



Conference Programme

Conference Theme

➔ **Media and Society in the Pacific: Making a Difference**

The Pacific Media Partnership Conference (PMPC) 2012 will be held on 20 September in Samoa with the theme "Media and Society in the Pacific: Making a Difference". The PMPC provides a platform for the broadcasters in the Pacific for knowledge-sharing and to advance media coverage in the region. The conference is jointly organised by the AIBD, ABU, and Pacific Media Partnership. The PMPC is hosted by Samoa Quality Broadcasting Company Ltd. with Pacific Media Assistance Scheme (PACMAS) and the Friedrich Ebert Stiftung (FES) as major partners and supported by ABC, RNZ, SOPAC, SPREP, WHO and Australian Aid.

Given the tremendous influence that media wields in modern society, such as being able to shape public debate and popular opinion, this conference will delve into the social role for broadcast media in the Pacific region. In particular, it will look at the media's unique part in ensuring that essential developmental needs for countries are met, key segments of society are properly represented, new web-based and mobile technologies are best incorporated, and most importantly, the trust of the public is secured. To what degree has media performed its necessary developmental function in the Pacific, and what are the challenges confronting the industry?

Please note that this conference will be preceded by several workshops from 17 – 19 September 2012.

Thursday, 20 September

INAUGURAL SESSION AND KEYNOTE ADDRESS: 0900 – 0930

**COFFEE BREAK
0930 – 1000**

**SESSION 1: 1000 - 1130
DEVELOPMENT AND CONFLICT: WHAT CAN MEDIA DO TO HELP?**

Poverty alleviation, environmental protection and granting access to fundamental services such as healthcare and education are core issues facing many countries in the Pacific. Threats to stability and security also greatly hamper a country's ability to address such development issues. How can the media play a positive role in helping to put spotlight on these concerns? What productive steps can the media take to assist victims in conflict zones and deescalate cycles of violence?

SESSION 2: 1130 - 1245
MEDIA REPORTING ON WOMEN AND CHILDREN'S ISSUES

Discrimination and impoverishment continue to be serious obstacles in preventing the condition of women and children in the region from markedly improving. Has the media in the region given sufficient attention to the plight facing these large sections of society and what needs to be done to counter the inequality and abuse?

LUNCH
1245 – 1400

SESSION 3: 1400 – 1530
SOCIAL MEDIA AND CONTENT DELIVERY: POSSIBILITIES IN THE PACIFIC

Social media outlets are connecting with previously untapped sections of the public. How can broadcasters use the unique medium and tools to enhance their coverage? Can online platforms such as Facebook, Youtube, and Twitter along with mobile technologies chart a new path in terms of producing and delivering content to different audiences?

COFFEE BREAK
1530 – 1600

SESSION 4: 1600 – 1715
ENHANCING PUBLIC TRUST: BROADCASTING IN THE PACIFIC

The public trust remains the most valuable asset for any broadcasting organization. Trust in the media is a spur for progress in many aspects of society, such as empowering citizenry and promoting business sustainability. Quality journalism, engaging content and professional management are vital keys to securing and consolidating this trust. What then is the state of broadcasting in the region vis-à-vis this crucial asset? Is trust in the media stronger now in the Pacific or does the media still face significant challenges in informing the public? Can new tools of social media prove beneficial in restoring trust as well?

CLOSING REMARKS: 1715





Pacific Media Partnership Conference 2012
Media and Society in the Pacific: Making a Difference
 20 September 2012, Apia, Samoa

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