



PRICEWATERHOUSECOOPERS 



SCG
SIAM CEMENT GROUP

UNDP Media and Accountability Workshop on Anti-Corruption Issues

Amari Watergate Hotel, Bangkok
8th Floor, Ayudhaya Room
22-23 February, 2007

Trainers: Clare Arthurs, Kittipong Soonprasert

Thursday, February 22

0800 Registration

0830 Introductions - This is an important session where we meet you properly and find out how to make the course work for you. Please don't be late.

What IS Corruption? - We look at the definitions, learn the jargon and discuss our role as journalists.

Governance Challenges in Asia

- Mr. Patrick Keuleers
Policy Advisor – Public Administration Reform & Anti-Corruption
UNDP Regional Centre in Bangkok

1030 Break

Governance and the role of the Journalist - explore the challenges we face as community watchdogs.

Ethical Journalism - What makes a professional journalist? How far can you go to get your story? What sets you apart?

1300 Lunch

1400 Governance and the Private Sector

- Mr. Roongrote Rangsiyopash
Vice President, The Siam Cement Public Company Limited
- Mr. Neil Thamotheram
Director, PricewaterhouseCoopers, Thailand

Put your questions on how the business world ensures good corporate governance.

1530 Break

What Makes a Good Story? - You have a great idea, but you still have to put it together. Re-enactments, undercover reporting, using original documents - bring your story to life with editorial and production values.

1730 Close

Friday, February 23

- 0830** **Production values** - practical session building on yesterday's work.
- Interviewing Techniques** – from open questions to closed questions: strategies for getting the best from the interviewee.
- 1100** **Break**
- Tools of the Trade** - knowing the law is an important part of a journalist's job. So too is knowing how to value and protect your own safety, the information you collect and the people who give it to you. We will look at the latest research on journalism and trauma.
- 1300** **Lunch**
- 1400** **Investigative Reporting** - following the money trail or seeking facts in the shadows can be a long and expensive process. Planning is vital.
- 1530** **Break**
- Preparing to Pitch** - Explore strategies for negotiating with editors.
- Editorial meeting** - Review and evaluation of your stories.
- 1730** **Close**

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