



ASEAN FOUNDATION

Think, **Feel** and **Be** ASEAN



MEDIA

INFORMATION

SHEET

1. ASEAN Youth Video Contest

About

The ASEAN Youth Video Contest engages young people, the future of ASEAN, by using interactive media to raise awareness about ASEAN and feel a sense of familiarity with the ASEAN identity. The topic for the very first video contest in 2015 was "What Does the ASEAN Community mean to you?", and the theme of the second contest in 2016 was "Volunteerism". Through the medium of a video, the topics of the ASEAN identity, volunteerism and themes of empathy and care for one another helps bring the people of ASEAN closer together, spreading good messages along the way. This helps build a sense of community.

Outcomes

The first video contest had 77 storyboard submissions, and in the second contest, 100 applicants submitted their videos. In both contests, 10 finalists were chosen to represent their countries and attend a video production training programme in Singapore.



Horea Salajan, the trainer of ASEAN Youth Video Contest explained the structure of building a good story to the 2nd ASEAN Youth Video Contest finalists during the video production workshop in Singapore.

2. Reporting ASEAN Media

About

Much of the news coverage on ASEAN was about high-profile government-level events, and less about stories of the people of ASEAN. Stories about how government policies were affecting people's lives, and the successes and challenges faced by the people of ASEAN need to be heard. Thus, the Reporting ASEAN programme was developed. The ASEAN Foundation partnered with Inter Press Service (IPS) Asia Pacific to develop a Media Fellowship and a Media Forum and continued working with Probe Media Foundation on this in February 2017.

Members of the media, together with professionals in the public, private, and academic sectors could exchange views and experiences at the Media Forum. They could also discuss emerging issues, challenges, opportunities in reporting and analysis on the ASEAN Community 2015 and beyond. It gave them opportunities to position the media and the public's perceptions, discussions, and reporting about ASEAN. The Media Fellowship built journalists' capacity for deeper, more consistent, and critical reporting on the ASEAN Community.

In 2016, coffeshop talks were organised to get the journalists' feedback on the programme.

Outcomes

Media Fellowship

A competition was organised to select print/photo/TV journalists to tell their story on ASEAN.

Media forum

40 fellows attended the regional meeting on 31 March – 2 April 2015 in Bangkok (the 1st media forum). The second Media Forum was organised in February 2017 attended by nine fellows. An online platform compiling stories/articles produced by the media fellows has been established at www.aseannews.net.



3. ASEAN Citizen Youth Journalism (2017)

About

Using the power of the media, the ASEAN Citizen Youth Journalism Initiative gets ASEAN youths to present impactful stories that pay homage to the ASEAN values and ideals. These young journalists will learn how to use media formats to spread these important messages to other young people throughout ASEAN, and influence positive change in their communities.





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