



Accompany political change, strengthen the regions

Media Project in Malaysia 2020

„Accompany political change, strengthen the regions“

International Media Academy IMA under the acknowledgement of the IPPTAR and with the support of the German Federal Ministry of Foreign Affairs would like to present the Media Project **Accompany Political Change, Strengthen The Regions** in Malaysia 2020 for local radio journalists and media makers from the regions.

For the project, the radio hosts, producers and radio journalists are invited to take part in a seminar which will be held on the 15th, 16th and 17th of December 2020 on Zoom. Participation is free of charge but requires a short registration.

The aim of the seminar is to bring the radio journalists from regional programs of the national broadcaster RTM and the local journalists from community and private radios together to provide a high-qualitative journalistic training as well as to encourage the exchange of experiences and professional networking.

The program of the seminar is centred around empowering the local media especially radio stations and developing new formats for radio shows focusing on requests and needs of the audience from the regions. The media training strengthens the participants both technically and in their role as governance actors. The 3-day course covers the analysis of the current situation in regions, the demand of the audience as well as technical and thematic aspects to identify potential gaps and niches to develop new subject areas and programs. The seminar includes a mix of presentations, discussions and break out sessions.

In the end of the course the journalists will have learned skills how to generate ideas for broadcast formats which will enable them to report about the social, political and cultural processes on a

high professional level, are well accepted by the listeners and finally increase the credibility of the media.

Among the invited speakers:

- **Jasper Funck**, director of the International Media Academy IMA (Berlin), has decades of experience in media development in Africa, Central Asia and East Europe.



- **Jules Rahman Ong**
Jules has over 2 decades in the field of journalism using the medium of print, radio and video. He is an award-winning filmmaker based in Malaysia and a media trainer for students and corporate



- **Philipp Eins**, freelance journalist, podcast and video producer, media consultant, concept developer and trainer for digital formats in various German media outlets: Philipp has many years of practice in training. He worked at DeutschlandRadio Kultur in Berlin and as an online Journalist.



- **Anna Getmanova**, freelance journalist and media researcher with experience in local journalism in Germany and Russia



Details, registration and contact information.

Participants can **choose** any of the 3 weeks as the seminar courses will be repeated:

Week 1:

I. Part - December 15, 2020,

II. Part - December 16, 2020,

III. Part - December 17, 2020.

Time: 3.00 pm (Kuala Lumpur)

Place: Zoom

Language: English

Deadline for registration December 11th, 2020.

Week 2:

I. Part - December 21, 2020,

Time: 3.00 pm (Kuala Lumpur)

II. Part - December 22, 2020,

Place: Zoom

III. Part - December 23, 2020.

Language: English

Deadline for registration December 16th, 2020.

Week 3:

I. Part - December 28, 2020,

Time: 3.00 pm (Kuala Lumpur)

II. Part - December 29, 2020,

Place: Zoom

III. Part - December 30, 2020.

Language: English

Deadline for registration December 23rd, 2020.

To register for the training, please click the link below and fill in the form:

<https://forms.gle/9iFUumUxnP25PYwv7> and send it by the above registration deadlines. If you

have any questions about the event or the registration form please contact Anna Getmanova:

anna.imacademy@gmail.com.

Best regards,

International Media Academy IMA

<http://www.im-academy.net/>