



PUBLIC AFFAIRS AND ELECTIONS REPORTING

What Is This About?

There is no doubt that public affairs reporting constitutes the very core of journalism. Public affairs reporting can include almost anything that deals with public and quasi-public agencies, organisations and institutions.

To this end, the media is also one of the most powerful influences on how an election runs inside the country, and how it is perceived from the outside. Elections are a mix of rules and chaos, predictable events and surprises. Hence, journalists and editors have to stay above the 24-hour newsroom and social media when reporting on an election campaign. The focus is to limit their coverage on issues of importance to society and not just daily “spin”.

The emphasis of this course is on understanding how public issues get onto the media agenda and into the news, as well as, to hold those in power accountable to the citizens through accurate, insightful and analytical reporting. You will also be encouraged to explore the use of social media to cover and explain campaigns and policy.

How Long Is It?

This is a two (2) week intensive programme as follows:

WEEK 1	WEEK 2
<p>Classroom Training and Skills Workshop Sat & Sun 9:30 a.m. to 5:30 p.m.</p>	<p>Classroom Training and Skills Workshop Sat & Sun 9:30 a.m. to 5:30 p.m.</p>
<p>Individual Assignment Mon - Fri</p>	<p>Industrial Assignment Mon - Fri</p>

Who Is It For?

You! If you're a:

- You're a media enthusiast
- You're a media practitioner
- You are a fresh school leaver who wants to pursue a career in journalism learn the “nuts and bolts” of how public issues are researched, analysed and reported to serve the community

What Will I Gain From This?

- Demonstrate critical thinking skills about the state's public affairs and its dynamics
- Pursuit good political stories and operate effectively in deadline situations
- Ask the right questions and apply various journalistic and investigative research techniques to source for information

You will be trained and mentored by Malaysiakini's finest trainers, award-winning journalists and editors, as well as, diversely experienced management coaches.

What Are Other Courses I May Be Interested In?

- Gathering and Writing the News for Today's Media
- Malaysian Judiciary and Court Reporting
- Opinion Writing and Media Commentary

What's The Plan?

Day 1

Topic 1: Covering Public Affairs from a Civic Perspective
Topic 2: Storytelling for the National Audience

Day 2

Topic 3: Three Elements of An Election
Topic 4: The Media As Election Watchdog
Topic 5: The Election Process

Day 3

Topic 6: Covering Campaigns
Topic 7: Interviewing Politicians
Topic 8: 'Undi Power'

Day 4

Topic 9: Social Media as a Source of News

What Is Kiniacademy?

Kiniacademy, the academic arm of Malaysiakini, offers courses in media studies and more. Our aim is to develop the next generation of independent journalists and media professionals, both, in Malaysia and the region; by providing highly practical courses developed by professionals and delivered by professionals. Kiniacademy helps trainees get work-ready and future-ready.

Venue:

kiniacademy @Kini, PJ 51 Business Park,
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