People Online

Panelists:

Alan Soon, Managing Editor, Yahoo! Southeast Asia, Singapore

Asina Pornwasin, Deputy Editor –Byteline, The Nation Online, Thailand

Ian Sullivan, Digital Campaigner, Oxfam, UK



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Suny Md. Ashraf Khan, CEO, Multimedia Content & Communication, Bangladesh

Moderator:
Joseph Raj, Editor, The Star Online, Malaysia

- 17:00 Closing of Day 1 (Shuttle Bus to PJ Hilton)
- 17:45 Meeting point: PJ Hilton hotel lobby for shuttle bus to dinner venue
- 19:00 Dinner (by invitation only)

Aug 19 09:00 Registration (for new participants)

Venue: UTAR, Auditorium, PB Block, PJ Campus

- 09:00 Meeting point: PJ Hilton hotel lobby for shuttle bus to UTAR

09:30 **A Model for the 21st Century Newsroom**

Speaker:

Paul Bradshaw, Course Director, MA Online Journalism and Senior Lecturer, Birmingham City University, UK

- 10:30 **In terms of business: How to make a living from online journalism?**

Revenue strategies for online content - how quality online journalism can pay off

Panelists:

Jahabar Sadiq, CEO, The Malaysian Insider, Malaysia

Paul Bradshaw, Course Director, MA Online Journalism and Senior Lecturer, Birmingham City University, UK

Premesh Chandran, CEO, Malaysiakini, Malaysia

Robert Stefanicki, Freelance Journalist, Newsweek Polska and Tygodnik Powszechny, Poland

Moderator:

Gavin Khoo Kay Peng, Executive Director, GF World Solutions, Malaysia

- 12:00 Lunch break, Venue: UTAR

- 13:30 **From a legal point of view: How to protect the ethics and quality of online journalism?**

Panelists:

Kevin Yew Lee Tan, JSD, Professor (Adjunct), Faculty of Law, National University of Singapore and Professor (Adjunct) S Rajaratnam School of International Studies, Nanyang University, Singapore

Jacqueline Ann Surin, Editor, Nutgraph, Malaysia

Nini Cabaero, Editor-in-Chief, Sun.Star Network Exchange and Course Director, Online Journalism at ACFJ, The Philippines

Moderator:

Cheryl Borsoto, Course Coordinator, Diploma in Multimedia Journalism Programme at ACFJ, and Instructor, De-



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partment of Communication at Ateneo De Manila University, The Philippines

15:00

Coffee break

15:30

In terms of self-perception: How much activism can journalism take?

Social Activism and Online Journalism –Putting the credibility of Journalism on the line?

Panelists:

Aung Zaw, Editor/Managing Director, Irrawaddy Media, Thailand

Joseph Joh, Editor-in-Chief, The Seoul Times, South Korea

Lara Smallman, Independent film-maker, UK

Leslie Lau, Executive Editor, The Malaysian Insider, Malaysia

Tiziana Cauli, Freelance journalist, Spain

Moderator:

Carmen Nge Siew Mun, Dean, Faculty of Creative Industries, UTAR

17:00

Closing of Day 2 (Shuttle Bus to PJ Hilton)

17:45

Meeting point: PJ Hilton hotel lobby for shuttle bus to dinner venue

19:00

Dinner (by invitation only)

Aug 20 09:00 – 13:00 Field Trip (by invitation only)

- Excursion Kuala Lumpur
- Visit at Studio V of The Star Online
- Lunch

During the day

Departure of foreign participants

