

Media-NGO interface workshop starts at AIOU

Afshan S. Khan

Islamabad

The two-day 'Journalists-NGO Interface' workshop being organised by the University of Miami and Indiana University of the USA in collaboration with the Allama Iqbal Open University (AIOU) started here on Saturday.

The workshop is for journalists, journalism educators and representatives of non-governmental organisations on strengthening media professionalism and NGO-media interface in Pakistan for HIV/AIDS coverage.

The workshop is being conducted by AIOU's Department of Mass Communication Chairman Dr. Syed Abdul Siraj. The trainers from the US include Dr. Jyotika Ramaprasad. She is an associate professor at the College of Communication, University of Miami, where she teaches integrated marketing communication and research methods. Dr. James Kelly is workshop project leader. He is an associate professor at the School of Journalism, Indiana University, Bloomington, where he teaches photojour-



National Programme Manager of National AIDS Control Programme (NIH) Dr. Hasan Abbas Zaheer, Dr. James Kelly and Dr. Jyotika Ramaprasad.

nalism, mass media and society and new communication technology. Ileana Oroza, a lecturer in the School of Communication at the University of Miami for the last 22 years. She was also on the staff of 'The Miami Herald'.

The first session started with the introduction and orientation of the participants, journalists, educators and NGO representatives. It was followed by an informative lecture on the HIV/AIDS by National Programme Manager of National AIDS Control Programme (NIH) Dr Hasan Abbas Zaheer.

Ileana Oroza gave a lecture on journalism theory and explained the basics of journalism independence, fact checking, multiple sourcing, responsibility and integrity.

Oroza, Kelly and Ramaprasad expressed their views on story ideas and plans and interface between NGOs and journalists. Reporting teams were briefed on how to develop and present their story plans. The experts gave their views on news gathering, how to find out a story and how to collect the story material in their surroundings.