



Myanmar Journalism Institute

MJI The Myanmar Journalism Institute (MJI) was founded 2014 as a locally owned media training organization with international support to build the capacity of the media and promote professionalism and freedom of expression. MJI is the only independently run training institution in Myanmar that offers a widely recognized diploma in multi-media journalism.
➤ mjimyanmar.org



MRTV Myanmar Radio and Television (MRTV) is Myanmar's state broadcaster, broadcasting from Tatkone and Yangon. Its main mission is to inform, educate, and entertain people in Myanmar. MRTV is currently digitizing their programs.
➤ mrtv.gov.mm



MPC The Myanmar Press Council (MPC) is a media adjudication body which settles press disputes, compiles journalism ethics, and protects media personnel in Myanmar. MPC was established in 2015 as a permanent body to ensure ethical standards in the media.
➤ myanmarpresscouncil.org



MIDO Myanmar ICT for Development Organization (MIDO) works on ICT for peace. It has developed a diversity of digital security initiatives, monitors online hate speech, and debunks disinformation on social media. MIDO has also been very active in strengthening media and information literacy (MIL) around the country.
➤ apc.org/en/member/myanmar-ict-development-organization-mido



MFE Myanmar Fifth Estate (MFE) is a non-profit, civic tech organization working to strengthen democracy through the use of technology, thereby boosting the transparency and accountability of government institutions in Myanmar. MFE envisions democratic governance in Myanmar that is fully in line with international best practices.
➤ facebook.com/myanmafifthestate/



DVB Democratic Voice of Burma (DVB) is Myanmar's leading independent TV news provider. It started as a non-profit media organization based in Norway and Thailand. Run by Burmese expatriates, its radio and television broadcasts provided uncensored news and information about Myanmar. DVB relocated to Yangon in 2012 and now reaches an estimated 10 million people daily.
➤ english.dvb.no



VDCF The Su Paung Arr Mann Village Development Committee Federation (VDCF) is a non-profit rural development association in Htan Tabin Township. The VDCF is member-based and currently addresses the development needs of 51 member villages in rural areas outside of Yangon. The VDCF runs Myanmar's first community radio FM station, "Khayae FM", as a pilot project.
➤ facebook.com/htantabincr

DW Akademie is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue. DW Akademie is a strategic partner of the German Federal Ministry for Economic Cooperation and Development. We also receive funding from the Federal Foreign Office and the European Union and are active in approximately 50 developing countries and emerging economies.

CONTACT
DW Akademie Yangon Office
Goethe Institute Compound
No. 8, Ko Min Ko Chin Road
Bahan Township
Yangon, Myanmar
dw-akademie.yangon@dw.com

Photo Credits: Cover © Chris Peken | Page 3: top left © DW/J. Mayer | top right © DW/K. James | bottom left © Zay Yar Minn | bottom right © DW/V. Silberg



MEDIA DEVELOPMENT

Myanmar | DW Akademie promotes media accountability

Myanmar's transition from a military dictatorship to a democracy has not been easy. Although the media landscape changed rapidly after censorship laws were lifted in 2012, media reforms have since slowed down considerably. A variety of laws have been used to prosecute critical reporting. At the same time, it has been hard for journalists to keep up with the professional demands of a fast-changing digital media sector, and many media outlets are struggling to survive financially.

By fostering media accountability, DW Akademie supports journalists, media, civil society, and the government as they work together to build an open, democratic society.

Facts

COUNTRY
Myanmar

PROJECT PERIOD
2018–2020

FINANCING
The German Federal Ministry for Economic Cooperation and Development (BMZ)

PARTNERS
Myanmar Journalism Institute (MJI), Su Paung Arr Mann Village Development Committee Federation (VDCF), Myanmar Radio and Television (MRTV), Myanmar Press Council (MPC), Myanmar ICT for Development Organization (MIDO), Myanmar Fifth Estate (MFE), Democratic Voice of Burma (DVB)

Media development projects in Myanmar

Training journalists, embracing digital change

The Myanmar Journalism Institute (MJI) provides state-of-the-art multimedia journalism education. It is the country's leading private, independent journalism school. DW Akademie supported MJI's launch in 2014, and since then has been helping the institute design and implement its educational programs. Today, MJI offers a diploma course for aspiring journalists and trains working

professionals. In keeping with current technological developments, the school maintains a strong digital focus, stressing online, video, and mobile journalism. It recently installed a new multimedia studio. All the investment is paying off: MJI graduates enter the job market with a distinct advantage.

Myanmar's first community radio station

In a country with more than 100 ethnic groups and languages, many citizens, especially in rural areas, have little or no access to mass media. Community media can close this gap by providing relevant information to local communities. Khayae FM is a pioneer in this field. The nation's first community radio station went on the air in February 2018. It is a joint pilot project by DW Akademie, the Myanmar Ministry of Information, and the Su Paung Arr Mann Village Development Committee Federation (VDCF). Every day for four hours, Khayae FM broadcasts from a studio in Htan Tabin Township, just outside of Yangon, covering an area with an estimated 80,000 potential listeners. Citizen journalists report on everyday topics that relate to local needs and interests, ranging from health to agriculture. The station's reporters are constantly in touch with their

listeners, explaining how community radio works, and motivating new volunteers to get involved. Khayae FM is currently increasing its social media activities and has begun to attract local advertising.

This community radio pilot has sparked interest around the country and DW Akademie has been active in promoting the expansion of this new media sector. DW Akademie helped publish a practical guidebook on setting up a community radio station. We are also developing a community radio app for smartphones, which will enable people to listen to programming and even record content for their stations.

Enabling open dialogue and exchange

DW Akademie supports the Myanmar Press Council (MPC), a body which aims to represent the media vis-à-vis politicians and the military when settling press disputes. The MPC is currently improving its complaints procedure and raising public awareness of media self-regulation.

DW Akademie supports the annual Media Development Conference and the Ethnic Media Conference in Myanmar as platforms for productive dialogue among a variety of stakeholders in the media sector.

In a joint effort, MPC, Free Expression Myanmar (FEM), and DW Akademie organized workshops and a study tour on "The Rule of Law and Freedom of Expression" for senior stakeholders of the Supreme Court, the Attorney General's Office, the National Human Rights Commission, Parliament, the Ministry of Information, and journalist associations. This was the first cooperation of its kind in Myanmar. It aimed to instill democratic values into the country's media laws and their application in court.

Another important achievement has been a cooperation between the state broadcaster Myanma Radio and Television (MRTV) and ethnic minority media. By sharing digital content from ethnic media on the MRTV website, marginalized groups got the chance to have their voices heard. Since 2013, DW Akademie has also advised MRTV on its transition from a state-run media outlet to a public-service broadcaster.

MIL to counter disinformation

The digital revolution has had a massive impact on Myanmar's media development. Social media has become a main source of information for millions of the country's citizens. While social networks have fostered communication and allowed more people to express themselves than ever before, hate speech and disinformation have become major problems. Through workshops and trainings, DW Akademie has strengthened media and information literacy (MIL) and verification skills for social media content. This is especially relevant in the run-up to the country's next elections, scheduled for late 2020.

a weekly TV show: "MILKy". The show was then produced by the Democratic Voice of Burma (DVB) and the Myanmar ICT for Development Organization (MIDO) in cooperation with the Friedrich Naumann Foundation (FNF). It hit the airwaves in 2019. In addition, DW Akademie has trained MIL trainers from MJI, MIDO, and private colleges from ethnic areas, who have developed a curriculum for MIL workshops and started boosting media literacy knowledge and skills throughout Myanmar.

DW Akademie organized an idea lab with participants from media and civil society to develop innovative tools to promote MIL in Myanmar. They created MIL Facebook stickers and developed



“ At DW Akademie, we believe functioning democracies need a vibrant media sector and free access to information. After all, better informed people make better decisions. In Myanmar, DW Akademie is partnering with journalists, media houses, civil society, and the government to foster freedom of information and freedom of expression.

Eva Mehl,
Country Representative Myanmar