

ASIA REGIONAL FORUM FOR MEDIA DEVELOPMENT

Creating a Democratic Media Culture in Asia

Colombo, Sri Lanka, July 4-5, 2008

Programme

July 4

9.00 Welcome

Bettina Peters, GFMD Director
Roby Alampay, GFMD Steering Committee
Sunanda Deshapriya, FMM
Douglas Keh, UNDP Sri Lanka

9.45 Session One: What type of media systems do we need to ensure free, independent, pluralistic and inclusive media?

Moderator: Bettina Peters

- The right regulatory framework – Roby Alampay, SEAPA
- A level playing field and investing into independent media – Milind Kokje, Asia Media Forum
- Building journalists associations – Jacqui Park, IFJ Asia Pacific Office
- The role of international organisations: Douglas Keh, UNDP Sri Lanka, Alonso Aznar, UNESCO Regional Advisor for Communication, Asia

11.30 Tea/Coffee break

12.00 Session Two: Opening closed media systems

Moderator: Serenade Wu

- Expanding public space and building capacity: meeting the China challenge, – Sam Hiu, Shantou University, China
- Media development in closed media systems:
Roby Alampay – Case Study on Potentials for Media Development in Burma

13.15 Lunch



14.45 Session Three: Citizen journalism and blogging in Asia: What role for media development organisations?

Moderator: A.S. Panneersalvan

Sanjana Hattotuwa, editor www.groundviews.org, Sri Lanka

Sean Ang – Southeast Asian Center for e-Media (SEACEM), Malaysia

Sam Hiu – Shantou University, China

16.00 Tea/Coffee break

16.30 Parallel workshops

- Workshop One: Defining the main issues for media development in Asia
Moderator: Roby Alampay
- Workshop Two: Building capacity: Fundraising and self-sustainability for media NGOs in Asia
Moderator: Sunanda Deshapriya

18.00 End of first day

19.30 Focus on Sri Lanka: Evening meal with interventions, testimony, videos on media and journalism in Sri Lanka with FMM and its coalition of journalists' group, Sri Lanka press institute

July 5

9.00 Report from the working groups
Moderator: Sunanda Deshapriya

10.00 Session Four: Measuring impact of our work, Monitoring and evaluation

- Spheres of influence model – A.S. Panneersalvan, Panos South Asia
- Using the UNESCO framework of indicators – how does it work? – Bettina Peters, GFMD

11.30 Tea/Coffee break

12.00 Parallel workshops



with the financial support of UNDP and the Norwegian Ministry for Foreign Affairs

- Workshop One: Promoting ethics and self-regulation, examples of best practice
Moderator: Luis Teodoro, Philippines
- Workshop Two: Engaging with civil society, examples of best practice
Moderator: Nayeeumul Islam Khan, Bangladesh Centre for Development, Journalism, Communication

13.30 Lunch

15.00 Session Five: Public service broadcasting in Asia

Christopher Warren, MEAA

16.00 Session Six: Safety comes first – journalists’ safety and media development
Moderator: Jacqui Park

Examples from Sri Lanka, Afghanistan, Nepal, Pakistan

17.30 Report from working groups, Conclusions of meeting, Creation of Asia Pacific GFMD regional network, selection of two representatives from Asia to GFMD Steering Committee

Roby Alampay, Bettina Peters

18.30 End of meeting