

Konrad-Adenauer-Stiftung
MEDIA PROGRAMME ASIA

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Journalism Training: “Essential Foundations of a Credible and Valuable News Organization”

Organized by:
Myanmar Journalists Union
Eleven Media Group
Asia News Network
Konrad-Adenauer-Stiftung, Media Programme Asia

February 19 - 22, 2013

Yuzana Hotel
Yangon, Myanmar

Programme

This three-day seminar is for journalists from Myanmar Journalists Union and Eleven Media Group and others, to offer guidance as they navigate the country's more open media environment and start up new newspapers.

The workshop will be led by Peter Eng, independent media trainer and former AP correspondent. Pana Janviroj, President and former Editor of The Nation, Thailand; and Paul Linnarz, Director of Media Programme Asia, Konrad-Adenauer-Stiftung, will participate in selected sessions.

Tuesday, Feb 19

(during the day) Arrival / Check-in international participants

19:00 pm **Welcome Dinner**

Wednesday, Feb 20

Venue: Yuzana Hotel at Meeting room, 2nd Floor

09:00 am

Registration of participants

09:30 am

Welcome remarks and introduction:

- Daw Aye Aye Win, Executive Committee Member, Myanmar Journalists Union
- Paul Linnarz, Director, Media Programm Asia (Singapore), Konrad-Adenauer-Stiftung
- Pana Janviroj, Executive Director, Asia News Network

10:00 am

Session 1

The critical roles of journalists in society and in countries in transition: How the media check government, fight corruption and poverty, and promote democracy

12:00 am

Lunch Break

13:00 am

Session 2

Media law and the legal framework for journalists: Regulation and self-regulation, press councils and journalists associations

16:00 pm

Closing Day 1

19:00 pm

Dinner

Thursday, Feb 21

Venue: Yuzana Hotel at Meeting room, 2nd Floor

09:30 am

Session 3

Building the newsroom structure: the news and editorial operation, roles and responsibilities of editors

12:00 pm	Lunch Break
13:00 pm	Session 4 Building skills and standards in the newsroom: qualities of good journalists, hiring, training, regulations, assessments, stylebooks, and journalism education Readers' surveys - The importance of knowing your readers
16:00 pm	Closing Day 2
19:00 pm	Dinner

Friday, Feb 22

Venue: Yuzana Hotel at Meeting room, 2nd Floor

09:30 am	Session 5 Codes of Ethics: Rationale, contents, dilemmas The codes of The AP and of The Nation
12:00 am	Lunch Break
13:00 pm	Session 6 Core values in professional reporting and writing: accuracy, independence, objectivity, balance and fairness, transparency. The differences between journalism and propaganda, advocacy
15:30 pm	Closing Day 3