



2<sup>nd</sup> CONFERENCE ON  
**MEDIA DEVELOPMENT IN**  
**MYANMAR**

20-21 MAY 2013, YANGON

**SUMMARY OF PRESENTATIONS**

The Role of Media in Democratic Transition:  
Successes, Challenges and the Way Forward





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# Introduction

The 2nd Conference on Media Development in Myanmar took place from May 20-21 2013 in Yangon. With over 300 participants, the conference marked another significant milestone in Myanmar's media reform process. This report is a summary of the presentations held at this conference.

Under the theme "The Role of Media in Democratic Transitions: Successes, Challenges and the Way Forward", government officials, private and state-owned media companies, professional journalist associations, academia, civil society representatives and international organisations met to take stock of the media reforms in Myanmar and develop a set of practical recommendations for further media development in the country.

The conference was organised by the Ministry of Information (MoI) and the Myanmar Media Development Thematic Working Group (MMDT-WG) in partnership with UNESCO and International Media Support (IMS).

The theme of the 2013 conference was linked to the previous year's conference, which focused on media's potential to strengthen democratic processes, bringing international experience and exposure to Myanmar.

This year, the main emphasis was to take stock and bring to the forefront the successes and challenges faced by Myanmar stakeholders. It provided a venue for participants to report on concrete progress achieved in pursuing media development and reforms.

The fact that the conference drew over half of its participants from outside Yangon was a testament to the strong regional focus and relevance of this year's theme.

The overall objectives of the conference were:

- To report on concrete progress achieved by various sectors and organisations in pursuing media development and media reforms in Myanmar.

- To identify challenges and opportunities facing stakeholders in pursuing media reforms in Myanmar and propose specific policy and action agendas to address the challenges and take advantage of available opportunities.
- To propose programmes and projects which will enable the Myanmar media sector to significantly contribute to reforms in other relevant areas critical to institutionalising democracy such as the peace process, electoral reforms and rule of law.
- To recognise and mobilise new champions and advocates of media reform and development at national and local levels.

The conference provided a platform for sharing lessons and experiences, and discuss ways to address challenges.

Participants emphasised the need for access to information and the passage of a freedom of information law; policies and programmes which will support wider distribution of newspapers and journals in remote communities; and greater transparency by national and local officials in dealing with the news media. As the private sector begins to invest more in the media sector, an agenda on how to ensure a fair and competitive business environment was also discussed.

Capacity development of journalists was identified as a main priority together with academic degrees and short-term courses. Parameters for media coverage of the peace process, elections, human rights and other development concerns were also laid down.

The conference ended on a note of optimism that the momentum for media reform can be sustained or even accelerated with more stakeholders involved, especially at the local level.

# Acknowledgements

The conference was organised by the Ministry of Information and the Myanmar Media Development Thematic Working Group (MMDTWG) in partnership with UNESCO and International Media Support (IMS).

A sub-group under MMDTWG (comprised of Moi, UNESCO, IMS, BBC Media Action, LIFT, and the Myanmar Journalists' Association) has assisted in developing the agenda for the conference. A dedicated secretariat established by IMS, organised all administrative and logistical aspects of the conference.

Further to these stakeholders, the following should be acknowledged for their support:

- Embassy of Denmark, Thailand
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- Embassy of Sweden, Thailand
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- Embassy of the United States of America, Myanmar
- BBC Media Action
- Deutsche Welle Akademie
- Open Society Foundations
- Internews
- Southeast Asian Press Alliance
- USAID Office of Transition Initiatives
- 5 Network
- Forever Group
- Mizzima Media
- Paung Ku
- Local Resource Center

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## Session 1:

# Media reform and freedom of expression in Myanmar

This session provided an overview of the continuing media reform process now taking place in Myanmar. While the Government of Myanmar has defined a media reform agenda, changes are also being initiated and driven by others including the private media and civil society organisations. Media reform encompasses structural changes, systems and procedures, and policies (inclusive of media legislation), among others. Media reform is also linked to other relevant ongoing democratic reforms.

**Mr. Tint Swe, Director General, Myanmar Radio Television and former Director General, Ministry of Information (MoI)**

Media reform is intimately associated with democratic reform. The launching last month of dailies (with 26 licenses awarded so far) is but the latest indication of the government's sincerity in opening Myanmar's media.

Developments since last year include the formation of an interim Press Council, the formation of independent journalists' associations, and capacity building of journalists. These developments would not have been possible without legal reform. The Ministry of Information (MoI) is taking the lead in proposing a number of laws including the Printing and Publishing Law, the Broadcasting Law, and others. In addition, MoI is working with the interim Press Council on developing a Press Law.

MoI stresses the importance of free and responsible media with a diversity of ownership. There is a dichotomy at the core of media legislation, concerning how to balance e.g. necessary restrictions on hate speech vs. freedom of speech. Restrictions must be balanced, however. And free media must act responsibly.

The media environment remains underdeveloped. Diversity in ownership is growing, but still with a limited number of private actors. MoI remains confident and is determined to see

through the necessary initiatives. MoI stresses the appropriateness of a pragmatic and realistic approach; an incremental reform process is perceived as the most appropriate.

In order to construct a healthy meaningful media environment, media practice needs to be compatible with the socio-economic framework – a socially responsible development as opposed to a liberalistic development.

**Mr. Kavi Chongkittavorn, Chairman, Southeast Asian Press Alliance (SEAPA)**

Media reform in Myanmar must be seen in a regional context, not in isolation – i.e. with ASEAN as the background. The ASEAN media landscape is very diverse and uneven, and now with Myanmar's media reform a Pandora's box has been opened.

Myanmar's media reform during the past 18 months has achieved things, which Laos and Vietnam have not yet managed to accomplish. According to various media monitoring barometers, Myanmar has moved upwards on the scale, but Myanmar media freedom is still work in progress.

Myanmar's media reform cannot happen in isolation, as it has potential, direct implications for other countries in the region. The reforms taking place in Myanmar must be communicated to the other ASEAN countries, which are nervous about the changes taking place in Myanmar because of the political and economic implications.

Media legislation reform in Myanmar must ensure: a) access to information must be undisturbed/free access to information (e.g. Thailand, Indonesia, and the Philippines guarantee the right to information); b) free flow of information. Economic and political reform cannot benefit people if local media does not have free access to information. Myanmar media should be "an x-ray machine" watching the government;





c) reform should help nurture the culture of democratisation happening now.

The present average age of editors in Myanmar is approximately 23 years. The majority of the currently more than 2,000 journalists are very young and inexperienced.

Professionalisation of media workers is crucial: good training, media literacy, and the development of a code of conduct are required. A functional Press Council acting as a self-regulatory body is important and preferable – otherwise the government will regulate. Thailand, Indonesia, and the Philippines are currently planning for a common Press Council, even if the media landscapes in ASEAN are still very uneven.

There are 225 days until Myanmar takes over the chairmanship of ASEAN. With the changes taking place inside Myanmar, what will be the theme or slogan? The dream scenario would be “One community – one democracy”.

**Mr. Ye Min Oo, Chief Editor/News (MNTV), former Executive Editor of The Voice Weekly, Member of the interim Myanmar Press Council**

The changes in the print media landscape are evident with increasing levels of media consumption. But difficulties remain in the area of access to information.

Protection of journalists and accountability/responsibility of journalists are main priorities as Myanmar moves forward in its media reform process. In addition, there is a need for strong journalists' associations and stronger human resources.

Compared with the situation of a year ago, there has been progress in the area of freedom to write. The media sector has changed with state media being transformed into public service media. The majority of Myanmar people live in rural areas and continue to be afraid to talk openly about their sufferings.



Challenges remaining and way out: a) Media competition – should be just and fair because media is also business, b) Media workers need professionalisation with regards to ethics and content.

### Ms. Barbara Swann, Swann Media Consultants LLC (USA)

Significant media reforms in the year since the 1st Conference on Media Development was held in Myanmar have been seen. Most notable have been the abolishment of pre-publication censorship, the formation of an Interim Press Council comprised mostly of journalists, and the opening of opportunities for private daily newspapers to publish in Myanmar for the first time in decades.

However, the process of formulation of legislation has been fragmented and top down with laws being drafted separately rather than in a cohesive framework with a clear vision for the future. The impact of media convergence has been virtually ignored. There should not be any rush to implement laws that end up being conflicting and which contain ambiguities. A patchwork of proposed legislation creates uncertainty.

Government needs to elaborate a unified policy applicable to all government institutions that would ensure that all government institutions and agencies are visible and accountable to the population. The free flow of information is essential to economic development. Media enhance democratic principles by informing the public of success and failure. The government cannot do this alone.

Way forward: true media reform requires unwavering political commitment and harmonious alignment of government policy and laws, as well as capacity and enforcement mechanisms and an independent judiciary.

The government must take into consideration both pragmatic considerations and democratic principles and engage the media community.

### Recommendations from Session 1

- The Ministry of Information expressed its determination and commitment to the necessary reform process but stressed the need for a pragmatic and realistic approach, as well as the appropriateness of incremental reform.
- Media legislation reform is the most sensitive reform area and should be perceived against the backdrop of a very diverse and uneven ASEAN media landscape and with the awareness that what takes place in Myanmar has potential implications for the rest of the region.
- It is important that the Press Council functions as a self-regulatory body and the importance of professionalizing media workers.
- The Myanmar government must ensure that laws are drafted in a cohesive framework with a clear vision for the future, including due regard for the implications of media convergence.

## Session 2: Media legislation and regulation

This session had a focus on areas of media regulation (by government) and self-regulation (by the media sector) consistent with international standards. It looked at the salient provisions of proposed media laws by the government as well as codes of ethics and conduct by journalists' associations. Proposed media laws include Press Law, Printing and Publishing Law, Broadcasting Law, and Film or Cinema Law. The discussion tried to examine whether requirements needed to pursue the new media laws exist or can be made available.

### **Dr. Thi Han Myo Nyunt, Legal Counselor and Member of Governing Body of Public Service Newspaper:**

A conference like this would not have been possible two years ago. So the question is what do we do with this opportunity? The relaxation of restrictions on the media environment is perhaps one of the most visible changes having taken place over recent years, and reporters are eager to report to the public what is going on, including on the peace process. At the same time, this is not enough. Much remains to be done in terms of fully realising freedom of expression and other "freedoms".

Regulatory frameworks must accomplish two things: 1) they should reflect international standards, safeguard the enjoyment of media freedoms, and establish professional codes of conduct which govern how media professionals function; and 2) they should be carried out in an inclusive manner.

In the Myanmar context, the provisions are already in the constitution, but the issue remains how to get from there to ensuring the rights? If legislation is not implemented properly, then the freedom may not be possible.

In the case of the draft Press Law, the important thing is that both sides (i.e. government and interim Press Council) decided to find a solution. There is no doubt that MoI has good intentions. The problem is that there has not

been enough social capital nor sufficient exposure to ways in which these good intentions can be carried out. Similarly, activists are also trying to do the best they can, but in the end all parties need to come together and international expertise is needed.

There are challenges associated with building trust among opposing parties. There is a deep divide between institutions and individuals trying to enforce the law and those opposing it. Building trust is probably the hardest thing to do, and to do so you need to work together. That is the kind of process that must be encouraged. The result may not be perfect legislation and a perfect regulatory framework, but it is at least a point of departure.

In conclusion, progress has been made in some of these areas, but much remains to be done. Conducive institutions must be built. Some of these may be quick while others require gradual transition. Most people believe it is possible, and we should agree to disagree, and find common ground.

### **Mr. Toby Mendel, Executive Director, Centre for Law and Democracy:**

In virtually all countries undergoing political transition, this transition has followed a significant regime change. However there had been no such radical change in Myanmar. So how much change could really be going on? But enormous progress has been made at a very rapid pace of change, even if a revolution has not taken place.

Key international standards relevant to Myanmar comprise the following: The Windhoek Declaration of 1991 containing three key words: a) freedom of media, implying that media can publish freely and without fear, b) independence of media, meaning independence from government control in terms of e.g. government authorizing media outlets or controlling content; and c) a pluralistic press, signifying that media satisfy both the voice and information needs of everyone in society. In the past, none of these

values were present in Myanmar, and legal reform, among others, is needed to change this.

International standards comprise five main areas of media law reform, and in Myanmar initiatives are currently underway in three of these areas:

1. Regulation of print media: The key needs comprise free rules of establishment of media outlets and a move away from government control of content towards self-regulation. This process is underway with the current draft laws satisfying these needs.
2. Regulation of broadcasting: There is a need for a mechanism whereby authorisation of private broadcasting is not controlled by government, but rather an independent body must regulate licensing. The current draft law aims to address this.
3. Public service media: There is need for independent public service media. A process has been initiated for the present state media to be transformed into public service media.

International standards further include the following areas in which the reform process has not yet started in Myanmar:

4. Reform of content rules: To some extent, restrictions on content are a natural and justifiable way of protecting the public, but in most transition countries the existing content rules are excessive, in the sense that they serve to suppress the dissemination of legitimate criticism.
5. The right to information legislation: Citizens must have right to information held by public authorities/government. Reform in this area has not yet started in Myanmar.

Different countries pursue many different reform paths, and there is no uniform sequence for reform in the five areas noted above. There is some debate about how quick the pace of reforms should be, taking into account the need to strike the proper balance between aiming for perfect laws on the one hand and getting the laws in place (adopted) on the other. But now is the time to act, with a window of opportunity to put in place reforms in alignment with international standards.

### **Dr. Myo Thant Tyn, Member of the interim Myanmar Press Council**

The interim Myanmar Press Council was formed by MoI and charged with preparing the Press & Media Law in consultation with relevant parties. However, during this process a "Printing and Publishing Law" (draft) was prepared independently and submitted to Parliament by MoI without any prior information or consultation with the Press Council.

The Press Council submitted a complaint letter highlighting the potential problems if there are two parallel laws for closely related subjects such as Press or Media, and if contradiction exists between the two laws on the same issue. The press council was subsequently invited for a consultative process by MoI. As a result, two complementary draft laws have been submitted to Parliament.

There are advantages of such consultative/participatory approaches. Projects must also enhance the capacity of Myanmar media actors to significantly contribute to other relevant areas in institutionalising democracy such as the peace process, electoral reforms and rule of law. In addition, the introduction of programmes for creating awareness on rule of law as well as codes of ethics and conduct through publications and workshops is needed.

### **Prof. Dr. Wolfgang Hoffmann-Riem, former Judge of the German Federal Constitutional Court**

The key is not just having laws, but ensuring their enforcement. While transition to democracy may take some time for Myanmar, on the way it may be useful to learn from societies with longer democratic experience. At the same time, it is important to adapt, not imitate. While it is good to adopt laws, they need to be enacted and not just symbolic values.

Germany does not have a long democratic tradition, but one of the keys to the success of Germany's transition to democracy has been the guarantee of freedom of information and right to information, allowing the German people to shape its own future.



#### Options for Myanmar:

- Ways of financing a new media landscape are much more important than regulation.
- Ensuring independence of media from government and commercial interests is very difficult.
- There must be a free foundation for media. No licensing system, or if a system for regulation of licensing is in place, media must have the right to license as provided for by law.
- There should be no censorship at all and beware that in practice, licensing requirements do not constitute or substitute censorship.
- Fundamental freedoms must be supported by rule of law. Any restrictions due to conflict of interests must be balanced and guided by laws, which are not aimed especially at restricting media, but generally applicable laws. Any issues of definition (e.g. definition of hate speech) should be dealt with by the courts, not government.
- A functioning judicial system is needed.
- Freedom of information means free access to government documents initially for the press, and later perhaps also to individuals.
- There may in future be a process of concentration of media outlets leaving only a few media. Hence a need for provisions/remedies against oligopolistic structures.
- Self-regulation of journalists and the application of professional ethics allows for more voices than those of the owners of big enterprises.

#### Recommendations from Session 2

- The importance of building conducive institutions which ensure broad representation.
- The importance of building trust in a consultative process.
- Myanmar should pursue its current pace of reform, exploiting the present window of opportunity and eventually moving on to also address the currently pending two reform areas.
- Fundamental rights must be supported by rule of law, implying a well-functioning judicial system (system of courts) to interpret the laws.

## Session 3: Regional media reform

Media reforms in Myanmar may not succeed if they are pursued only at the national level. Appropriate changes must be put in place in states/regions, townships, and villages. Many local good governance policies are related to media reforms. These include transparency, greater access to information, public participation and community media. This session yielded discussions on these issues.

### Mr. Khin Maung Shwe, Development Secretary, Burma News International

More than 30 ethnic media outlets exist, with the large majority using Burmese and a few their own indigenous language; three journals have been allowed to publish in the indigenous language by the Ministry of Information.

Ethnic media are a platform to strengthen ethnic voices, participate as peace monitors, and address environmental issues. Ethnic media promotes culture, customs, and literature related to ethnic identity.

The challenges facing ethnic media are restrictions on publications in ethnic languages, restrictions on distribution at a regional level, internal armed conflict, media ownership and monopoly by a few powerful and influential media agencies, transportation difficulties, less internet and communications, natural resources curse, uncertain media environment and lack of a conducive environment for a strong media.

Ethnic media will work towards the following reforms: public participation in regional media development; free and equal access to information; enactment laws which protect journalists, form independent ethnic media; review registration process of media groups; create debate around the media agenda in parliament/advocate parliament to discuss the media agenda.

A change in attitude towards how we gather accurate information and data, and balanced accounts can be brought about through education, establishment of a code of conduct, media ethics and legislation.

We need to review all existing laws that restrict media freedom, and ensure that legislation on media fully complies with international norms and standards.

BNI, with its membership network of 11 independent media groups (most of them ethnic media) work on the following: ethnic women voices, internship for women journalists, free ethnic voice radio in VoA, ethnic perspectives TV, and ethnic media conference, establishing observers during the peace process, election monitoring, and capacity building.

The top issues that ethnic media can bring into the national discussions are development of ethnic media, the establishment of a press law based on international standards, press law including provisions for ethnic media, discussions around how large media outlets encourage ethnic media and report on the different regional issues around the country, and finally advocating the State to allow the establishment of regional media groups.

### Ms. Mai Democracy, Editor, Chin World News

In Chin State, Chin World was established as an online media in 2007 focusing on news and issues connected to Chin State and the Chin people, including political news and sectors related to Chin media (inside and outside Myanmar). Chin culture, sports, and customs were shared with people all over the world, including important news of other ethnic nationalities.

Chin World formally began its registration process in 2012. Chin World News Journal started to be printed as a bi-monthly journal in January 2013. It is the first official journal of the Chin people, and has been the best-selling among Chins. 5000 copies have been sold to date. The journal is printed in Burmese.

There are challenges in transport. By the time the journals arrive, they are out of date. Journalists face insecure employment and are often are





targeted by the authorities. Journalists reporting from the field face difficulties in communication which creates limitations in publishing and printing. There are also limitations in human resources regarding analytical reading, writing, proper procedures for collecting data and information and conducting analyses.

Ethnic media is also a platform for people to express grievances openly and without fear, for experience sharing and creating awareness, for understanding culture, customs and literature. There is a need to overcome challenges in disseminating information. Ethnic media portrays the region, people and experiences more accurately. We are encouraged to expand and compete among many media outlets to improve standards. Decentralisation from state control to regional authority is perhaps key to becoming efficient and effective. Regional authorities need to increase support for regional media in terms of transport, funding, communication, and legislation.

**Mr. Toily Kurbanov, UNDP Country Director**

Governance issues can be better resolved by strengthening media institutions as press freedom and good governance are interconnected. However, we need more than press freedom to achieve good governance.

Media reforms and government reform are taking place in parallel, with government reform proceeding top-down. Media covers a limited number of interest areas such as cabinet reshuffles or elections. There is little demand for diversity in news coverage.

Media can play a useful and positive role by unpacking stories for communities and allocating attention to local issues which are important to people in the community. The national media in general lacks village-to-village coverage and fails to address local issues. This gap can be filled by community media.



Media has an important role to play in covering issues to improve lives in the communities, whether in highlighting the people's right to equitable access to services, or reporting on the significant inequities and power dynamics that remain between women and men in the communities, or on the changes in pattern with regard to health, human development across the country, or putting the spotlight on health legislation based on research.

There are major gaps in government capacity, but there are also some strengths. Community media can help the government build social capital by reducing mistrust between government and populations, and between communities.

Community Learning Centres have a great potential to promote media and information literacy within communities. Local issues require nano-interventions.

Governance systems are living and dynamic mechanisms. Actual reforms will not happen until there are power shifts and change is grounded at a local level, with people participation. Therefore media reform needs to be part of the government reforms. We need to break the silence between media reforms and government reforms. There have been successes, but much remains to be done.

Governance is not the ends but a means, a process. Media needs to create a narrative that looks beyond 2015.

### Recommendations from Session 3

- On-going government reforms and the media reform process can be mutually strengthening. Regional media and local media have the potential and opportunities to develop and have real impact.
- The key role of the media in bridging the gaps between government and communities and between communities needs to be recognised and assumed.
- Community learning centres to promote media literacy within communities are needed.
- Media reforms and government reform must take place in parallel, in a mutually strengthening manner.
- There is little demand for diversity in news coverage and few news reports are addressing local issues. Community learning centres may be a way to begin a network of community media and information hubs, and learn more about local issues.
- A local or national registration process for community media. Decentralisation is the answer, but with what process?
- Professional media coverage, which includes analyses and commentaries will help civil society and the people to make informed decisions and impact on governance issues.

## Session 4: Media, peace and conflict

Journalists and editors working in Myanmar are grappling with the issue of conflict – how to understand it, how to report on it without inflaming the situation, and how to tell sensitive stories that the public can understand. This session contributed to a national conversation about conflict, conflict resolution, peace building, and the role of media.

### Mr. Aung Naing Oo, Myanmar Peace Centre

Media plays an important role in fostering peace, and media participation in the peace building process is essential. Therefore, it is not helpful to feel afraid of the media. We have lived in a culture of violence and as such peace is an unfamiliar terrain. Myanmar's former identity of a country at civil war has changed, moving into a phase of transition, peace and development.

We struggle to make sense of the complex realities of peace and conflict with multifarious stakeholders pull and push in all directions and armed groups shifting allegiances and alliances, and geopolitical games. Thus, there is a need for adherence to civilian and democratic governance and reliance on democratic institutions.

It is important to reflect on the role of the media and the ways in which media can tackle conflict. This is especially important as media is always at risk of being participants in conflict or contributors to increased violence.

### Myint Kyaw, Journalist, Myanmar Journalist Network (MJN), and conflict-sensitive journalism trainer

It may take a long time to fall in love, but it only takes a word to enter into conflict. Media freedoms impact on events – positively and negatively. What is media's role in current conflicts? Previously the media struggled with censorship regarding conflict. Currently media struggle on how to report on conflict. There have been examples of media creating or worsening conflict.

Many lessons have been learnt from Rakhine violence. We must provide conflict-sensitive reporting, and accurate information regarding the context, causes, effects, and recommendations on how to deal with it, or even possible solutions. Avoidance of usage of words, phrases, speech that encourages hatred, discrimination and violence is essential.

There is a need to uncover hidden agendas and economic gains from the conflict. It is important to maintain critical analyses and commentary to make informed decisions.

Short courses alone cannot address the needs or fulfil the appropriate requirements for capacity building, especially for conflict-sensitivity, in journalism.

### Sang Te, Editor, Khonumthung News

How do you minimise or overcome conflict through media?

It is important that there is access to information, transparency, protection of ethnic media, and security of media.

Media should be a third party, independently monitoring the peace negotiations. It is important also to observe media ethics, minimize business interests, and carry out appropriate training (peace journalism).





**Gayanthry Venkiteswaran, Executive Director, Southeast Asian Press Alliance (SEAPA)**

We need to recognise that there are deep-seated prejudices. There is a need to confront these prejudices. How do media cover sensitive conflict-related issues? Media have been unable to contextualise the issues, history, context, background and human rights. In any given situation, there are many players in the process and identities change over time.

Media need to uncover hidden agendas in the conflict. It is important to maintain critical analyses and commentary in order to make informed decisions. We need to maintain the foundation of journalism, which is to focus on objectivity. Journalists are in the frontline reporting key issues, and as such it is important to take into account the diversities and the bigger picture.

The media needs to see beyond the deep-seated prejudices, understand the hidden agendas, the root issues and help unpack them.

**Recommendations from Session 4**

- There is an information war fought at different levels in a conflict. The media must seek to uncover hidden agendas.
- There is an urgent need to foster professionalism in media. There is an inability to respond to the overwhelming demands of the market (limitations in professional investment, time, effort, and training) over time.
- There is a need for a set of rules of engagement with society. Previously there were very few dos and many don'ts. Currently, the sky is the limit. Previously there was censorship regarding conflict. Currently we need to find the appropriate manner in which to report on conflict. Previously everything was off the record, now everything both on and off the record is published. Previously only the state was a threat to journalists. Currently, other stakeholders could also be a threat depending on the hidden agendas.
- In conflict-sensitive media coverage, the members of the press themselves need to see beyond the deep-seated prejudices, understand and provide the public with meaningful analyses and information to make an informed decisions.
- There is a need for a national dialogue, a national process to confront issues of deep-seated prejudices and address diversity and differences.



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## Session 5: The business of media – gearing up for a free and competitive media market

The competitive environment does not only refer to the market (audiences and revenues); it also includes related concerns such as competitive content (programmes) and even resources such as good (trained) journalists, capital, equipment and facilities, and distribution channels. The key words are survival, sustainability and economic viability.

### Mr. Ko Ko, Chairman, Yangon Media Group

Myanmar's media had a golden era between 1948-1956, with 100 newspapers in the market, in 5 languages. Its darkest days from 1963 to 2002 there were four to six state-owned newspapers. Privately run weekly journals were launched after 2002 but were faced with tight control and censorship.

Today we witness a 'dawn of free press' with 10 newspapers at the moment, 20 potential papers in a wait-and-see. Primary change is that now there is no pre-censorship.

Today the main challenge seems to be the financial sustainability of media. They lose money heavily because it is very difficult to increase readership due to economic difficulties and low buying power of consumers is low.

Over 70% of the media suffer from lack of financing, many are run like a family business and not a commercial one trying to change from traditional style to competitor in the market.

There is a lack of skilled workforce due to the absence of a proper training school. Most people are just trained in short courses, 3-5 days or just a month. Manpower shifts from one paper to another, and there is no loyalty.

There is a lack of access to information. Just a few ministries support media by providing information, and most ministries refuse to release information. They are quite smart: they no longer say 'no', they say "please wait, please call me later". Most journalists write about the same

things everyday only from a different angle, so we risk tiring public which is fed up. No new news is no news at all. To add to the problem of content, the cost of production is increasing.

Myanmar needs modern technology. We are still using old printing technology. Also, we should no longer rely on print media to broadcast from mobile to Internet. However, the current media law prevents cross-ownership.

Myanmar media are still using second hand printing machines from Japan.

Readerships are shrinking compared to the population growth. More and more people are watching TV (Korean drama), and more and more people are surfing the Internet. Print media have fewer readers, and a poor distribution network/practice, which limits the outreach. As there are no regular flights in some parts of the country, some markets cannot be reached.

The free press environment, the economic development potential, and integration into the world community provides new opportunities for the media.

We need a change in paradigm, which would require that the media get ready for pain. We need to merge small firms into a single big firm, and establish joint ventures with foreign partners. Transparency in ownership will become increasingly important.

### Ms. Michelle Foster, Business Media Consultant

We are witnessing remarkable expansion of media, which is impressive seen from the international perspective.

The paradox is that there is a risk that the media market expands without corresponding advertising revenue, readership growth and technology development, etc.



The single most urgent risk to news media around the world is related to financing. Around the world many media are failing because they have not found a business model to generate income. Myanmar has a fair shot at succeeding if they can address this in a level playing field.

The media business has to operate in an innovative environment that offers many businesses many paths to revenue, not just one or two. There should be many different business models, including access to advertising, membership, events marketing and special projects.

Media ownership needs to be transparent; known by name and not hidden offshore holding companies to prevent invisible ownership concentration. It must be "channel agnostic" i.e. media should be allowed to move to new platforms. It needs to go where the audiences are - any system that does not allow convergence is itself at risk of not surviving.

Private media should be able to compete with government media for advertisements. It becomes a problem when ad-revenues are used as rewards or punishments.

Another problem is that media owners lack the business skills to run the business side of the media establishment.

The danger now is that media can be silenced not by censorship but by unfair market practices. Vibrant media should be able to migrate to online media, supported by advertisement that can reach audiences. They can understand who their audiences are. They should have many paths to revenue since advertising alone will not pay all the bills.

There is no business reason to license print media or the internet. They should succeed or fail in the market. Licensing is really unfriendly to the business structure.

But, broadcast media needs to be licensed because the spectrum is limited. If they don't succeed it should be easy for them to sell their license. It needs to be transferable. But, the government should have the right to rescind license if they don't play by the rules. To have one set of regulations for print and one for broadcast ignores the reality that media must be able to operate on multiple platforms.

Government must limit media ownership in order to regulate monopolies, but there should be restrictions on using proxies in ownership.

### Mr. Steven Gan, Editor-in-Chief, Malaysiakini

Social media is going to be a major medium. Malaysiakini (MK) has 500,000 Facebook fans and 1 million Twitter followers. This is important because your followers can spread your news to other audiences like their circles of friends.

The MK tagline is: "News and views that matter." But the unofficial motto is "no independent news without independent financing". If we want independent media they should have independent financing.

It is not easy for media in an environment that is not free to make an impact. When it comes to making money or to ensure that it is financially sustainable it is much harder.

In as much as you put effort into providing good content, you need to bring in income to make it sustainable. Financial viability is important. As a media owner or editor you have to look for someone who is able to help you. Most editors have a lot of passion but little business sense.

Competition for talent is a challenge. Maintaining staff should be a top priority – turnovers should be kept as low as possible because it will cost a lot more to train new staff than maintain existing ones. Staff need motivation, they should feel part of the project. They should understand that the system is fair, that even if they are not getting as much as the competitors, they know the status of organisation and what the prospects of promotion are. Allow staff to go overseas to study, accept scholarships and then come back and apply skills.

It is important to have on-the-job training. There is a need to provide guidance to young journalists through mentorships and encourage internships, which provide good recruits.

You have to keep in touch with technology. It is very important to be flexible enough to exploit new technologies in the service of good journalism.



**Mr. Thet Win, General Manager,  
International Relations Department,  
Shwe Than Lwin Co.,Ltd (Sky Net)**

The media industry is still in an embryonic stage. We need to learn a lot, and there is much to be improved. Four years ago we would not be here at all, now we can talk freely about the future of the country.

We are now at an important stage of building knowledge and the new generation needs to be trained. However this is practically difficult. Skynet, only 2 years old, is trying very hard to attract human resources.

Lack of education is a major issue. Forming a journalism school in this country should be one of our main objectives.

**Recommendations from Session 5**

- To have one set of regulations for print and one for broadcast ignores the reality that media must be able to operate on multiple platforms.
- Government must limit media ownership in order to regulate monopolies, but there should be restrictions on using proxies in ownership.
- If we want independent media they should have independent financing.
- In order to address the lack of journalism education, a journalism school should be established.
- Survival, sustainability, and financial viability (profit at the end) are the key words in this discussion. There is to some extent freedom and other opportunities but media business survival is a major challenge.

## Session 6: Serving the public – how can media foster a more inclusive and participatory society?

The discussion examined "public media" from three perspectives: i) the government's initiative to transform state-owned media into public service media; ii) the role of private/commercial media in addressing public needs and interests amidst growing commercialisation and competition in Myanmar's media landscape; and iii) strengthening community media as local development channels. Will the diversity in ownership also lead to diversity in terms of content (including language)? Will the envisioned media ecosystem give representation to marginalised groups such as women and ethnic communities? These were some of the questions asked.

### Mr. Tint Swe, Director General, Myanmar Radio Television (MRTV)

The government is transforming state-owned media into public service media in order for them to produce relevant and reliable content for the people. This is being done to effect dramatic changes in the media industry towards becoming more community-oriented.

Since April 2013 MRTV has strengthened its public service content, focused on the development of more content on education, culture and health. Further to this, public service-oriented newspapers will be launched during 2014. Programmes will change their style of presentation and news gathering.

The digital switch has paved the way for simultaneous news coverages. Three new TV channels will be on air in September 2013 to increase the capacity of the station to cover more community-oriented content. This also allows for greater coverage of rural area programmes for farmers and ethnic groups.

To be more inclusive and participatory, accuracy of information is needed on subjects affecting lives of people, especially those that deal with economic issues.

There will also be programmes for children and housewives during primetime. These programmes will make public service respond to the needs of the people in the modern world.

### Mr. Raghu Mainali, Director, Community Radio Support Centre, Nepal

After the mass movement in 1990, Nepal has transformed into a more democratic country with the promulgation of media provisions in its Constitution that guarantee freedom of the press and the right to information.

Mainstream radio is the most potent medium in the country with 90% area coverage. However community radio became popular only in 1997.

Key features of community radio are as follows:

- Where people exercise their rights and enlarge their efforts to create an outcome they truly desire.
- Where down to earth patterns of thinking and development are nurtured.
- Where collective aspiration is welcomed and practiced.
- Where community members are constantly learning to work together for a greater good.

Community radio is a consensual model of journalism which is highly inclusive, participatory, pluralistic and diverse.

The interesting dilemma in democratic Nepal is now found in the ideological spectrum. Political parties of the center left and center right seem very tactical in their commitment to democracy. So they are willing to reach out towards the ideological extreme in line with ethnic, religious and social groups in order to gain power.



In this situation to deepen democracy and create a stable nation, community radios in Nepal have been encouraging a move towards meeting on common ground.

This approach is helping to produce moderation and depolarised pluralism, create trust and co-operation with each other. This is also the key dimension to foster an inclusive and democratic society.

Accurate information and reliable enforcement are essential for participatory and sustainable democracy.

We, as community broadcasters, have to facilitate coordinated actions to improve the efficiency of communities.

**Ms. Nan Paw Gay, News Editor, Karen Information Center; Development Officer, BNI**

How do you make a community newspaper contribute towards an inclusive and participatory society?

Presently most are not reading print so it is a challenge to make the newspaper entice the community and elicit their participation in community affairs.

As much as possible, newspaper staff should involve the community members in gathering and writing the news. News should also deal with communities and other organisations. Stories usually presented respond to community needs. They should increase knowledge about community events.

News reports are written up in such a way that they will contribute to peace and development and not worsen conflicts among members of ethnic groups. News is presented not only to give information, but also education.

Treatment of news should always be fair and careful not to offend any groups. Stories should help communities to become involved in the development of a country. Finally, we cannot compete with the big media.

**Mr. Blair Levin, Communications & Society Fellow, Aspen Institute, USA**

To make media foster an inclusive and democratic society, start by asking the goals of the government, whether these are for economic growth or for social progress.

Mobile broadband can be used to achieve these purposes. This can be used as a platform for internal productivity gains, international trade, and for engagement.

These are the attributes of participatory media: ubiquity, low barriers to entry and innovation, enables two way communication, sustainable economics and independence.

Create a force multiplier, where small policy changes unleash large market forces to drive desired social improvements. Use the money of the government to create the needed mechanisms.

Finally, the challenge remains to harmonise the values of the past with the opportunities of the future.

**Recommendations from Session 6**

- Media stories should help communities to become involved in the development of a country.
- Harmonisation of treatment of platforms, and harmonise platform policy with broader economic and social policies.
- Broadband policy that drives ubiquity and abundance of bandwidth.
- Government should move to digital platform.

## Session 7: The role of media in good governance

How can the mass media help ensure clean and honest elections? Can all political parties be assured equal media space? How can media facilitate greater access to justice for all and promote the rule of law? How can media help create an accountable and transparent justice system? This session sought to highlight the critical role of media in the promotion and pursuit of reforms in other sectors, including elections, and the criminal justice system.

**Mr. Paw Khine Than, Director, Research and Data Department, Union Supreme Court**

The present court system in Myanmar was established 28 October 2010, and then formally set up in April 2011.

A key message was that justice must be administered without hindrance, without strangling the free press.

**Mr. Win Ko, Director, Union Election Commission**

There are three types of media which are relevant to this discussion: 1) government media – from government propaganda this is being slowly transforming into a Public Service Media; 2) private media – committed, but they give priority to market and try to report what the customer wants to hear; 3) foreign media.

According to the Constitution in chapter 1, 22, in the Rights of the People Law that supports media, it is stated that everyone can express themselves as they wish, if this does not threaten the security of the country.

Media is the forth pillar of democracy. The duty of the Union Commission is to bring about free elections. According to 399, section 10 of the Constitution, the role is to bring about elections and where it cannot be held, suspend elections. In doing these duties, the Commission must not side with any party or representative. Everyone must be able to freely and easily vote.

There is a checks and balances mechanism in elections, which receive a lot of attention and complaints. Those of the media who are qualified can register or get nominated.

We used to use only the government media, but now we are moving forward. We want to work together with the private media as well.

Public service media should inform people. We should have harmony on both sides; bring about news that brings benefit without hiding anything, news that is true and not biased. Every sector needs the strength of the media.

**Dr. Ma Thida (San Chaung), Writer/ Executive Editor, The Pae Tin Thran News Journal**

In the peace process, the free press has an important function of giving voice to the disadvantaged and neglected. The problem is that it is not enough to report on the peace process, but reporters should also report about those who were affected by the lack of peace in their areas.

In elections, professionalism of media is crucial; they should not be superficial. Reports should be fair, balanced and diverse in perspective. Media should have the right to work without threat.

In the justice system, there is a need for transparency and accountability. There are problems with information access.

In 1943, a famine in India was stopped by an intervention of media. One editor wrote about it, and action was taken. Sometimes reporting on these things have a major impact.

Amongst the challenges facing the media, there are the restrictions placed by the government and threats to journalists who report on the peace process and elections. There is limited access to documentation and information on the judiciary system.





There is also limited public access and media literacy, lack of professional media in ethnic languages and in ethnic areas, low media literacy even in urban populations.

Lack of professional journalistic standards; publishing hate speech in public media, insufficient provision of information, biased reporting, referral information from social media, lack of research on topics and issues reported on.

Independent investigative media should be seen as an ally and not as a threat, especially reporting corruption of government.

Media should be as platform for open discussion on their concerns and voices. People's participation is crucial especially in the decision-making process. And their decision should be informed decision.

There are market failures. There is a weak distribution system and lack of infrastructure to encourage mass media distribution, lack of interest on these particular issues by the majority of people, and more demand for free access to information through social media. There is also need for greater gender equality in local media.

Possible ways to address this could be:

- Reducing the monopolisation of media by private or public powerful interests (which can weaken pluralism and professionalism).

- Implementing a legal and regulatory environment that encourages freedom and pluralism in public information by the ombudsmen and the Press Council, which should dedicate to media accountability, ethical practices and professional responsibilities.
- Training the journalists to learn the values of independence, professional ethics, gender equity and the role of media in democratic societies in order to increase public confidence in the reliability of the information reported.
- Encouraging the electoral committee to run the election in a fair and impartial manner, giving equal coverage to the viewpoints concerned.
- Encouraging more media outlets in divisions and states to report on regional parliaments and regional governments.

#### Mr. Jeff Hodson, Independent Media Trainer

There has been dramatic progress in terms of covering events, although there is still a long way to go before journalists are going to play a meaningful role in society.

Access to many important issues is still a problem, e.g. can they see where the money is coming from and how it is collected? Journalists can enter courtrooms but they still have no access to case files.

To develop media we need to have a press law that includes the right to information like the Freedom of Information Act. We need to have a mechanism to request information.

Public policy workshops are still needed to help journalists understand how systems work, understand budgets, cover ministries and economics and finance.

There are problems with biased reporting, where only one candidate is being widely covered. All politicians should have equal access to media. There should be better linkages with ethnic journalists.

In covering the courts, journalists need to sustain coverage, and there should be a development in criminal justice reporting.

**Mr. Peter McDermott, Chairperson,  
Governance Reform Working Group**

One of the risks is that there are a lot of well-meaning people, but all this effort can be uncoordinated and in the end not helpful to Myanmar media. There is a need to come together and coordinate the work.

There are limited channels for ordinary people to express their views. Civil society tends only towards service delivery, not rights.

There is a need for mutually reinforcing channels of representations linking to accountability institutions like the court/justice system.

Top-down reforms are happening. We need to try to engage with local media rather than being top-down. Live interviews should be encouraged because they are difficult to censor. A greater variety of views will help peace and stability.

The problem is that young Myanmar citizens lack information about political developments. Credibility of media is important to gain public trust.

There is a need to link civil society efforts with media. For example, a BBC project for civil society is to network groups that tackle issues like HIV or rice production. There is a need to develop community radio, to get young people talking, to engage them.

**Recommendations from Session 7**

- Reducing the monopolisation of media by private or public powerful interests.
- Encouraging more media outlets in divisions and states to report on regional parliaments and regional governments.
- Public policy workshops are still needed to help journalists understand how systems work, understand budgets, cover ministries and economics and finance.
- There is a need to link civil society efforts with media.



## Session 8: Filling the gap – journalism education and training

The number of private training institutions offering short-term journalism training courses continues to increase to supplement the formal journalism programme of the National Management College. Media groups also conduct their own “internal” training courses. All these indicate the need to develop competent journalists for the growing media companies throughout the country. These developments beg answers to some questions: How do we ensure proper coordination among the various initiatives? How can curricula be of good quality and relevant to local conditions? Can resources – qualified teachers, textbooks/references, equipment and facilities, school-media industry partnership – be easily mobilised? Are the courses competency-based? Are the training courses affordable? These were some of the questions posed to this panel.

### Mr. Khin Maung Htay, Co-founder & Director Forever Group Co., Ltd

There is a need for professionalising the media through relevant training programmes. As a training organisation, Forever Group Company has already conducted Foundation courses and a diploma course in television broadcasting for non-media professionals. However, there is a need to review the programmes to make them more attuned to the requirements of the media industry.

Training programmes must be customised to meet specific needs of media organisations.

Systematic training is needed to sustain the development of more media professionals.

Training programmes must focus on employability of participants.

Training methods and techniques must be improved to enable the participants to be more competent in their work.

### Mr. Saw Lynn Aung, conflict sensitive journalism trainer

The media environment in Myanmar is experiencing major changes. Journalists can now write freely without censorship from the government.

More private newspapers have emerged as a result of more liberal media policies and regulations. However, these newspaper organisations still have some difficulties in mobilising resources.

These organisations also lack manpower as some personnel have moved to more lucrative professions. Media organisations need to improve their resources, including facilities.

Free media training must be offered to get more people to be employed in media. Training on specialised reporting must be conducted, especially on environment. Basic journalism skills must be upgraded before focusing on specialised reporting.

### Prof. Cherian George, Associate Professor, Nanyang Technological University, Singapore.

Since democratic reforms have now occurred in Myanmar, training should be a top priority. Training of journalists must focus on what it means to be a journalist.

However, there seems to be a great deal of disagreement over how to produce good journalists. This lack of consensus forces us to ask fundamental questions about journalism and cautions us against simplistic prescriptions for what needs to be done.

Among the questions that need to be addressed include whether we should be teaching Asian or universal journalism. Asian journalism is less adversarial and emphasises values such as harmony and consensus.

However, journalists believe it is their job to provide information about current affairs to help

the public participate in public life, and they think they can do this job best when they are allowed to be independent of the powerful institutions that they cover.

Another theory in industry circles is that journalists must develop digital media skills or that they must learn how to report the news through the social media. Although this may be the newest idea, this may not be the most important. Journalism training should not compromise the basics – how to spot developments that people need to know about, how to gather information accurately and make sense of it, and how to turn all this into stories that are compelling and clear.

Financial literacy and knowledge of a second language are valuable competencies of today's journalists.

Employers should bear the primary responsibility for their journalists' training and development as ethical norms and practices are shaped more by senior colleagues in the newsroom.

Citizen reporters should also be trained by professionals on how to improve their credibility and influence.

Build a framework for professional development for journalists that does not only teach how to do good journalism but also stay focused on why good journalism is necessary.

**Mr. Ramon R. Tuazon, Media Development Specialist, UNESCO Myanmar Office**

There is now a journalism programme offered at National Management College whose curriculum was designed by the Ministry of Information. Teachers of journalism teach against all odds because they are committed to providing quality journalism education. However, continuing support for the development of journalism education and training is critical to achieve this goal.

The roadmap to quality journalism education includes the following:

- Development of a balanced curriculum based on needs and competencies required of students and by the industry.

- Adoption of teaching and learning approaches that include hands-on training and development of capstone projects that integrate print, broadcast and online media.
- Offering of graduate scholarships to qualified faculty members.
- Hiring of qualified working journalists as adjunct faculty members or lecturers.
- Training of journalism teachers and practitioners in classroom teaching, syllabus preparation and assessment of learning outcomes.
- Development of programmes for visiting professors, faculty mentoring, team-teaching, online lectures by experts and twinning/linkages.
- Use and purchase of journalism books, publications and other materials from different sources.
- Establishment of book development and donation programmes.
- Setting up of teaching-learning facilities and acquisition of needed equipment.
- Competency-based curriculum must reflect the essence of journalism and should serve as baseline for reform.
- There must be a common roadmap which harmonises all interventions from different development partners.
- Changes in the journalism education should be supported and complemented by broader national education reforms.

**Further recommendations from Session 8**

- See roadmap to quality journalism education above.
- Training programmes must focus on employability of participants.
- Basic journalism skills must be upgraded before focusing on specialised reporting.
- Employers should bear the primary responsibility for their journalists' training and development.



U Thiha Saw, Vice Chairman of Myanmar Journalist Association



Media representatives carry out interviews after the conference



Mikael H. Winther, Danish Ambassador to Thailand



# Annex 1: Conference Agenda

20 MAY, 2013 (MONDAY)

08:00-09:00	<b>REGISTRATION</b>
09:00-10:00	<p><b>OPENING SESSION</b></p> <p><b>HE U Aung Kyi</b>, Union Minister for Information  <b>HE Mikael Winther</b>, Danish Ambassador to Thailand, Cambodia and Myanmar  <b>Mr. Etienne Clement</b>, Regional Deputy Director, UNESCO Bangkok  <b>Mr. Thiha Saw</b>, Editor-in-Chief, Open News Journal, Vice Chairman of Myanmar Journalist Association, member of Interim Myanmar Press Council</p>
10:00-10:30	<b>REFRESHMENTS BREAK</b>
10:30-12:00	<p><b>SESSION 1: SETTING THE STAGE: MEDIA REFORM AND FREEDOM OF EXPRESSION IN MYANMAR</b></p> <p><i>Panelists:</i>  <b>Mr. Tint Swe</b>, Director General, Myanmar Radio Television  <b>Mr. Kavi Chongkittavorn</b>, Chairman, Southeast Asian Press Alliance (SEAPA)  <b>Mr. Ye Min Oo</b>, Chief Editor/News (MNTV), former Executive Editor of The Voice Weekly, Member of the interim Myanmar Press Council  <b>Ms. Barbara Swann</b>, Swann Media Consultants LLC (USA)</p> <p><i>Moderator:</i>  <b>Mr. Zayar Hlaing</b>, Editor, Mawkun Magazine, Myanmar Observer Media Group</p>
12:00-13:00	<b>LUNCH</b>
13:00-14:30	<p><b>SESSION 2: MEDIA LEGISLATION AND REGULATION</b></p> <p><i>Panelists:</i>  <b>Dr. Thi Han Myo Nyunt</b>, Legal Counselor and Member of Governing Body of Public Service Newspaper  <b>Mr. Toby Mendel</b>, Director, Center for Law and Democracy  <b>Dr. Myo Thant Tyn</b>, Member of the interim Myanmar Press Council  <b>Prof. Dr. Wolfgang Hoffmann-Riem</b>, former Judge of the German Federal Constitutional Court</p> <p><i>Moderator:</i>  <b>Mr. Jesper Hojberg</b>, Executive Director, International Media Support (IMS)</p>



14:30-16:00	<p><b>SESSION 3: REGIONAL MEDIA REFORMS</b></p> <p><i>Panelists:</i>  <b>Mr. Khin Maung Shwe</b>, Development Secretary, Burma News International  <b>Ms. Mai Democracy</b>, Editor, Chin World News  <b>Mr. Toily Kurbanov</b>, UNDP Country Director</p> <p><i>Moderator:</i>  <b>Ms. Gayathry Venkiteswaran</b>, Executive Director, Southeast Asian Press Alliance (SEAPA)</p>
16:00-16:30	<b>REFRESHMENTS BREAK</b>
16:30-18:00	<p><b>SESSION 4: MEDIA, PEACE AND CONFLICT</b></p> <p><i>Panelists:</i>  <b>Mr. Aung Naing Oo</b>, Myanmar Peace Center  <b>Mr. Myint Kyaw</b>, Myanmar Journalist Network and conflict sensitive journalism trainer  <b>Mr. Sang Te</b>, Editor, Khonumthung News  <b>Ms. Gayathry Venkiteswaran</b>, Executive Director, SEAPA</p> <p><i>Moderator:</i>  <b>Mr. Kavi Chongkittavorn</b>, Chairman, SEAPA</p>

## 21ST MAY, 2013 (TUESDAY)

09:00-10:30	<p><b>SESSION 5: THE BUSINESS OF MEDIA: GEARING UP FOR A FREE AND COMPETITIVE ENVIRONMENT</b></p> <p><i>Panelists:</i>  <b>Mr. Ko Ko</b>, Chairman, Yangon Media Group  <b>Ms. Michelle Foster</b>, Business Media Consultant  <b>Mr. Steven Gan</b>, Editor-in-Chief, Malaysiakini  <b>Mr. Thet Win</b>, General Manager, International Relations Department, Shwe Than Lwin Co., Ltd (Sky Net)</p> <p><i>Moderator:</i>  <b>Mr. Soe Myint</b>, Editor In-chief/ Managing Director Mizzima News</p>
10:30-11:00	<b>REFRESHMENTS BREAK</b>
11:00-12:30	<p><b>SESSION 6: SERVING THE PUBLIC: HOW CAN MEDIA FOSTER A MORE INCLUSIVE AND PARTICIPATORY SOCIETY?</b></p> <p><i>Panelists:</i>  <b>Mr. Tint Swe</b>, Director General, Myanmar Radio Television (MRTV)  <b>Mr. Raghu Mainali</b>, Director, Community Radio Support Centre, Nepal  <b>Ms. Nan Paw Gay</b>, News Editor, Karen Information Center; Development Officer, BNI  <b>Mr. Blair Levin</b>, Communications &amp; Society Fellow, Aspen Institute, USA</p> <p><i>Moderator:</i>  <b>Mr. Mark Bunting</b>, Director for Strategy &amp; Policy, British Broadcasting Corporation (BBC)</p>

12:30-13:30	<b>LUNCH</b>
13:30-15:30	<p><b>SESSION 7: THE ROLE OF MEDIA IN GOOD GOVERNANCE</b></p> <p><i>Panelists:</i>  <b>Mr. Paw KhineThan</b>, Director, Research and Data Department, Union Supreme Court  <b>Mr. Win Ko</b>, Director, Union Election Commission  <b>Dr. Ma Thida</b> (San Chaung), Writer/ Executive Editor, The Pae Tin Thran News Journal  <b>Mr. Jeff Hodson</b>, Independent Media Trainer  <b>Mr. Peter McDermott</b>, Chairperson, Governance Reform Working Group</p> <p><i>Moderator:</i>  <b>Professor Dr. Aung Tun Thet</b>, Member of the President's National Economic and Social Advisory Council and the interim Myanmar Press Council</p>
15:30-16:00	<b>REFRESHMENTS BREAK</b>
16:00-17:30	<p><b>SESSION 8: FILLING THE GAP: JOURNALISM, EDUCATION AND TRAINING</b></p> <p><i>Panelists:</i>  <b>Mr. Khin Maung Htay</b>, Co-founder &amp; Director Forever Group Co., Ltd  <b>Mr. Saw Lynn Aung</b>, conflict sensitive journalism trainer  <b>Prof. Cherian George</b>, Associate Professor, Nanyang Technological University, Singapore.  <b>Mr. Ramon R. Tuazon</b>, Media Development Specialist, UNESCO Myanmar Office</p> <p><i>Moderator:</i>  Mr. Michael Pan, Internews Trainer</p>
17:30-18:00	<p><b>SESSION 9: CONCLUDING SESSION AND CLOSING</b>  The session will summarize the main points and key recommendations shared by panelists and participants.</p> <p><i>Panelists:</i>  <b>Mr. Thiha Saw</b>, CEO, Open News Journal , Vice Chairman of Myanmar Journalist Association (MJA) and member of interim Myanmar Press Council  <b>Ms. Nan Lwin</b>, Senior Reporter, Kumudra News Journal  <b>Mr Tint Swe</b>, Director General and Dr. Thida Tin, Deputy Director General, MOI</p> <p><i>Moderator:</i>  <b>Ms. Rosa Maria Gonzalez</b>, UNESCO, CI Regional Adviser</p>



