CONFERENCE ON **19-20 MARCH 2012, YANGON**
MEDIA DEVELOPMENT
IN MYANMAR

Acronyms

ABC   Australian Broadcasting Corporation
AIJC   Asian Institute of Journalism and Communication
AMARC   World Association of Community Radio Broadcasters
ASEAN   Association of Southeast Asian Nations
CFI   Canal France International
DVB   Democratic Voice of Burma
GFMD   Global Forum for Media Development
ICCPR   International Covenant on Civil and Political Rights
IFJ   International Federation of Journalists
IMS   International Media Support
IPS   Inter Press Service
KIO   Kachin Independence Organization
MDI   Media Development Indicators
MOI   Ministry of Information
MRTV   Myanmar Radio and Television
SEAPA   Southeast Asian Press Alliance
SLPI   Sri Lanka Press Institute
UDHR   Universal Declaration of Human Rights
UNESCO   United Nations Educational, Scientific and Cultural Organization

Contents

1. Introduction

"We sincerely believe that Myanmar's media sector will have more transparency and freedom in the future" – Minister for Information and Culture, H.E. U Kyaw Hsan

This report summarises the presentations and recommendations made at the Conference on Media Development in Myanmar organised by the Myanmar Ministry of Information and Culture and UNESCO in cooperation with International Media Support (IMS) and Canal France International with support from the Governments of Sweden, Norway and Denmark.

The conference, held on 19–20 March 2012 in Yangon was historic as it was among the first of its kind to be held specifically on media development in Myanmar.

The conference brought together a wide spectrum of Myanmar and international media specialists and media support organisations, donors and Myanmar government representatives to discuss media development and the way forward for the Fourth Estate in Myanmar. One aspect that set the conference apart was the involvement of members of the Myanmar exile media, including Mizzima, Democratic Voice of Burma, and Irrawaddy Magazine. Their presence indicated a major shift in the government's attitude towards press freedom and a commitment to media reform.

Since President Thein Sein came to power in the November 2010 elections, his government has gradually pursued significant democratic reform that has seen the freeing of prisoners (including journalists), ceasefire agreements with non-state armed groups, and a relaxation of the media environment, to mention but a few. The media development conference provided a vivid demonstration of how media players and outside experts could interact and share experiences with one another.

Media reforms over the last year have seen a relaxation of censorship most notably on political content. Now the stories and photographs of opposition politicians appear on the front-pages of journals and magazines. And there ap-

pears to be a little more flexibility for the media to report on sensitive issues critically, though some cases of censorship of content continue to be reported.

Media in Myanmar continue to grapple with a number of issues such as lack of professional capacity, absence of appropriate media laws, limited knowledge of sustainable business models for media and a relatively young media community that has yet to firmly establish itself and capitalise on existing experience.

A wealth of experience and lessons learned exist on how to build a strong media sector in countries in democratic transition such as Myanmar. The two-day conference on media development in Yangon thus provided a forum for media support actors to share international best practices with local media practitioners, policy makers and civil society in Myanmar, looking at options for future media development in the country. In parallel, local media actors pointed to the main challenges and needs facing their sector.

This focus on media development is clearly linked to media's potential to strengthen democratic processes, which are participatory, transparent and accountable and encompass all actors of society. The conference sessions, as presented in the agenda (Annex 1) were built around UNESCO's five media development categories of indicators[1] (Annex 2) which capture how media can best contribute to and benefit from democratic development. These indicators are an analytic tool designed to help stakeholders assess the state of the media and measure the impact of media development programmes.

The aim of the conference was to examine current media developments in Myanmar and to discuss the path forward. These are early days for the media under a new government that is keen to demonstrate that it is on a path to

[1] http://unesdoc.unesco.org/images/0016/001631/163102e.pdf

democracy. Therefore, the idea was not to develop a road map for media development in Myanmar, but rather to offer a forum for debate and ideas that might help set the scene for tangible change.

The objectives of the conference were:

- to bring together representatives of the national and international media support community, the Myanmar government, and civil society organisations.

- to facilitate the sharing of best practices and lessons learned in media development, looking specifically at areas which are relevant for the current media context in Myanmar.

- to strengthen cooperation and create a common understanding of the challenges and needs of media development in Myanmar between international partners, and between international and local media actors.

1.1 Structure of the report

The structure of this report is guided by the agenda of the conference.

The two-day conference was divided into six sessions, each with their own theme relevant for future media development in Myanmar.

Each chapter is built around a session and includes an introduction to the session and summarises the main points made by each speaker,

and their individual recommendations for how both the government and media sector of Myanmar should move forward.

At the end of each chapter is a summary of the ensuing Questions & Answers session where the audience was given the opportunity to pose questions to the panelists and comment on the presentations.

Full transcripts of the presentations and each session's Q&A are available on: http://i-m-s.dk/page/myanmarconference2012presentations

For a list of conference participants, please contact Mr. Esben Q. Harboe, International Media Support at eh@i-m-s.dk

1.2 Opening session

Media development in Myanmar

The conference was opened by **Minister for Information and Culture, H.E. U Kyaw Hsan**, who welcomed the opportunity for dialogue with local and foreign media representatives and experts. As he noted, this is a time of political and economic opening in Myanmar.

"This conference is a result of our media reforms taking place since 2008, the year which saw the reform of the Constitution through a referendum," he said.

As he explained, his ministry has been implementing a three-step media reform process. In the first step, in accord with the Ministry of Information and Culture and the existing Registration of Printers and Publishers Law (1962), the government has been relaxing restrictions on the press phase by phase.

"In this first step, we are paving the way for domestic periodicals to practice press freedom with responsibility and accountability," he noted.

This was a learning period in order to set the stage for the future print media law, currently being drafted.

"Because of these reforms today, 173 journals and 124 magazines can now publish without prior approval from the Press Scrutiny and Registration Department," he said.

The second step of the reform process involves the ministry dealing with the new print media law that is intended to ensure press freedom in accord with the 2008 Constitution and which will replace the existing Registration of Printers and Publishers Law (1962). In this process, the Myanmar government has been cooperating with regional media organisations since 2008 to sound out how to effectively formulate such a law.

About the new media law, the Minister explained that the government was in the process of drafting it and plan to include the outcomes of the conference in the second draft, thus underscoring the importance given to the conference by the Myanmar government.

The third step of the reform process will see the Ministry of Information supporting the private media sector to "harmoniously exercise freedom and accountability" under the new print media law.

"President Thein Sein in his address to the government 31 March 2011 said that new laws should not be an obstacle to the fundamental rights of citizens. Accordingly, we are not drafting the new media law with the intention of banning or hampering press freedom. Our aim is to facilitate the proper use of press freedom for the long-term progress of Myanmar's media sector."

As the minister noted, the government's involvement in this process has not gone without negative comment, with reference to remarks made by some people about the government's right to supervise the process, claiming it contravenes Article 19 of the Universal Declaration of Human Rights [that emphasises the need for media freedom]. However, he stressed that the government's goal in pursuing the current media reforms was "to see the emergence of a genuine Fourth Estate in a democratic society."

The Minister reiterated that Myanmar's government was committed to change and that it believes that Myanmar's media sector will have more transparency and freedom in the future. The increased freedom must come with responsibility, however and the minister stressed that challenges accompanying increased transparency such as the observance of journalism ethics, the survival in a highly competitive media industry, the adaption to advancing technology and capacity building in both print and broadcast media have to be overcome.

The minister welcomed the opportunity to hold the meeting and engage with the participants. "As part of this, we recognize that international

cooperation is very important and will benefit this process," he said.

"We are confident that this conference will help media reforms."

Mr. Etienne Clement, Deputy Director of UNESCO in Bangkok, welcomed the involvement of the Ministry of Information and delegates to the conference.

As he said, the conference brought together national and international experts and followed the UNESCO media indicators that include a system of regulation to allow freedom of expression, pluralism and diversity, and allows media to be used as a platform for democratic discourse.

"The purpose of this conference is to be a platform for the exchange and knowledge as well as providing an opportunity for the future development of the media in Myanmar," Mr. Clement said.

"Specifically, international norms will be explored and shared concerning Myanmar. What we see are changing and new media patterns, new media channels, enabling new forms for discussion, civic participation and dialogue."

The gathering provided a chance to examine and share cases from abroad. He pointed out that Southeast Asia has a rich media environment that includes the use of Internet applications, micro-blogging, civic participation, and inter-cultural dialogue and peace-building.

Mr. Etienne Clement pointed out that well-informed citizens lead to a more democratic society. For this to work effectively there is a need for an enabling policy, plus a legislative structure. Laws alone cannot guarantee freedom of expression. With the free flow of information, people will better understand each other and become more tolerant of each other. Facilitating the two-way flow of information between the government and public can lead to good governance. Media must carry out their duty ethically and there is much they can do.

"If one combines national with local community media, there is a greater pool of more relevant information available," he said.

Mr. Clement also stressed the importance of tolerance. "With access to information, the idea is that people will learn more, and become more tolerant," he said.

Ms. Bettina Peters, Director of Global Forum for Media Development, noted that a free and independent media plays a crucial role in a modern society and any country faces challenges in this regard. Also the media development community faces considerable challenges. The sector is still struggling around the world. This is especially true of Myanmar but there are a wide range of local and regional support groups willing to help.

The emphasis has changed from the 1970s and 1980s. Back then, the focus was on programmes for development, such as health and poverty, and media was seen merely as a channel of communication. This has changed. Now international aid focuses on strengthening media. The core principle is that media should be free and independent. Efforts have been made to help foster development and democracy, so that people can feel safe and comfortable in their lives.

"If we examine media, we can see it as a platform for democratic discourse, offering a diversity of views and allowing us to see how we want our society to look like," she said.

"As part of this, one of the challenges is the defining role of the State. The State does have a role to play in framing the environment. The media should work within the laws of the land but there should be no censorship."

A newspaper salesman on the streets of Yangon, Myanmar. Photo: Mizzima News

2. Session one
Media as a platform for democratic discourse

Session one took its point of departure in the UNESCO media development indicator which addresses media as a platform for democratic discourse. The media plays a vital role in the development of functioning democracies. A strong and vibrant media allows the dissemination of information and discussion and debate. It has a dual role: it is a place where democratic debate happens, where information is exchanged – but it is also a social actor in its own right, acting as a watchdog of powerful institutions and government. Media can promote dialogue between authorities and citizens, it can be a peace-building instrument just as it can incite violence; and it can represent the voices of marginalised communities.

As Myanmar proceeds down the road to build up its democratic system, the role of an effective and questioning media will be vital – also in a regional context, as Myanmar sets out to chair the Association of Southeast Asian Nations in 2014.

Session one included distinguished speakers such as Mr. Kavi Chongkittavorn, Chairman, Southeast Asian Press Alliance (SEAPA), Mr. Kyaw Min Swe, Chief Editor, The Voice Weekly journal and Living Color magazine and Mr. Steve Buckley, former President, World Association of Community Radio Broadcasters (AMARC).

2.1 The role of media for democratisation in the ASEAN region and Myanmar

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

Kavi Chongkittavorn (Thailand), Chairman of the Southeast Asia Press Alliance, highlighted the fact that the conference with all its partic pants was an indication in itself that the country was changing.

As he pointed out, in only 651 days Myanmar will become chairman of the Association of South East Asian Nations (ASEAN). The ASEAN region, which consists of 600 million people, is a myriad of political systems, from monarchies to socialism-cum-capitalism. According to Freedom House's barometer, there are no countries in ASEAN that have a free media. They are ranked as "partly free" or "not free."

However, Mr. Chongkittavorn believed that the ratings of Freedom House are too stringent and that more "degrees" of press freedom should be in use in order to reflect the reality and developments in the ASEAN region's media.

The characteristics that are shared overall amongst media in the ASEAN region are their use of parochialisms – writing about themselves without any reflection of commonly shared values or destiny found in the region. According to Mr. Chongkittavorn, they have no common understanding of history and they tend to toe government party lines. For the media to contribute to a democracy in an ASEAN and global context, they must be independent, media ownership should be transparent, and a clear code of conduct must exist. The media must be an independent source of information for citizens, a platform for communication, and fulfil a watchdog function, as stated in UNESCO's media development indicators.

In Thailand, local media has genuinely served as a platform for democratic discourse during the drafting of the country's most recent constitution between 1995-97. The Thai media set an

example for the region by stimulating nation-wide debates daily for over a year resulting in a constitution that empowered citizens and the media community.

Amongst the challenges facing media in the SEAPA region, Mr. Chongkittavorn highlighted the fact that owners, governments and other powerful institutions pressure media on content and editorials, curbing their independence. He also pointed to the problem that media workers often are more focused on their own needs rather than on representation of a joint cause for example by way of a press council. Finally, he also felt that media mistakenly was often measured by profit alone.

2.1.1 Recommendations

According to Mr. Chongkittavorn, to build a healthy media culture, Myanmar media must:

- learn business models for sustainability
- learn from professional former exile media
- media organisations must be set up to protect media freedom, provide safety and monitor their code of ethics
- identify an instrument to improve credibility and to bridge the gap between home and exiled media
- change their journalist's mindsets and see the bigger picture as the country will be very influential if reforms continue. There is a need for journalists to understand the regional context and understand transnational issues.

2.2 Needs and challenges of media in Myanmar in democratic transition – securing the democratic discourse platform

Mr. Kyaw Min Swe, Editor of The Voice Weekly journal and Living Color magazine

Mr. Kyaw Min Swe highlighted the importance of journalists understanding the meaning of democracy and what role they should play, especially in a transition period.

 "We all have frustrations after years of military control, so us journalists have an important role globally and in Myanmar," said Mr. Kyaw Min Swe.

"We need to understand democracy. What are the media's needs? Journalists need to understand the political process and free press and independent organisations like a media council and organisations and the need for their independence."

For 20 years there was no proper media training for journalists who learned from older journalists and books written by their seniors. He also emphasised the need for skills training and knowledge.

Government's understanding of the media's role is also crucial in order to avoid misunderstandings on both sides. Though he felt that credit should be given to the Ministry of Information for organising a press council, he stressed that it should be independent.

"Should we blame government and make a joke due to the mismanagement of the system?" he asked. "We are all to blame. So what should

we do? What are our duties and responsibilities as the Fourth Estate? How we can prevent the problems?"

Mr. Kyaw Min Swe stressed the current weaknesses in the media, expressing concern about ethics and journalists' understanding of ethics, and his worry that some media people were acting like activists and advocates rather than objective observers.

He also noted a division, an "us-vs.-them" mentality which grew during the military regime and still prevails in Myanmar society today. There seems to exist a lack of understanding between the media and the military. To illustrate this, he described an article written by his journal on corruption in government ministries which led to a case being brought against the journal by the government. In this connection he emphasised the importance of capacity building for both media and government.

"Without capacity building, we will face misunderstandings. We wrote our news for democratic and clean governance, but the Ministry of Information and the Ministry of Mines misunderstood that news, he said."

According to Mr. Kyaw Min Swe, confusion exists about what is meant by professionalism and the Fourth Estate when it comes to both the media itself and government officials.

Ethical problems are also a challenge. Who determines what good ethics are? There is a shortage of good editors to explain ethics, e.g. how to behave in front of a crowd? What to wear? Online and broadcast media also need guidance on ethics and codes of conduct.

2.2.1 Recommendations

Mr. Kyaw Min Swe put forward a number of recommendations based on the need to train and educate not just journalists about media, but also government and ministry officials to build understanding between the two entities:

- Teach journalists and the government about the media's role as the Fourth Estate.
- Address the issue of unclear ethics and code of conduct

2.3 Role of media in empowering communities

Mr. Steve Buckley, former President of AMARC

Twenty years ago, in the political reforms that followed the end of the Cold War and in many countries of Eastern Europe, the former Soviet Union and Africa, the broadcasting environment opened up to new actors and a model for media reform in transitional countries emerged that has developed into a set of normative standards recognised in international declarations and encouraged by international agencies.

The constitutional and legal pillars of this normative model of media development consist of guarantees of the right to freedom of expression and the right of access to information; freedom of the press within a self-regulatory framework; and a three tier model of public service, private and community broadcasting overseen by an independent regulatory body. At the heart of this model, codified in the UNESCO Media Development Indicators framework, is the role of media as a platform for democratic discourse. It is underpinned by the idea that freedom of expression is not just a right of the rich and powerful but is a right that must be available to all parts of society, including rural

communities, marginalised urban populations, and minority languages and cultures.

To achieve this goal means not only providing access to the existing media, but also opening up the rights to establish local newspapers and for civil society organisations to be able to use the radio spectrum to operate community broadcasting services. There is a growing body of evidence, gathered by UNESCO, AMARC and other organisations, to demonstrate that community broadcasting, in particular, can contribute to social and economic development, assist to reduce conflict and increase social cohesion, and enable the diversity of languages and cultures to flourish.

There are lessons to be learned from experiences over the last year in Tunisia, Egypt and Libya, from which can be seen four distinct strategies for change: (1) an ideal type scenario in which change is sequenced according to a classic model of rule of law; (2) a revolutionary strategy to create new facts on the ground; (3) a 'proto-normalisation', adopting new policies, laws and procedures – that begin to address major deficits in the media environment alongside the broader process of democratic and constitutional reform; and (4) a regressive strategy that seeks a return to the status quo ante – either because the old ways are seen as the most reliable means of getting things done, or because some actors feel that change is a threat to their current powers and privileges.

2.3.1 Recommendations

Based on the experiences of media in other countries going through transition, Mr. Buckley made the following recommendations:

- Repeal outdated censorship laws and end restrictions on reporting and the Internet.
- Welcome and facilitate the return of exile media organisations, such as Mizzima and Irrawaddy, which have courageously carried the torchlight of media freedom.
- Implement media reforms in accordance with international standards on freedom of expression and media freedom, including opening up the broadcasting environment.
- Reform state media along public service lines, with full editorial independence and a pluralism of content that reflects all sections of society, including the weakest.
- Enable private and community broadcasting services to access FM frequencies, under the oversight of an independent regulatory agency for radio and television.
- Invest in training and capacity building for the establishment and sustainability of a community media sector that can contribute to social and economic development and the protection of cultural diversity and linguistic expression.

2.4 Questions and Answers summary

During the discussion, it was recognised that the new government needs to find common ground, not only with the exile media, but with other groups and stakeholders. Both the exile media and the new government are working for reform. That said, it was noted that most government staff are reluctant to share information with the media, the result of living in

a closed society for 50 years. As a Ministry of Information representative said, the government is trying to create the environment for the exile and local media, yet this is not a simple process, and some local media see the arrival of the exile media as a threat. Concerns were raised that the media can still be taken to court under criminal law for libel or defa-

mation, as seen in recent cases, including that of The Voice Weekly, and that there is a disconnect between the government's public announcements and the actions of local officials and ministries.

Laws for freedom of expression must be in place. Both Indonesia and the Philippines were raised as examples of countries that went through a transition and now have a free press. The Indonesian case is more positive and now seen as a good example to follow. While the Philippines registers high as a free society, many journalists have been killed. Bearing in mind the opportunity, and these examples, Myanmar has 651 days to prove that they can make a difference before the chairmanship of ASEAN begins.

Imagine what a Myanmar with a free media could do for ASEAN, said one participant.

A camera man films the speech of Mr. Etienne Clement, Deputy Director of UNESCO, Bangkok. Photo: Mizzima News

3. Session two
Media legislation and regulation

Session two dealt with the UNESCO media development indicator category on media legislation and regulation. Legal and policy frameworks that enable media to work safely and freely are key to ensure a well-functioning media sector. The drafting of laws currently underway in Myanmar, most notably the new media law, are very important for journalists in Myanmar. Only in a media environment supported by a legislation that ensures freedom of expression, pluralism and diversity and with legal provision that ensures a level economic playing field, can media support democratic developments. In this context, a key component in the process of media policy formulation is the consultation by policy makers with non-state actors such as civil society and media.

Session two included prominent speakers such as Dr. Agnes Callamard, Executive Director of Article 19, Dr. Murray Green, Director of ABC International, Australia, Mr. Ye Htut, Director-General of Information and Public Relations Department in the Myanmar Ministry of Information and Mr. Bambang Harymurti, CEO and Corporate Chief Editor of Tempo, International Media in Indonesia.

3.1 The role of media, freedom of expression and information legislation in democratisation processes

Dr. Agnes Callamard, Executive Director, Article 19 UK

For the last 14 months, since January 2011, many human rights activists have been riding the roller coaster of human rights change, beginning with Tunisia and going right through to today in Myanmar.

"What is certain is that these changes that have spread across the Middle East and which are taking place in Myanmar have prompted many people to think again", Dr. Callamard said.

In her presentation, Dr. Callamard stressed that a cornerstone right of this democratisation process is Article 19 of the UN Declaration of Human Rights, which guarantees freedom of expression and enables other rights to be protected and exercised. The full enjoyment of the right to freedom of expression is central to achieving individual freedoms and developing democracy and plays a critical role in tackling the underlying causes of poverty.

Article 19 makes electoral democracy meaningful and builds public trust in administration. Access to information strengthens mechanisms to hold governments accountable for their promises, obligations and actions. Establishing, maintaining and abiding by this system of law are the principal functions of government. Under the doctrine of the separation of powers there is a tripartite of complementary roles to be fulfilled: those who have the formal power to create legislation – the legislators; the judicial branch which has the formal power to interpret legislation, and the executive branch which can act only within the powers and limits set by the law.

As Dr. Callamard pointed out, not all laws are good laws. Indeed, there is no equality amongst laws. There are laws that meet what the international community has determined to be good standards. And there are laws that do not.

Inequality, repression, discrimination, corruption can be embedded by, through and in law. Racism was entrenched in law by the apartheid regime of South Africa. Colonial power was entrenched in a multitude of laws. Nazi Germany's obsession with legislation and regulation enabled the mass extermination of millions of Jews and thousands of others. History has shown that systematic repression, mass scale suppression and grave human rights violations have often been formally justified, if not entrenched, in law – in bad law.

These examples and many others prompted the international community to work together to define, determine, agree on standards for good law; prompted governments to establish the United Nations to set those standards, agree a multitude of conventions and treaties, and establish international courts.

People, governments and non-governmental organisations around the world are keen to see Myanmar reform and are willing to support this.

3.1.1 Recommendations

According to Ms. Callemard, the broadcast media may be more strictly regulated than print media in order to manage the limited available spectrum. But this regulation should follow strict principles:

- No state monopoly over broadcasting
- No prior censorship
- Three kinds of broadcasting: public, private and community
- An independent regulatory body shall be responsible for issuing broadcasting licences and for ensuring observance of licence conditions
- The broadcasting sector needs to be reformed to ensure a diverse and pluralistic broadcasting sector

For the laws to play their role as far as freedom of expression and freedom of the media are concerned, they must meet a set of internationally agreed standards.

- Myanmar should ratify the International Covenant of Civil and Political Rights (ICCPR)
- Efforts should be made to repeal existing restrictive laws.
- For the print media, self-regulation is the best system for promoting high standards in the media.
- The Government needs to "bring human rights home" into the domestic legal order and establish and embed a "human rights culture" in society so that rights are not alien, but familiar entitlements for its individual members.

3.2 The role of media regulations and the value of diversity

Dr. Murray Green, Director, ABC International, Australia

The media is not just a business. It also has strong public interest responsibilities. It is not just a matter of running a business that is sustainable and not just a balance sheet issue. There is a strong factor of public trust. This is essential. When that trust disappears, there may

be problems as seen in examples like the News of the World newspaper in the United Kingdom. This newspaper had to close down because of unethical practices involving phone tapping. It is quite clear the media has influence. What needs to be done is balance independence with

accountability. The media has to be independent, but also has to balance responsibility and accountability.

The media is not just a business, but has public interest responsibilities. Part of that public interest is to reflect the diversity of a nation. Diversity can be reflected in the way in which the ownership and the control of the media are regulated to ensure that there is a plurality of voices and interests. Diversity can also be reflected in the plurality of editorial control so there is a range of perspectives on the way in which news is sourced and commentary is presented.

Diversity of content can be built around editorial values such as accuracy, fairness, balance and impartiality. Barriers to diversity include inadequate response to complaints, not engaging with audiences and using their content, and not demonstrating fairness by not allowing a right of reply.

Dr. Green suggested that the test of diversity can be found in the range of people that organisations hire, "having a sense of seeing the whole nation in our images and voices, and building recognition and respect for difference."

"When one looks at the diversity of our societies, we need to respect the differences, including the different sources of political influence," he said.

"Diversity can be seen in diversity of ownership – not just in hands of one or two. There can be diversity of content and editorial management, and sources of competition."

3.2.1 Recommendations

Dr. Murray Green put forward the following recommendations for how to move forward with the media reform in Myanmar:

- There needs to be diversity of content, accuracy, fairness, balance and impartiality.
- There needs to be adequate complaint handling, that is rigorous and transparent, clear pathways everybody can see.
- There needs to be an engagement with the audience, being favourable to what the audience wants.
- There needs to be diversity of opinion and a right of reply, though not everybody has the right to reply, as seen when people bring up complaints not relevant to the issue at hand.
- A test of diversity comes in who organisations hire, taking into account the audience, the people on the street, educational opportunities, and the need to represent the nation.

3.3 New media laws and regulations in Myanmar

Mr. Ye Htut, Director General, Information and Public relations Department, Ministry of Information

The Director General said it was important to keep in mind that reform has not been taking place only from 2011, but that the process began in 2005, with a number of publications that were allowed to be published without review by the censorship board increasing. In discussions on the new media law and the concept behind it, it

is important to look at past history in Myanmar. "In this history, we were only famous for one mission – censorship," said Mr. Ye Htut.

"The system was developed in 1962, at a time when it was perceived that there was a lack of unity in Myanmar. The country has gone

through considerable change over the decades," he said.

In preparing the new media law, the government is taking a two-track strategy: first, preparing for the new print media law, and, second, in a gradual relaxation in order to prepare for the new media environment.

"What we have to do is avoid the two extremes – those of the 1948-1962 [lax] period and the 1962-2005 [restricted] period," he said.

He explained that in preparing for the media law, the government lacks experience and there is also a lack of professional standards in journalism. He felt that more access needed to be provided to the local media. Simultaneously, the press, publishers and editors had to be imbued with a concept of self-responsibility. The new media law is in process and the Attorney General's office has already reviewed it and offered their advice to provide a first draft. The second draft will include not only the advice of the Attorney General's office, but also input from UNESCO experts, as well as input from the Conference on Media Development in Myanmar. The Ministry of Information has already noted the opinions of journalists and other stakeholders.

"There has been some criticism questioning why the public has not been made aware of the contents of the draft media law," Mr. Ye Htut said. "However, this needs to be presented first to Parliament in order to have this voted on before presenting this to the media and the public."

3.3.1 Recommendations

Mr. Ye Htut put forward the following recommendations for how to move forward with the media reform in Myanmar:

- There needs to be a pragmatic and realistic approach to media reform.
- This needs to be "evolutionary change" rather than "revolutionary change".
- The true value of the media is that they need to be accurate.
- People should spare no efforts to bring about this change.
- The media needs to be free but responsible. And it is important to keep in mind, who watches the watchdog?
- The ultimate goal for regulating media should be to protect and deepen fundamental rights.
- There should be a constructive role by the State in providing infrastructure, funding, capacity building and ensuring the right kind of regulatory environment.
- There needs to be combination of standards setting out the appropriate codes of behaviour for the media that are necessary to support freedom of expression, and a process for how these behaviours will be monitored or held to account.

3.4 The fundamentals of laws, rules and codes of ethics concerning media practices

Mr. Bambang Harymurti, CEO and Corporate editor of Tempo International Media in Jakarta, Indonesia

When looking for examples in Asia that might compare with the transition taking place in Myanmar, Indonesia is worth a look.

"In 1999, in Indonesia, the media was part of civil society, but, of course, if you were a journalist, you were the number one enemy," said Mr. Bambang.

As he explained, the Ministry of Information was in charge and it was run by a military general. All of a sudden the media was asked to draft a media law to meet international standards and the Minister asked the police "to make sure 'these people' do that".

"This was a good beginning", Mr. Bambang explained to the audience." There are a lot of similarities between the experience in Indonesia and Myanmar."

Media reform does not happen in a vacuum. There has to be a legal structure, there needs to be social, economic, and professional structures. In 2001, the World Bank did a study asking economists about press freedom in the world and Indonesia ranked well.

"We can say that our country [Indonesia] made the transition from feudalism to modernity and that the media reform was part of that process," Mr. Bambang said.

"If you look at feudal societies, they tend to be very intolerant, yet tolerant of violence. Modern societies, on the other hand, they are very tolerant of differences of opinion and intolerant of violence. But there is the challenge of making the change. How do you deal with this?"

There is a relationship between the economy and press freedom. Those with low incomes have poor press freedoms. Those that are rich have a high ranking when it comes to press freedom. There must be a connection. Mr. Bambang raised the question of what comes first, press freedom, or do you become rich first and have press freedom? Two Nobel prize winners, Amartya Sen and Joseph Stiglitz, agree that there is a correlation between press freedom and the health of the economy.

"When it comes to freedom of the press, a particularly tricky area is defamation, which in some countries comes under criminal law," he said.

"We can assume that Western countries don't have such laws and that developing countries do. But this is not always the case. Some European countries put defamation under criminal law, and some African countries do not."

3.5 Questions and Answers summary

Concern about the safety of journalists was raised by one exile media representative. The Ministry of Information official responded by saying that since 2005, the MOI has not been responsible for any cases where a journalist was put in prison. Most of the cases of imprisonment were under the Electronics Act, and ministers are trying to review this. The State media will need to be transformed into a public service media and compete on an economic level, he said. The principles of media law in a democratic society should include: maximum protection of media freedom; minimal exceptions specified by law and deemed necessary; legal protection of sources; no criminal defamation and a short statute of limitations; the burden of proof is on the litigant, and truth is a defence.

In answer to a question, the opening up of the media should include the issuing of more licenses, but it was said that on the business side, the government does not want to micro-manage or develop the media, just change the laws to enable a freer working environment and encourage good investment or foreign investment. Much of the discussion revolved around the new media law that covers print, but these were still early days for changes to the broadcasting environment where the government currently holds a monopoly.

Satellite dishes in Yangon, Myanmar, November 2011. Photo: IMS

4. Session three
Media pluralism and business sustainability

Session three looked at the importance of media pluralism and business sustainability for media in Myanmar. Media, in order to fulfill its democratic potential, must reflect the diversity of society. According to the UNESCO Media Development Indicators, "Social diversity has many facets: gender, ethnicity, age, race, language, religious beliefs." Community-based media can play an important role in serving minority and marginalised groups.

In Myanmar, there are more than 100 ethnic groups, but these are difficult to reach because of language barriers and their physical location. It is important to ensure that the languages of the ethnic groups in their local areas are used to communicate with them. The challenge is how to make media ventures that reach out to these diverse markets financially sustainable. Around the world, new media operations are opening up to cater for ever-increasing "niche" audiences, yet at the same time, the plurality of media options may be under threat due to the economic climate and budget cuts.

The expert speakers in session three included Ms. Michelle J. Foster, Media Management and Marketing Specialist, Ms. Nang Calyar Win, Publisher of Popular News Journal, and Mr. Kumar Nadesan, Chairman, Sri Lanka Press Institute.

4.1 Creating a dynamic business environment: the business of news

Ms. Michelle Foster, Media Management and Marketing Specialist

"Excellent journalism is good business." These are the words of John Ridder, founder of Knight-Ridder, said Ms. Foster.

As options for media development in Myanmar are debated, it is important to bear in mind that ideals in media cannot be achieved without money. Donor money is not enough. Media are businesses and they need conducive environments to thrive. A competitive media sector raises economic development, helps to create a middle ground, contributes to stability in society by creating jobs, links buyers and sellers, and stimulates spending.

What creates a thriving media market? According to Ms. Foster, this can be a mix of a strong environment for business; free and competitive markets where advertising plays a vital role; infrastructure that supports news; and a customer-focused business culture, plus excellent management. What helps is having transparent laws, taxes and standards.

But in this modern media age it is important to look at what income-generating models work. As Eric Newton, of the John S. and James L. Knight Foundation has said: "The most successful models tend to have diverse pie charts – they show more than one source of revenue." Naturally, advertising continues to play a crucial part in the equation in terms of income, typically making up close to 80-90 percent of income for commercially-run ventures.

Amidst the shifting media landscape, the Internet and mobile technology are changing the game. Not only do readers, viewers and listeners have far more options for receiving the media's content, they also have many options to engage for free, upsetting the traditional print advertising and broadcast advertising models. Receiving

news and entertainment for free is becoming the norm, and the media players are struggling to adjust to this new playing field.

According to Ms. Foster, media players have to engage with new media and consider where to place themselves. Hybrid models are emerging that include a mix of options that include: freemium, premium, longtail niche markets, print, online, mobile, tablet, events, and the marketing of services.

Ms. Foster said that what is clear is that a passion for a large number of readers or viewers has to be matched with a passion for business.

A thriving media market is created by a strong environment for business, by free and competitive markets where advertising plays a vital role, good infrastructure, a customer-focused business culture and good management. Most successful business models depend on the media to diversify. Media organisations must be like other businesses – they must be able to predict their world.

Advertisers are often only viewed as essential by the media manager, and seen merely as a means for a business to become successful. In Myanmar there are 170 different advertisers, yet most of the work is only done by around five.

Internet and mobile technology are changing the game. They transcend geography, they make news more affordable and accessible and enable better audience targeting of adverts. There are great business models available via the use of new media to disseminate news. Social media can drive audiences to news sites. News sites make money when search engines send adverts to their audiences. There is no revenue if sites are not searchable and indexed.

4.1.1 Recommendations

According to Ms. Foster, a number of important factors could contribute to ensuring a successful media sector:

- Media organisations must be like other businesses. They must be able to predict their world. Thus, the need for transparent laws and standards and taxation.
- Advertising plays a vital role: Advertisers are often only viewed as essential by media managers, but not seen as a means for a business to become successful. In Myanmar there are 170 different advertisers, most of the work is only done by around 5.
- Infrastructure must support news creation, distribution and monetisation. Internet and mobile technology are changing the game: they transcend geography, they make news
- Great business models are available via the use of new media to disseminate news. Social media can drive audiences to news sites. News sites make money when search engines send ads to their audiences. There is no revenue if sites are not searchable and indexed.
- A media business of excellent management focuses on the customers: Managers must have business knowhow and knowledge of advertisers. A passion for readers must be matched by a passion for business.
- The government must focus on transparent laws, taxes and standards and licensing that is free, independent, neutral, without barriers.

4.2 Myanmar, its immediate challenges and new media business models

Ms. Nang Calyar Wiin, Publisher of Popular News Journal

Ms. Nang Calyar Wiin began her presentation by providing a quick overview of the Myanmar media landscape as of March 2012. The landscape included eight radio stations of which one was public, seven were private and there were some overseas-based Myanmar programmes. There were two public TV channels, MRTV and MRTV 3, and two private, MRTV-4, and Skynet. There were about 300 print publications. Journals total 176 and magazines 180.

The existing news dailies are state-owned. According to the government sources, there were 400,000 Internet users as of July 2010, i.e. 0.8 percent of Myanmar's population can now access the Internet. Social forum websites and blogs have become more popular among Myanmar users. Now Facebook is widely used. About 40 percent of Internet users now have a Facebook account.

In terms of buying power, demand for the media has not markedly increased since the income of the majority of Myanmar people is still low. Although the circulation figures of print media are more or less static, the readership has increased. As corporate competition has increased, so too has the need for returns on massive expenditures on advertising.

Revenue from advertisements amounts to 80 percent of the total. The success of the publication of magazines and books depends on the popularity of the writer and editor concerned. Publishers with substantial advertising income can survive but they may face difficulties in the long run, given that the rise in trade has benefited only a few publications with sizable circulations.

The main weakness in the Myanmar media is that the publishers are not themselves able to distribute their print products directly to their readers. This has to be outsourced. The existing distribution system needs to be changed to enable publishers to distribute on their own.

4.2.1 Recommendations

Ms. Wiin put forward the following recommendations for how to move forward:

- There could be some mergers and buyouts of print media publishing companies in the near future. Due to constraints in human and financial resources, small media businesses will find it difficult to survive for long and will have to merge with other financially strong and capable local or foreign partners to stay in business.
- There is a need to train and retrain human resources to keep up with global practices.
- An attitude of willingness to review new media should be adopted. Any decision that the media is right for our requirement will be made easier and confidence will be gained to implement it.
- The existing distribution system needs to be changed to enable publishers to distribute on their own.

4.3 Unity among different stakeholders for the professionalisation of media

Mr. Kumar Nadesan, Chairman, Sri Lanka Press Institute

Mr. Nadesan spoke of the Sri Lankan experience pertaining to media development in a country marred by years of civil war. The Sri Lanka experience looks at how media suppression was challenged by journalists, bringing about a hitherto unseen media unity in the country – unity that gave rise to the Colombo Declaration and the establishment of the Sri Lanka Press Institute, and the ongoing challenges to keep the stakeholders united.

The experience also takes into account the existing unity among the different stakeholders for the professionalisation of media in Sri Lanka. It recognises the need for publishers, journalists, and the public to work together to create and nurture an informed public committed to democratic ideals through a professional, unbiased, responsible, and independent media.

Mr. Nadesan said there are challenges in uniting stakeholders. Stakeholders may have different agendas. Political influence and perks can corrupt the process. Recession may lead to unemployment and problems may arise with the introduction of new regulations. Highlighting best practices based on the Sri Lankan experience, Mr. Kumar described how professionalisation of the media in Sri Lanka has been a step by step process built on unity in an environment wrought by civil war. In 1998, Sri Lankan journalists began to unite. A Press Freedom and Special Responsibility Symposium was held. The result was The Colombo Declaration on Media Freedom and Social Responsibility of 1998.

In Sri Lanka the following has been established:

The Sri Lanka Press Institute is the leading media development institute that brings together all main stakeholders in the Sri Lanka media environment and nurtures the development of accountable and fair media. This has called in publishers, editors, the free media activists and working journalists, providing a broad representation.

There is a Press Complaints Commission that deals with complaints on editorial content. It is an independent institution. In 2003, it became the first self-regulated mechanism of the newspaper industry in Asia. It deals with advocacy matters and is the only self-regulatory system in South Asia that also engages civil society.

Sri Lanka College of Journalism imparts world-class training and education to journalists in Sri Lanka.

4.4 Questions and Answers summary

Globalisation and the free flow of information brings good and bad, and concern was voiced for Myanmar's cultural values, such as dress codes and social behaviour, already under threat as the country opens up. However, it was said that one cannot blame the media for the fact that the world is changing. The Great Wall of China did not keep the world at bay. There is a process of fascination with things from other cultures, and a process of integration.

Censorship was discussed, both in terms of the overt blocking of content by the government, but also the less obvious pressures that might be exerted through advertisers. Advertisements help every business and very few newspapers and magazines can support themselves. When there is more advertising there is an increase in spending that usually aligns to economic growth in the sector. Factors influencing advertising include a fear of reprisals if people advertise in a publication that is deemed negative towards the government.

Might cronies gain too much control over the media, it was asked. Unfortunately, many countries are moving for state control where licences are only given to cronies. Then the government can tell the international community that they have an independent media. Others are then not allowed in. It is something to watch out for, said one participant.

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A selection of newspapers in Yangon, Myanmar. Photo: IMS

5. Session four
Professionalism and capacity building

Session four addressed the media development indicator pertaining to professionalism and capacity building which looks at the access of media workers to training and development, both vocational and academic. Any media-related training is likely to have the greatest impact when it is driven by local information needs and involves local media, non-media partners and government officials who need to understand the role of media as the fourth estate and Article 19.

The training available should not only cover journalism, production and management, but also media law, media policy, regulation and ethics. Training journalists in reporting skills is a worthy enterprise, but of little impact if the journalists are not empowered to practice their trade and the enabling environment conducive to the free exercise of their profession. Also, external media assistance runs the risk of artificially inflating the market for news and driving training by what they have to offer – not what the needs are. International organisations must show responsibility and coordinate their activities. These are some of the challenges and important considerations that must be addressed when approaching capacity-building and professionalisation of a media sector in a period of political transition.

5.1 Formal journalism education versus on-the-job capacity development and why training often fails

Mr. Johan Romare, International Director, Fojo Media Institute, Linnaeus University

The question of training of media is often accompanied by two main opinions: Some feel there is already too much training provided – others feel there is not enough. These are two contradictory messages, but the need for capacity development in some form or another in Myanmar is clear - both in terms of offering degree courses, but also offering journalists skills and values. It is not one or the other – there is a need for both elements to build up and root long-term capacity within the media.

This is an important issue when considering the media landscape in Myanmar today. As Mr. Romare points out, there will be problems in the country's democracy if the level of journalism is low.

"Even government figures admit that the level of journalism is not up to scratch and that education and training will help raise standards, useful at a time when the media is opening up," he said.

There is little doubt that budding journalists in Myanmar would benefit from studying for a degree in journalism, according to Mr. Romare. There is a need to instil the right values, including democratic values, after so many years of authoritarian rule. There is a need for proper ethics and codes of conduct, plus a need for skills training. And learning how to manage is also an issue which would bring value to the media today.

While there is the challenge of building from the ground up, this is not just a matter for

youngsters straight out of school, but also for more senior journalists. As Mr. Romare said:

"There is a need for the systematic training of working journalists. Much can be gained by ongoing theoretical and skills training."

5.1.1 Recommendations

On capacity building, the following recommendations were highlighted by Mr. Romare:

- For Myanmar's fledgling media scene, on the job and in the classroom training would be important.

- It is important to build sustainable institutions to deliver training, both in terms of content and also in terms of financial support.
- There is a need to have a sustainable financial model. It is important to take care not to rely on donor funding. Donor funding will end. It is necessary to build financial models where there is no or very little financial support.
- Partnerships are important on a national and regional and international level. The region has vast resources to help, but activities must be coordinated.

5.2 Capacity building for journalists in Myanmar – major challenges, needs and opportunities

Mr. Ye Naing Moe, Media Trainer

Mr. Ye Naing Moe described how not many people think that being a media trainer is actually a real job. However, the public's perception of those working in media is changing as the media has developed.

"We now have the Ministry of Information, experts from abroad, and the so-called former media exiles", he said, referring to the conference, and noting that Myanmar journalists had also received help from the Indo-China Media Memorial Foundation and the Open Society.

In Myanmar, the challenge is how to get the media to work together. As he noted, many people do not want to work together.

"There are many obstacles here – how do we formalise the process? Maybe it is not easy to have one journalism school where all the reporters study. Maybe the Ministry of Information can oversee it. We have to find a way to work together, and also set up a union, and a journalism school."

Turning to his own field of work, Mr. Ye Naing Moe said there is a lack of trainers. He raised the issue of a need for licensing of trainers and visas for visiting foreign trainers.

5.2.1 Recommendations

Mr. Ye Naing Moe pointed to the following recommendations in the process of building journalists' capacity in Myanmar:

- There is a need to develop stringers in the ethnic areas. Most of mainstream media coverage comes from Nay Pyi Taw and Yangon.
- There is a need to develop business reporting, parliamentary reporting, and political reporting. In addition, it is important to develop environmental reporting, and disaster reporting.
- There is the need to support reporters and editors, newsroom management, and the designers, and the publishers, and the marketing.

- It is important that the MOI does not approve just one journalism school.
- Former exile media personnel, from organisations such as Mizzima, DVB, and Irrawaddy, who have had a proper education abroad, should be part of the capacity building.
- Editors need to encourage in-house training.

- For donors and media foundations: Do not rush. Establish a body to create a platform where they can all work.
- There is a need to encourage young journalists who have been courageous to do their own capacity building.

5.3 Towards a competency-based continuing education for Myanmar journalists

Mr. Ramon R. Tuazon, President, Asian Institute of Journalism and Communication, Manila, Philippines

The Philippines provides a useful example of how the media transitioned from the era of the Marcos regime through the People Power Revolution in 1986 to where it is today.

The Philippine press was shackled for over a decade (1972-1986). Journalists were among the first to be arrested and incarcerated when Ferdinand Marcos declared Martial Law in 1972. Media companies were closed down. Those allowed to continue or to open were owned and controlled by families and friends of Mr. Marcos. The news media was timid and subservient to the "powers-that-be." From a watchdog, it became a "lapdog."

The peaceful People Power Revolution of 1986 restored democratic space almost overnight. Many young and new journalists, and even the veterans, faced various challenges in working in a new media setting. The immediate years after the People Power Revolution were a period of transition from years of "guided journalism" to free and responsible journalism. A smooth transition was not to be expected.

One of the initial difficulties encountered by journalists during the transition was the fact that some journalists and editors were accustomed to the "press release" mentality. "Envelope" journalism, accepting money in envelopes, perpetuated during the Marcos years, was a problem. The practice of investigative journalism and in-depth reporting was stunted. Some journalists were accused of being irresponsible and licentious.

Mr. Tuazon noted that those in power were not accustomed to an adversarial press during the Marcos rule, and took media criticism as a personal affront which had to be dealt with outside the confines of the legal system. Thus started a "culture of impunity" in the killing of journalists. The Philippines has one of the worst records for journalist deaths.

During those 14 years of "guided" media under the Marcos regime, the Philippine press was unable to develop young talents who could take over from their senior colleagues in both editorial and management functions. The challenges facing news media were not only in terms of journalistic competencies or skills, but perhaps more importantly, mind-sets, including values and attitudes of journalists. Capacity-building through continuing education provided the mechanism by which Filipino journalists were able to cope with or work best in the newly regained democratic space.

5.3.1 Recommendations

Mr. Tuazon put forward the following recommendations for how to improve the education of Myanmar journalists:

- The UNESCO Model Curricula for Journalism Education launched in 2007 presents an option for academic institutions in Myanmar and elsewhere to consider in developing or refining their journalism curricula.
- Development of desired competencies for local journalists as the basis for continuing education programmes (formal and non-formal) also using international benchmarks.

- Review of the BA Journalism Curriculum of the University of Yangon using the UNESCO Model Journalism Curricula as a frame.
- Development and sharing of local teaching-learning resources.
- Provide teaching and training skills to experienced working journalists.
- Exposure of journalism educators to journalism work through industry-academia partnership covered by an institutional agreement.
- Creation of independent and autonomous media non-government organisations, e.g., press institute, press council, watchdog organisation.

5.4 Questions and Answers summary

There appeared to be a general agreement amongst the speakers and participants that there was a pressing need for media training and education. However, care needs to be taken as to who gets the training and who offers the training. Often when there is a seminar or a workshop, the same faces are seen again and again, the opportunity seen more as a perk than as something used to benefit the individual. As the Ministry of Information official noted, they have asked for more capacity building but they do not have any long-term programme, and there is concern that the new generation of media personnel is not benefiting. Also, when it comes to the government offering capacity building, there is a lack of trust of the government from the private sector. The private sector is always suspicious, he said.

Usually in a country making the transition to a freer media environment, there is a need to support the people who have not received skills before. Yet, it was asked, why are young journalists not being allowed to participate? With Myanmar opening up, there needs to be a regional component to this capacity building and a local component and access to resources from around the world.

6. Session five
Media associations and collective responsibilities

Session five addressed the importance of developing professional associations which can provide advocacy on behalf of the journalist profession in relation to pay, safety conditions, protection of sources and free speech. In any media development environment, unity among different stakeholders is paramount and this unity has yet to be constituted in Myanmar. At this point the country has no organisations that can campaign and advocate for the improvement and professionalisation of the media industry.

Simultaneously, the growth of new media outlets has fuelled animosity. While there are scattered examples of media houses cooperating, there has yet to be any organised formal or informal gathering. A national coalition and partnership-building will be essential in creating trust and unity amongst media actors in the Myanmar media sector.

Speakers addressing this issue in session five included Mr. Christopher Warren, International Federation of Journalists (IFJ) Executive Committee, Asia/Pacific, Mr. Soe Myint, Founder and Managing Director of Mizzima Media and Mr. Oren Murphy, Regional Director, Internews, Asia.

6.1 Shaping journalism: How journalists work together

Mr. Christopher Warren, International Federation of Journalists

At one point, media development meant hardware – building transmitters and broadcast studios, setting up print works, telecommunications and infrastructure. Now, it means software – what the media actually produces – and in an emerging democracy this means journalism sits at the centre of media development.

As societies democratise it is essential that journalists place themselves at the frontier of change, at the centre of reform.

"While we shape our societies through the day to day practice of our craft, we also shape it through collective action, through our collective structures", Mr. Warren said.

"That's why, around the region, journalist unions have been at the centre of democratic movements, such as Global Voice and the International Federation of Journalists (IFJ)."

Unions must be independent of governments. The role of the global journalist community in the IFJ is to work with the journalist community in Myanmar, bringing to bear the many experiences of journalist unions around the region.

The role of the government is to allow this to happen, to respect the views of the journalist community. The role of international media development community is to work with journalists to make this happen and, having happened, to respect it as the voice of journalists.

Any union in Myanmar will face major challenges. Reform to the media law must recognise the particular challenges that face working journalists. There is a need to eliminate criminal defamation and the need for journalists to be able to protect confidential sources. State-owned media, broadcast and print, must be transformed into public media that respect the editorial independence of their journalists.

Societies in transition can be dangerous as people relearn rules of behaviour. Journalists need to prepare themselves for this threat and know that the greatest support they will get will be from their colleagues here and around the world. Journalists need to work together to fight corruption, to pledge to resist it and to expose it when it occurs.

Media itself is changing. Now even the question of what media is, is open to debate. Journalists themselves must commit to reform.

6.1.1 Recommendations

Mr. Warren put forward a number of recommendations for improving unity amongst journalists and for Myanmar media development:

- Building an independent voice for media in Myanmar is central. In a society of transition there are many things that divide the media sector, for example, exile versus home media. This should not be entrenched through separate organisations.
- Look at all laws, not just the media laws that have been used to jail and harass journalists, all of which need to be reviewed and replaced to ensure they are in line with the international laws of human rights and freedom of expression.
- Improve pay for journalists to fight corruption and promote independence.
- Journalists should adhere to a code of ethics developed collectively. It is important that we understand that ethics cannot be something that can be imposed from outside by governments or statutory bodies.

6.2 Collective responsibilities of different media stakeholders in strengthening the democratic transition

Mr. Soe Myint, Founder and Managing Director of Mizzima Media

Mr. Soe Myint, a journalist who recently returned to Myanmar after 24 years in exile emphasised that the role of the media and how it performs is as crucial as the reforms themselves.

The public must be informed, it must understand, and ultimately it must accept and agree to the reforms that the government proposes and puts in place. There must be a constant dialogue between the government and the media and the public. The media's ability to get accurate, and complete information and present it to the public in ways that all segments of the population can understand, and debate, is crucial.

As Mr. Soe Myint pointed out, the media can help all segments of the public to understand the transition processes – not just ordinary citizens, but also military personnel, politicians, lawmakers, academics, and the business community.

"The media's role is to provide the national stage or platform for the free exchange of views that will benefit society in its march to better the lives of all citizens," he said.

In developing Myanmar's media it is important to keep in mind the major media stakeholders. They are the public, the existing Establishment,

including academia and the military, the democratic opposition groups, and the media, including the journalists who report the developments and changes.

According to Mr. Soe Myint, there are collective responsibilities. The people must have ownership and support a transition to democracy for such a change to take place. There has been ample evidence of their desire for democracy. However, they must be prepared to tolerate differences of opinion – those who differ with them must not be designated as enemies but only as people who hold different views in a democracy.

The Establishment must also show tolerance. At the outset, this tolerance and responsibility lies more on the Establishment powers whose members might stand to lose certain discretionary or personal powers when a full democratic transition takes place. However, the more you devolve power to the people in a democracy, the stronger the nation becomes, and everyone ultimately benefits more.

The Establishment must not, therefore, interfere in the day-to-day functioning of the media by controlling it through withdrawal of advertisements, withholding of newsprint, unfair control of broadcast frequencies, and so on. The media should function without government interference and within the commonly accepted laws of freedom of speech and of the press.

With a history of dominant politics, the question will arise as to who has the knowledge and experience to lead the various processes of reform in different areas. There will naturally be conflicting views and agendas within the stakeholder groups, but it will be important for everyone to work toward agreement on certain fundamental issues.

6.2.1 Recommendations

Mr. Soe Myint recommends the following:

- Set up a self-regulatory media body or in the interim, a Press Council of Myanmar, which could represent all media stakeholders. This must be independent.
- What holds good for the Establishment also holds in equal measure for the political forces that seek a democratic transition. Years of working underground or under difficult circumstances might make some people self-righteous and intolerant of dissent. They should not get upset if the media criticizes them or questions them.
- Media practitioners need to break the shackles of old habits and welcome the transition. They have to guard against becoming either propagandists for the old regime or considering themselves the best and "true-est" advocates of democracy.
- The international community must be allowed to observe and to contribute based on its experiences, expertise and through its financial support.
- Media foundations, journalists associations or unions must be involved in the debates and discussions going on regarding media reforms and laws.
- There is a need to create the proper legal environment for journalists to do their work. There is a need to review not just press laws but also other regulations or laws that could be used against journalists. This should be followed by more and better education of journalists on their rights and responsibilities.
- There is a need to build capacity within the media, not only in Yangon or Nay Pyi Taw, but also in ethnic areas across the country.

6.3 Rights and ethics of the journalist in democratic transition

Mr. Oren Murphy, Regional Director, Asia, Internews

Following the reforms in the last year, many journalists find themselves in an unfamiliar situation which could often lead to an identity crisis. When an authoritarian government falls, or reforms, journalists suddenly have a new relationship with the State. When the State is the enemy, it is easy to be "Against" the State and "For" the people. It is easy to think of the government as "Them" and the public as "Us".

"When a country goes through a democratic transition, as is happening in Myanmar, this relationship changes. "The people" become the government and now journalists in turn have a new relationship to the government," Mr. Murphy said in his opening remarks. The relationships of the press with the government become more complex and nuanced.

"This is a good thing, and experiences in countries like Indonesia have shown that many positive outcomes can emerge with this new relationship," said Mr. Murphy.

The changes during a democratic transition challenge journalists to question long held assumptions, and dig deeper to find answers. In short, it challenges them to be better journalists.

A number of challenges lie ahead for media in Myanmar in this period of transition, according to Mr. Murphy. The first challenge for the media in the midst of political transition is a broader re-thinking of their role. They might know this role in theory, but experience shows that when change occurred, journalists were often surprised by how odd this new role was and felt challenged by the new skills required. The removal of a censorship regime, particularly one which has been as deeply entrenched as that of Myanmar, creates another interesting dynamic for journalists. In Indonesia when Suharto fell, the media took a cautious approach. In Pakistan, by contrast, when the Musharraf government opened up broadcast media to a broader range of private ownership, there immediately emerged a large broadcast media sector. They had no interest in toeing the government's line and Musharraf may have had regrets opening this Pandora's Box of public opinion.

Many will be interested to see how Myanmar media will react to its new, as-of-yet still theoretical, freedom once censorship is lifted. Many may not want to jeopardise the current opening by moving too quickly or somehow provoking the government into re-thinking its current liberalisation. But then again, what is the value of freedom if you never use it?

6.3.1 Recommendations

Mr. Murphy recommended a number of points pertaining to securing the rights and ethics of Myanmar journalists:

- The members of the media community in Myanmar should forge some agreement about a code of conduct to govern their behaviour. This should be led by the Myanmar media industry itself and be done quickly. A failure to do this will invite extra regulation from the government. A media sector in growth will be faced with tests for these new standards. Without a code of conduct, increased competition can be destructive and lead to bad practices in media.
- Avoid "envelope journalism" by providing journalists with proper salaries to fight corruption and promote independent journalism. Some media outlets to save costs will not pay journalists and thus journalists receive "transportation money" or some other cash in exchange for coverage of events. In Indonesia, serious media outlets and the journalists union made it a priority to stamp out this practice amongst members.
- Avoid extortion – when journalists solicit money *not* to publish stories.
- The media should avoid meddling from political parties who might pay so that positive stories are written about political parties or businesses.

6.4 Questions and Answers summary

Development of the media in Myanmar is likely to happen in stages, rather than overnight. The changes are currently focused on print media. This reaches a small portion of the media. As one participant said, if you want a large explosive media environment, this will only happen with a shift in regulations concerning the broadcast media which reaches a wider audience. While it was suggested that the media development process would not be short and easy, there is a sense that there is only a limited time to respond. More was said to have happened in the beginning in Indonesia, post-Suharto, than in the following 10 years. The window of opportunity must be grabbed and the media will win within the first 1–2 years in transition.

As part of this process, there needs to be recognition of ethnicity and gender, and journalists need to be conscious of a code of ethics. The way in which the media reflects diversity in society is through internal employment strategies. The development media started to employ many women; then the media started covering issues that affect women. Naturally, there are also concerns that exile media will be able to operate in Myanmar with the same sense of freedom that they enjoyed abroad. One exile media representative said his responsibility was to report as widely as possible, despite certain restrictions and censorship on some issues. In every democracy there is a space and this space must be expanded or it will shrink. It is important to play a role in media development with the vision that what is being done is for the benefit of future generations.

Toe Zaw Latt (right), Thailand Bureau Chief of Democratic Voice of Burma. Photo: Mizzima News

7. Session six
Media in peace-building and national reconciliation

Myanmar has one of the longest-running wars in Asia. Transforming a country emerging from decades of ethnic conflict and military rule is challenging. Session six dealt with the role of the media in ensuring a peaceful transformation of Myanmar as it moves towards democracy and explored some of the experiences gained by media in other countries with ongoing conflicts.

As a major step towards bringing normalcy to the country, Myanmar's present civilian government has signed a number of peace agreements with respective groups with the expectation of adding at least half a dozen agreements to the list. Myanmar media can play an important role in peace-building and reconciliation by reporting on the ongoing changes being brought in by the government, as well as the negotiations with local representatives in the ethnic states. Reporting in a balanced and unbiased manner is crucial to help build peace and ease the tensions ratcheted up over decades of military rule.

Experienced speakers addressing the key issue of media in peace-building during this session included Mr. Eric Soulier, Director of Mediterranean Region and Asia, Canal France International, Mr. Soe Thein @ Maung Wun Tha, Writer and Editorial Advisor to The People's Age journal and Ms. Johanna Son, Regional Director, Inter Press Service.

7.1 Can media help build durable peace and development? The CFI experience in Africa, Middle East and Asia

Mr. Eric Soulier, Director, Mediterranean Region and Asia, Canal France International (CFI)

For Canal France International (CFI), media reconstruction in post conflict situations has been one of its main goals for the past five years, in countries like Ivory Coast, South Sudan, Congo, Tunisia, Libya, Iraq, Afghanistan, Palestine, Cambodia, Timor-Leste and Sri Lanka, where rehabilitating, reinforcing and modernising the media is the key to a durable democratic process. CFI's method has been to assess the needs of media and to advise media in their modernisation efforts, upholding professionalism among managers and journalists.

For example, in April 2011, CFI coached Tunisian public radio and TV in how to cover the elections, allowing these media outlets to recapture the trust of the public by making TV reports, interviews and political debates. In April 2012, CFI is organising a conference in Benghazi, "From war journalism to peace journalism", about the transition, the role of journalists in the reconstruction process, and how they can use their skills acquired during wartime to help build a powerful and independent media force encouraging peace initiatives.

CFI is trying to help journalism transition from war journalism to peace journalism, a long and difficult process. Mr. Soulier said that in Libya he saw new journalists, ordinary people who during the war behaved like journalists, a lot of them giving pictures to the international media organisations. These are the people who made a transition to become professional journalists.

Can the media be part of the peacemaking process? Can it restore the trust of the public? This is easier said than done especially for a state broadcaster. Working directly with the state media, CFI worked in Tunisia, sending in 45 different experts to coach Tunisian broadcasters. As Mr. Soulier explained, they were good journalists, practicing bad journalism. They were able to work, but they did not know what the role of a public service broadcaster was.

7.1.1 Recommendations

Mr. Soulier put forward a number of recommendations pertaining to the role of the media in peace-building and development:

- To face this new situation and overcome the lack of professional capacity, training is the only means to provide this new generation of journalists the necessary tools to acquire credibility, ensure new media for a durable development, and restore the trust of the public.

- Although working in an emergency context, cooperating agencies should plan their operations on a long-term schedule, thus settling their action on a sustainable structuring basis.

- There is a need to develop capacity in the long term. There is a tendency to respond quickly, but developing programmes for the long term is harder.

- Thought should be given to not only the traditional media but also online media.

7.2 On-going peace negotiations in Myanmar and the role of the media

Mr. Soe Thein @ Maung Wun Tha, writer and Editorial advisor to The People's Age Journal

Myanmar is one of the most ethnically diverse countries in the world. Ethnic groups make up one third of the total population. Since the end of 2011, the government has been holding peace talks with all major ethnic armed groups in the country. By February, initial peace agreements had been reached with most groups. This is a historic development that could mark the end of decades of armed conflict and mistrust that came in the wake of the failed Panglong Agreement. What has been the role of the media in this process?

 "All of us who professionally use mass media are shapers of society," said Soe Thein.

"Media has the power to shape conflicts and a potential to contribute to conflict resolution, the reduction of human suffering, and ultimately, provide a more realistic image of what goes on in the world."

The power of media to shape conflict comes with responsibility. Journalism that aims to be part of conflict solution promotes peace, balances ethical information and counters a spread of hatred. Media can contribute to reshaping the way of events by covering all groups involved and providing balanced peace analysis.

All media should be concerned with democracy, justice, and the interests of the people. But too often it promotes conflict. Mr. Soe Thein said that in October the widely-read 7 Day News

journal published an article on the peace talks between the Union government and the Kachin Independence Organization (KIO): Has the armed conflict issue reached the negotiation table? The writer, Nyein Nyein Naing, gave voice to different viewpoints. It contributed to the understanding of the conflict and thus won an award.

There are signs of press freedom in Myanmar after the President said the role of the media is the Fourth Estate and that the administration should pay attention to the criticism put forward by journalists. They need to carry out the reforms pointed out by the media.

There have been signs that the power of the media is changing, some positive, some negative, according to Mr. Soe Thien. A story about a protest against a major dam project which has serious environmental consequences resulted in the President announcing a suspension of the Myitsone Dam project. However, activities surrounding the dam-building have continued, but according to Mr. Soe Thein, it is the responsibility of journalists to continue updating people about the developments of the project. He added that his own article on the matter was not allowed to be published.

7.2.1 Recommendations

Mr. Soe Thein put forward a number of recommendations pertaining to the role of the media in peace-building:

- Media can help shape a conflict and promote peace by promoting conflict-sensitive journalism, balanced and fair coverage.
- Media should cover all voices in the conflict.
- In line with a recent speech by the President, the authorities should pay attention to criticism from journalists in recognition that the media is the Fourth Estate.

7.3 Creating space for reporting development/public journalism

Ms. Johanna Son, Director, IPS Asia-Pacific

"When the world changes, there are new rules, old habits need adjusting and some need to be discarded completely," Ms. Johanna Son stated in the opening lines of her presentation. Looking at Myanmar's neighbouring countries, they face similar development challenges.

The wider, freer space for expression that often arises during political transitions is paramount, but one needs to look at how the space is uti-

lised. More magazines may materialise to fill this space, but content may not have been improved. It is important to maintain space for serious development issues. Also, journalists must be driven by solidarity with one another.

"Journalists need to be concerned about their colleagues," said Ms. Son.

There is also a need for unbiased behaviour, to

make sure not to take the side of the government or activists. The media should be both professional and balanced. It is important promote public-oriented journalism or developmental journalism which needs to be professional and critical to help improve the lives of the people. For example, in Myanmar, commercial development of the media exists, but development issues still need to be covered and there must be room for different ethnic and language groups.

The Philippines and Sri Lanka are good examples when looking at media during conflicts. In the Philippines there is a question of freedom vs. responsibility. There was a broad exile media community before Marcos fell. In 1986, when they returned to the country, exile media and the already existing media inside the country struggled to find a way of dealing with one another. Some of the established media reformed, some died; some were almost lynched. The Philippines has the freest media in Asia according to press freedom indexes. In spite of this, scores of journalists are killed there every year. In Sri Lanka, IPS-Pacific pursued a project to help Tamils gain access to world news during the war.

"We took a news feed in English and translated it into Tamil," Ms. Son explained.

"But even here, politics or fear intervened. One translator refused to translate a story about peace-making in another country. He was worried how his community might take it if he was seen to be translating a story on the theme of peace-making."

7.3.1 Recommendations

Ms. Son put forward a number of recommendations:

- Using the right language can be part of the solution.
- There must be cross fertilisation of ideas with neighbouring countries, as was the case in 2009, when IPS Asia-Pacific organised the Mekong Media Forum. All participants came from different political environments.
- Journalists need to push themselves. Many are too used to self-censorship.

7.4 Questions and Answers summary

Media can play an important role in national reconciliation and peace-building. Journalists should have the correct understanding of their role. As was seen in the case of citizen journalists and bloggers in Tunisia, there was a concern that they learn basic journalism rules and, as was noted, in a more diverse media environment there can be tension between journalists and bloggers. How do we draw the line? Is it called a professional news operation if there is an editor to check the work? Yet for professional journalists in Myanmar, there appears to be limitations, as noted by one reporter who said that if one tries to do one's job and report the Myitsone Dam project, for example, one is

seen as a troublemaker. The local media tends to shy away from such coverage.

There is a need for peace media reporting that goes along with the peace process and discussions, and in particular, ethnic groups need help when it comes to having trained personnel to act as press people or spokespersons. Media should be supporting not disturbing this peace process. There should be an understanding that peace is crucial for the country.

A young man reading the newspaper in Yangon, Myanmar. Photo: IMS

8. Concluding session
Partnerships and the comprehensive sector approach

Moderated by Mr. Jesper Højberg, International Media Support (IMS) and Ms. Susanne Ørnager, UNESCO

The Concluding Session of the conference was an opportunity for participants to discuss the many recommendations provided by speakers and potential ways forward. Myanmar's chairmanship of ASEAN is approaching in 2014, and much work remains for the country to carry through the necessary media reforms that will enable Myanmar media to support a democratic development in the country.

The variety of participants at the historic conference on media development in Myanmar was a clear indication of the wide international support and the strong capacities within media in Myanmar that can help the government make this happen. However, the driver of media development in Myanmar must be the media sector itself.

While the conference was not intended to provide a road map for media development in Myanmar, participants at the conference agreed that long-term partnerships and media development actions in Myanmar can benefit from a comprehensive, cohesive and long-term approach.

Myanmar's international media partners have a major responsibility to ensure that the support provided for media development in Myanmar in this crucial transition period is strategic and is coordinated with other international actors. This point was emphasised by both Mr. Højberg, International Media Support and Ms. Ørnager, UNESCO. The Partnership approach (Annex 3) has proved to ensure greater impact, a way of optimising the expertise available in different organisations, avoiding duplication of activities and protecting national actors from being overburdened with similar queries from a variety of different actors.

"The potential for getting it right this time is great," Mr. Højberg said in his presentation.

The sector-wide approach to media development reflected in the agenda of the conference through the variety of issues covered, was also highlighted in the concluding session. UNESCO's media development indicators addressed together can pave the way for a comprehensive

sector approach where all elements of media development – from media law reform to professionalisation to business management – are taken into consideration as interlinked components, dependent on one another for the achievement of a strong, free and sustainable media sector.

The final words of the conference were left to the Myanmar Ministry of Information and Culture. For the Myanmar government, media development will be developed over time with a long-term perspective. A quick fix will not do.

"This is a learning process that will take time and we will work hand in hand with the media on development," said the Minister of Information and Culture, H.E. U Kyaw Hsan.

The following section summarises the recommendations brought forward in each session by the speakers as well as inputs provided by the participants.

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8.1 Summary of the way forward from each conference session

8.1.1 Session 1: Media as a platform for democratic discourse

1. Speakers highlighted the importance of democratic reform within ASEAN.
2. Community media in providing voice and access to rural and poor communities play a part in Myanmar's transition towards democracy.
3. The media environment and media laws do not exist in a vacuum, other factors (social, political, economic) impact on the media environment. Other legislation impacting on media (for instance the telecommunication law) is part of a reform process aimed at strengthening media freedom.

8.1.2 Session 2: Media legislation and regulation

1. The ratification of the International Covenant on Civil and Political Rights (ICCPR) was highlighted as an important element of transition as it is essential in providing a framework for the protection of human rights.
2. In reforming broadcast media in Myanmar, reference was made to the international systems of broadcasting that encompass genuine public media, private media and community media.
3. International principles limiting restrictions on freedom of expression are defined to be set in law, to be narrowly defined and to meet the needs of a democratic society.
4. Media support actions can assist in avoiding confusion between existing legislation and new laws governing media to ensure that the process of reform takes precedence.

8.1.3 Session 3: Media Pluralism and business sustainability

1. There are more than 100 different ethnic groups living in Myanmar, the aim of media development is to reflect this diversity.
2. High-quality journalism and good media business need a strong environment for business, a level playing field, free and fair markets, clear and transparent laws, taxes and standards, investment in news and professional management.
3. Media development programmes needs smart business development strategies aimed at providing media houses with a wide range of revenue streams, effectively managing their resources, strengthening their independence, focusing on their audience and providing access to functioning distribution systems including via mobile phones and the internet.
4. There are economic limitations that exist in Myanmar, such as low levels of income, very low Internet penetration etc.

8.1.4 Session 4: Professionalism and capacity building

1. Capacity building of the Myanmar journalists and media organisations is of crucial importance. Training opportunities as well as support to professional and media support groups are important parts of capacity building.
2. There is a need for academic mass media programmes as well as for practical journalism training. Media development organisations can play a role in providing assistance to universities to build degree courses in journalism that answer the need of the industry and are based on democratic values in line with the UNESCO indicators of media development.
3. A functioning media industry needs efficient managers so that management training is an important part of media training programmes.
4. A strategic approach, national ownership

and sustainability of the training structures and programmes are crucial to the success of such programmes. Speakers and participants suggested establishing a press institute and a training institution to support this work.

5. As the Myanmar media grows there is a need for skills training of new journalists entering the profession who may not have had any formal journalism training.

6. Participants also described a wide range of training needs including in diversity, specialised reporting, design and technology, including in ethnic media.

7. The involvement of regional structures in the journalism training process in Myanmar was identified as a crucial component.

8.1.5 Session 5: Media associations and collective responsibilities

1. It was widely recognised that the journalist community should be encouraged to build an independent organisation of journalists, which can be recognised as the voice of Myanmar journalists from whatever background.

2. Speakers and participants highlighted the obligation of all parties – governments, employers and journalists themselves, to build a safe working environment for journalists and protect journalists against attacks.

3. Reform of state owned media into public media is one of the key components of media reform.

4. A code of ethics based on fundamental principles that is owned by the journalist community itself was identified as a key component in promoting ethics and high quality in journalism and media development programmes should assist Myanmar journalists in this process.

5. Independent media councils aim to bring together the civil society, media owners, editors, journalists and media support groups and can assist in promoting ethical journalism.

6. Involvement of the Myanmar public and civil society in the media reform process is of crucial importance.

7. The media's capacity to effectively report on and present different groups in society including children, women and minorities is largely dependent on the internal organisation of staff and editorial policy of media companies.

8.1.6 Session 6: Media in peace-building and national reconciliation

1. The important role that independent and pluralistic journalism play in building an open media landscape and in assisting in a peace-building and reconciliation process was emphasised in this session.

2. A key part of post-conflict media assistance is providing advice and training to journalists and all types of media (including on-line media) to become more professional when they come out of a conflict situation.

3. The session heard about the problems some journalists face in covering stories such as environmental projects if they are linked to sensitive issues of ethnicity in Myanmar.

4. The regional perspective, making use of the lessons learnt by media in other countries of the region that have faced conflict and the challenge of reconciliation, is an important part of media development in Myanmar.

5. Journalists can be both critical actors and supporters of peace-building as long as professional values remain at the heart of their work.

9. Annexes

Annex 1: Conference agenda

MONDAY MARCH 19, 2012

08:00–09:00	**REGISTRATION**
09:00–10:00 09:00–09:15 09:15–09:25 09:25–09:45	**OPENING SESSION** » Opening speech by the **Minister of Information & Culture** » **Mr. Etienne Clement,** Deputy Director, UNESCO Bangkok » **Ms. Bettina Peters**, Director, Global Forum for Media Development Photo session
10:00–10:30	Refreshments break
10:30–12:00	**SESSION 1:** MEDIA AS A PLATFORM FOR DEMOCRATIC DISCOURSE Co-Moderators: **Mr. Ye Htut**, Director-General, Information and Public Relations Department, Ministry of Information and **Mr. Thiha Saw**, Chief Editor, Open News Weekly Speakers: 1. **Mr. Kavi Chongkittavorn**, Chairman, Southeast Asian Press Alliance (SEAPA): "*The role of the media for democratization in the ASEAN region and in Myanmar*" 2. **Mr. Kyaw Min Swe**, Chief Editor, The Voice Weekly journal and Living Color magazine: "*The needs and challenges of the media in Myanmar's democratic transition*" 3. **Mr. Steve Buckley**, Former President, World Association of Community Radio Broadcasters (AMARC): "*The role of media in empowering communities*" 4. Moderated Q&A session
12:00–13:00	Lunch
13:00–15:00	**SESSION 2:** MEDIA LEGISLATION AND REGULATION Co-Moderators: **Mr. Soe Thein @ Maung Wun Tha**, Writer and Editorial Advisor to The People's Age journal and **Mr. Eric Soulier,** Director, Mediterranean Region and Asia, Canal France International Speakers: 1. **Dr. Agnes Callemard,** Executive Director, Article 19, UK: "*The role of media, freedom of expression and information legislation in democratization processes*" 2. **Dr. Murray Green**, Director, ABC International, Australia: "*The role of media regulation and the values of diversity*"

	3. **Mr. Ye Htut**, Director-General, Information and Public Relations Department, Ministry of Information: *"New media laws and regulations in Myanmar"* 4. **Mr. Bambang Harymurti**, CEO and Corporate Chief Editor of Tempo International Media in Jakarta, Indonesia: *"The fundamentals of laws, rules and codes of ethics concerning media practices"* 5. Moderated Q&A session
15:00-15:30	Refreshments break
15:30-17:00	**SESSION 3:** MEDIA PLURALISM AND BUSINESS SUSTAINABILITY Co-Moderators: **Mr. Ko Ko,** Chairman, Yangon Media Group and **Ms. Bettina Peters,** Global Forum for Media Development Speakers: 1. **Ms. Michelle J. Foster**, Media Management and Marketing Specialist: *"Creating a dynamic media environment: the business of news"* 2. **Ms. Nang Calyar Win**, Publisher of Popular News journal: *"Myanmar media industry, its immediate challenges and new media business models"* 3. **Mr. Kumar Nadesan**, Chairman, Sri Lanka Press Institute / Press Complaints Commission of Sri Lanka / Managing Director, Express Newspaper Group, Sri Lanka: *"Unity among different stakeholders for professionalization of media – Sri Lanka Experience"* 4. Moderated Q&A session
18:00	Reception

TUESDAY MARCH 20, 2012

09:00-10:30	**SESSION 4:** PROFESSIONALISM AND CAPACITY BUILDING Co-moderators: **Mr. Ye Htut**, Director-General, Information and Public Relations, Ministry of Information, and **Dr. Helmut Osang**, Head of DW-AKADEMIE's Media Development Speakers: 1. **Mr. Johan Romare**, International Director, Fojo Media Institute, Linnaeus University: *"Formal journalism education versus on-the-job capacity development and why training often fails"* 2. **Mr. Ye Naing Moe**, Media Trainer: *"Capacity building for journalists in Myanmar – major challenges, needs and opportunities"* 3. **Mr. Ramon P. Tuazon**, President, Asian Institute of Journalism and Communication (AIJC), Philippines: *"Towards a Competency-based Continuing Education Programme for Myanmar Journalists"* 4. Moderated Q&A session
10:30-11:00	Refreshments break
11:00-12:30	**SESSION 5:** MEDIA ASSOCIATIONS AND COLLECTIVE RESPONSIBILITIES Co-Moderators: **Mr. Ye Naing Moe**, Media Trainer and **Mr. Johan Romare**, Director, Fojo Institute Speakers: 1. **Mr. Christopher John Warren**, Member, International Federation of Journalists (IFJ) Executive Committee, Asia/Pacific: *"Shaping Journalism – how journalists work together"*

	2. **Mr. Soe Myint**, Founder and Managing Director of Mizzima Media: *"Collective Responsibilities of different media stakeholders in strengthening democratic transition"* 3. **Mr. Oren Murphy**, Regional Director, Asia, Internews *"Rights and Ethics of the journalist in democratic transition"* 4. Moderated Q&A session
12:30-13:30	Lunch
13:30-15:00	**SESSION 6:** MEDIA IN PEACE BUILDING AND NATIONAL RECONCILIATION Co-Moderators: **Mr. Tin Maung Thann**, President, Myanmar Egress and **Mr. Muhammad Amir Rana**, Director, Pak Institute for Peace Studies, Islamabad Speakers: 1. **Mr. Eric Soulier**, Director, Mediterranean Region and Asia, Canal France International - Canal France International (CFI): *"Can media help building durable peace and development? The CFI experience in Africa, Middle East and Asia"* 2. **Mr. Soe Thein @ Maung Wun Tha**, Writer and Editorial Advisor to The People's Age journal: *"On-going peace negotiations in Myanmar and the role of media"* 3. **Ms. Johanna Son**, Regional Director, Inter Press Service – Asia Pacific: *"Reporting Development and Public Journalism in the Context of Peace building"* 4. Moderated Q&A session
15:00-15:30	Refreshments break
15:30-16:30	**CONCLUDING SESSION** Moderators: **Mr. Jesper Højberg,** Executive Director, International Media Support and **Ms. Susanne Ørnager,** Adviser for Communication & Information in Asia, UNESCO Panel: 1. **Ms. Lyndal Barry**, Pyoe Pin Program, Myanmar 2. **Mr. Thiha Saw**, Chief Editor, Open News Weekly This session will discuss the lessons learnt and the proposed way forward. The two panelists will function as the rapporteurs for the two-day conference and will sum up the proceedings. The two moderators will lead the discussions to bring out the final outcomes of the conference. Special Remarks: Director General, Ministry of Information or Deputy Minister of Information

For a list of conference participants, please contact Mr. Esben Q. Harboe, International Media Support at eh@i-m-s.dk

Annex 2: UNESCO's Media Development Indicator Categories

CATEGORY 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media: existence of a legal, policy and regulatory framework which protects and promotes freedom of expression and information, based on international best practice standards and developed in participation with civil society.

CATEGORY 2: plurality and diversity of media, a level economic playing field and transparency of ownership: the state actively promotes the development of the media sector in a manner which prevents undue concentration and ensures plurality and transparency of ownership and content across public, private and community media.

CATEGORY 3: media as a platform for democratic discourse: the media, within a prevailing climate of self-regulation and respect for the journalistic profession, reflects and represents the diversity of views and interests in society, including those of marginalised groups. There is a high level of inform ation and media literacy.

CATEGORY 4: professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity: media workers have access to professional training and development, both vocational and academic, at all stages of their career, and the media sector as a whole is both monitored and supported by professional associations and civil society organisations.

CATEGORY 5: infrastructural capacity is sufficient to support independent and pluralistic media: the media sector is characterised by high or rising levels of public access, including among marginalised groups, and efficient use of technology to gather and distribute news and information, appropriate to the local context.

Annex 3: Useful links

UNESCO's Media Development Indicators (MDIs)
http://www.unesco.org/new/en/communication-and-information/intergovernmental-programmes/ipdc/special-initiatives/media-development-indicators-mdis/

Conference material, including full Q&A and presentation transcripts
http://i-m-s.dk/page/myanmarconference2012presentations

More information about the International Media Partnerships
http://i-m-s.dk/area/partnerships

Canal France International (CFI)
http://www.cfi.fr