

SPECIAL CONDITIONS FOR COLLABORATIVE ACTIVITY

The following conditions relate to the activity offered by the Asia-Pacific Broadcasting Development (AIBD).

Obligations of AIBD:

- Return economy ticket to the location of the training activity.
- Suitable hostel or hotel accommodation and daily transportation from hotel to venue.
- Appropriate course materials will be provided.
- Where applicable, a Certificate of attendance at the conclusion of the training activity, provided the participant has achieved eighty percent attendance.

Obligations of the applicant’s Organisation:

- Payment of daily subsistence allowance, visa fee and any airport departure taxes or travel levies and airport transfers at the location of the activity.
- Travel and Medical insurance to cover the duration of the activity. Participants and/or their organisations are strongly recommended to make such arrangements to cover travel and medical risks.
- Expenses to cover any en-route costs (accommodation, meals, taxis, excess baggage, handling charges, selection of participant etc.) in travelling to and from the activity.
- Ensuring the continuation of the participant’s salary and other obligations.
- Assuring that the participant will be employed upon his/her return in a position related to the duties for which the activity was awarded.

Applicant’s declaration:

- To carry out such instructions and abide by such conditions as may be stipulated from time to time by the Asia-Pacific Institute for Broadcasting Development (AIBD).
- To follow the course of study and abide by the rules and regulations of training institutions and other establishments during the activity.
- To refrain from engaging in political activities.
- To return directly to his/her home country upon completion of the activity.

I have read, understood and agree to abide by the conditions listed above.

Name of applicant:

.....

Signature of applicant:

Date:.....

Endorsement by employer/official nominating authority:

The nominee’s application has been examined and I nominate him/her as physically and medically fit to follow this activity. I have also read the conditions listed above, particularly those relating to the obligations of the applicant’s organisation, and understand and agree to abide by these conditions.

Name of authorised official:

Designation:

Name of Organisation:

Official Stamp

Signature:

Date:



Media and Good Governance in Asia-Pacific

Kuala Lumpur, 22 - 24 March 2010

UNEP
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COSUDE



PROJECT OUTLINE

Introduction/Rationale

Asia-Pacific has seen modest to accelerating economic growth in recent times, which has not substantially trickled down to improve the standards of living of millions of its people. Implementation of the Millennium Development Goals has remained sluggish. Rural poverty remains a major preoccupation in many countries.

As UN undersecretary-general Dr. Noeleen Heyzer, executive secretary of the Economic and Social Commission for Asia and the Pacific (ESCAP) said, "In East Asia - the world's poorest region three decades ago - the poverty rate has fallen from nearly 80% in 1981 to 18% in 2005. In South Asia, it has fallen 60% to 40% over the same period. There are no mean feats; but the region as a whole, still has the highest number of poor people in the world. It is no time to celebrate." He said no country in the region would achieve all the MDG targets.

For economic growth to make a difference, it has to be coupled with good governance, the process of decision-making and the process by which decisions are implemented. Government is a key actor in governance, and the media industry is an important accelerator of good governance as well as development.

In fact, a robust, pluralistic and independent media is vital in any development efforts and in pursuing the demands of good governance; they include:

- Transparency -where people share information and act openly
- Participation -where citizens can influence the decision making process
- Accountability -where actors in decision-making process are held responsible for actions in the public interest
- Responsiveness -where institutions and processes try to serve all stakeholders
- Equity -where all men and women have opportunities to improve their well-being
- Rule of law -where laws apply equally to all
- Strategic vision -where leaders and the public have a long-term perspective on good governance and human development

To be effective, media, especially broadcast media, which has by far the greatest reach and comprise the primary source of information and news for most people in the region, should have access and must exercise freedom of expression, free flow of information and perspectives, and reporting and analysis of issues free from any form of interferences. Such enabling environment empowers citizens to have access to reliable information necessary to make informed decisions that affect their lives. It can encourage them to participate actively in various phases of development.

How can media help bring about development and change through the pursuit of good governance? This is the question that will serve as a general theme for the **proposed regional seminar/workshop in Kula Lumpur in March 2010**.

Objectives

1. To raise awareness and understanding of the state of good governance in Asia-Pacific and media's contributions to good governance.
2. To identify gaps and generate recommendations in covering and analyzing good governance issues.
3. To generate cross-functional and multicultural perspectives on media and good governance issues.
4. To generate media guidelines in governance reporting in Asia-Pacific
5. To sustain good governance advocacy through the conceptualization /script of a news feature/documentary format on good governance, and the publication of a book on media governance

Outputs

1. Participation of 30 broadcast journalists and resource persons in related fields from Asia Pacific
2. Generation of cross-functional and multicultural Perspectives on media and good governance
3. Generation of best practices of media coverage and analysis of good governance issues
4. Generation of media guidelines in governance reporting
5. Story Concept of a documentary/news features on good governance in Asia Pacific
6. Publication of a book on media and governance

Content

The programme will cover the following good governance issues; state of good governance in Asia-Pacific; state of media coverage and analysis on good governance; enabling environment for good governance, women, good governance and media; ethics and research for accurate reporting; media, elections and good governance, and new media and good governance. Some best practices in news features/documentaries from experts in the region will also be presented.

The programme will have a mix of seminar and workshop format to maximize participation and provide in-depth analysis and reflect on good governance issues.

Resource speakers/experts will be invited to examine the state of good governance in the region as well as the contributions of media in covering and analyzing good governance issues.

Participants will be give the opportunity to share their organization's experiences or best practices in media coverage of good governance issues, including the showing of news features for better appreciation of their contributions, if any, to good governance.

The seminar/workshop will ensure active participation from all delegates to generate maximum outputs, including a diversity of cross-functional and multicultural perspectives and experiences.

To sustain the initiative towards good governance, participants will conceptualize a programme, using the documentary or news features format that they can pursue to produce at their respective organizations once they return back home.

The seminar/workshop will also generate materials and documents that will form part of a book on media and good governance. Other experts will be sought to contribute to such publication. It should be published in a year's time.

Participants

Participants will include broadcast editors from radio and TV, public private and community media in Asia Pacific.

They should have at least four years of experience in broadcasting, mostly those involved in news and public affairs and in news documentary activities. He/she must be proficient in English.

Approved participants will submit a sample of their news features/documentaries. A total of 25 local foreign delegates will participate in the three-day seminar/workshop.

Resource persons on good governance issues and media's role in good governance from within and outside Asia-Pacific will be invited.

The seminar/workshop will aim for equal representation of men and women.

ประวัติการทำงาน โดยย่อ

ชื่อผู้สมัคร.....นามสกุล.....

ชื่อภาษาอังกฤษ.....อายุ.....ปี.....

ตำแหน่ง.....ระดับ.....

สังกัด.....

หมายเลขโทรศัพท์.....โทรสาร.....

ดำรงตำแหน่งในระดับนี้ตั้งแต่วันที่.....เดือน.....พ.ศ.....

อายุราชการ.....ปี.....เดือน.....เงินเดือน.....บาท

การศึกษาสูงสุด.....

หน้าที่ความรับผิดชอบ

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(ลงชื่อผู้สมัคร)

(.....)

(วันที่)

ถ้ารับรองของผู้บังคับบัญชา (ผู้บังคับบัญชาที่ควบคุมดูแลการปฏิบัติงาน)

ได้ตรวจสอบประวัติการทำงานดังกล่าวข้างต้นของ.....แล้ว
เห็นว่าถูกต้องตรงตามความเป็นจริงทุกประการ

(ลงชื่อผู้รับรอง)

(.....)

(ตำแหน่ง)

(วันที่)

ขอให้ผู้สมัครทุกท่านกรอกประวัติการทำงาน โดยย่อ เพื่อประกอบการพิจารณาคัดเลือก