The ASEF Media Handbook is written by journalists for journalists. It is a result of exchanges between Asia-Europe media professionals. The Handbook tackles a specific area of journalism and its challenges. It also presents suggestions for better quality stories based on experiences and insights shared during the Asia-Europe Foundation (ASEF) media projects.
The Role of Journalism in Asia-Europe Digital Connectivity

In conjunction with the 11th ASEM Summit (ASEM11) & ASEM's 20th Anniversary
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About Asia-Europe Foundation (ASEF)

ASEF promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, governance, sustainable development, public health and economy.

ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

ASEF runs more than 25 projects a year, consisting of around 100 activities, mainly conferences, seminars, workshops, lectures, publications, and online platforms, together with about 125 partner organisations. Each year over 3,000 Asians and Europeans participate in ASEF’s activities, and much wider audiences are reached through its various events, networks and web-portals.

For more information, please visit www.ASEF.org

Asia-Europe Meeting (ASEM)

ASEM is an intergovernmental process established in 1996 to foster dialogue and cooperation between Asia and Europe. Presently it comprises 53 partners: 30 European and 21 Asian countries, the European Union and the ASEAN Secretariat. ASEM addresses political, economic, social, cultural, and educational issues of common interest, in a spirit of mutual respect and equal partnership.

The 53 ASEM Partners are Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, the Lao PDR, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, the Russian Federation, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, the United Kingdom, Viet Nam, the European Union, and the ASEAN Secretariat.

For more information, please visit www.ASEMinfoboard.org
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List of Commonly Used Abbreviations

ASEM  Asia-Europe Meeting
ASEF  Asia-Europe Foundation
ERT8  8th ASEF Editors’ Roundtable
ERT8 Series  8th ASEF Editors’ Roundtable and Journalists’ Workshops
JW1  ASEF Journalists’ Workshop 1 in Brussels
JW2  ASEF Journalists’ Workshop 2 in Guangzhou
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Executive Summary

The establishment of an Asia-Europe Media Collaboration Network and proposed guidelines for its operation were 2 of the practical outcomes of the 8th ASEF Editors’ Roundtable (ERT8) held on July 2016, Ulaanbaatar, Mongolia. As part of the 20th Asia-Europe Meeting (ASEM) anniversary, the Asia-Europe Foundation (ASEF) ran a series of journalism workshops in addition to conducting an online survey of Asian and European journalists in the lead-up to the ERT8 editors’ dialogue in Mongolia. The survey and discussions focussed on the role of journalism in facilitating and enhancing people-to-people connectivity between the 2 regions, with emphasis on the importance of collaborative journalism in the rapidly changing digital media environment.

Participating journalists agreed on 34 recommendations and 5 detailed guidelines for the purpose of steering Asian and European journalists towards best practice collaborative journalism. These recommendations and guidelines were unanimously endorsed by editors attending the ERT8 meeting in Mongolia. In addition, by establishing the Asia-Europe Media Collaboration Network and principles for its operation, the editors established a framework that journalists and editors can use for enhancing collaborative journalism across the Asia-Europe region. The agreed principles for this framework are set out in Chapter 6.

The ASEF Digital Connectivity Survey showed that many journalists from Asia and Europe value information from distant countries but see various limitations to intercontinental collaboration. Data from the survey reinforced the outcomes of the ERT8 Series of meetings, which acknowledged that there is a strong case for Asia-Europe content being exchanged through quality journalism.
Combining analysis of the ASEF Survey with the outcomes of discussions in the ERT8 Series of meetings provided a consistent viewpoint that journalism has a key role to play in improving people-to-people connectivity between Asians and Europeans. The ERT8 Series of meetings offered significant benefit to journalism in Asia and Europe through the provision of substantial and practical solutions from working journalists for their colleagues across both regions.
Background

At the 10th ASEM Summit (ASEM10) in 2014 in Milan, Italy, “leaders underscored the significance of connectivity between the 2 regions to economic prosperity and sustainable development and to promoting free and seamless movement of people, trade, investment, energy, information, knowledge and ideas, and greater institutional linkages”. In addition, the leaders outlined that “digital connectivity, enabled by high speed, high capacity broadband connections to the Internet is a key element of modern society’s infrastructures. Leaders expressed interest to examine ways of enhancing digital connectivity between Asia and Europe”.¹

The 8th ASEF Editors’ Roundtable (ERT8) was held, 7–8 July 2016


in conjunction with the 11th Asia-Europe Meeting (ASEM) Summit (ASEM11) in Ulaanbaatar, Mongolia. ERT8 brought senior editors to Mongolia around the period when Summit-associated meetings were being held. In order to increase the depth of discussions held at Editors’ Roundtable as part of the 20th Asia-Europe Meeting (ASEM) anniversary, 2 supplementary pre-Editors’ Roundtable workshops for Asian and European journalists were undertaken, forming an ERT8 Series of workshops in 2016.

Taking the Milan outcomes into account and in recognition of ASEM’s 20th Anniversary in Ulaanbaatar, the theme for the 2016 Editors’ Roundtable series focused on connectivity between Asia and Europe in addition to the responsibility that media has with respect to connecting communities, collaboration and sharing information between nations in Asia and Europe.
In order to involve the maximum possible number of participants in addition to those attending the 2 Journalists’ Workshops and the Editors’ Roundtable, an online Digital Connectivity Survey was developed, to seek the input of the broad Asian and European journalism communities. Survey responses and analysis were included as part of the Journalists’ Workshops and contributed to the discussions at the Editors’ Roundtable in Ulaanbaatar. ASEF used its network of media organisations throughout Asia and Europe to encourage journalists to respond to the survey.

The 2 supplementary ASEF Journalists’ Workshops were held in Brussels, Belgium, in January and in Guangzhou, China, in May, 2016. These Workshops offered an opportunity for focussed dialogue between Asian and European journalists with the intention of formulating ideas and recommendations relating to specific themes, for input into the 8th ASEF Editors’ Roundtable discussions.
Introduction

Mutual trust and collaboration were seen as fundamental principles needed to be practised by journalists in Asia and Europe in order to increase understanding and connectivity between people and organisations from the 2 continents. Editors from over 20 different countries highlighted these and other principles of journalistic practice as part of the final recommendations of the 8th ASEF Editors’ Roundtable (ERT8) in Ulaanbaatar, Mongolia. The Editors’ Roundtable was the culmination of a year-long series that included an online journalism survey and journalists’ workshops in Europe and Asia focused on the themes of connectivity and collaboration between the people of Asia and Europe, specifically relating to the role of journalism in facilitating connectivity and mutual understanding between members of the diverse communities within the 2 regions. The ERT8 Series was organised by the Asia-Europe Foundation (ASEF), in the lead-up to and in conjunction with the 11th Asia-Europe Meeting (ASEM) Summit (ASEM11) in July 2016, in Ulaanbaatar, Mongolia.

Workshops were held during January in Brussels, Belgium, and during May in Guangzhou, China, where journalists discussed the importance of their work in facilitating deeper understanding, improved collaboration and better connectivity between the people in Asia and Europe. Journalists noted that they could achieve this by reflecting the cultures and daily life activities of other countries and by bringing relevant and meaningful stories from across the world to their local communities. Editors attending the Roundtable in Ulaanbaatar reinforced these objectives as well as unanimously endorsing the recommendations from the 2 Journalists’ Workshops. In addition editors considered findings from the ASEF Journalists’ Survey as a component of their own deliberations before articulating a final list of recommendations, actions and principles.
It was acknowledged that journalists needed to be proactive in building networks, collaborating and enhancing their audience’s experiences through contextualised international stories that had relevance and impact to local audiences. Editors and journalists also recognised the need to effectively use the full capacity of digital and social media for networking, collaboration, research and storytelling.

Outcomes and recommendations from the Journalists’ Workshops, Survey and Editors’ Roundtable are discussed in the following chapters with full detail of the key recommendations, actions and principles summarised in the appendices.

The first Journalists’ Workshop in Brussels during January 2016 revolved around the core themes of digital connectivity, the advantages of being connected and the role of journalism in connecting people. Dialogue and activities were programmed around 4 key sessions. These were: Practices and Role of Journalists, Current Media Environment, Community

Figure 1 The 8th ASEF Editors’ Roundtable (ERT8) was organised in conjunction with the 11th Asia-Europe Meeting (ASEM) Summit (ASEM11) in July 2016, in Ulaanbaatar, Mongolia.
Consumers/Prosumers and Opportunities for Connectivity. At the conclusion of the workshop key outcomes and recommendations were gathered in group sessions and endorsed through plenary consensus.

The second Journalists’ Workshop in Guangzhou, China, followed the same processes outlined for Workshop 1 with the purpose of adding to and expanding upon the dialogue and recommendations already gathered from the workshop in Brussels. Journalists attending Workshop 2 also focused on the strengths of collaborative journalism across Asia and Europe. A key theme of this workshop was: journalism serving the public interest through collaboration and intercontinental connectivity. Core themes emerged relating to the need for journalists to be proactive in seeking to collaborate across Asia and Europe as well as understanding that with 5 billion people in Asia and Europe, there are many untold stories that could captivate and be of high importance to audiences across both continents (Figure 1).

All outcomes, recommendations and data gathered from the 2 Journalists’ Workshops and the Digital Connectivity Survey were considered in Ulaanbaatar during the Editors’ Roundtable discussions. Dialogue focused on the key themes of:

1. Digital connectivity
2. Role of journalism in connecting people from Asia and Europe
3. Opportunities for enhanced collaboration for mutual advantage

The Editors’ Roundtable concluded with a 1-page communiqué outlining key recommendations for government and non-government organisations in addition to recommended actions for journalists and editors, as well as listing a set of journalistic principles needed to establish an Asia-Europe media network for collaboration. Participating journalists and editors developed these recommendations, actions and principles to enhance the capacity of media to improve understanding and connectivity between the people of Asia and Europe and to improve the
capacity of journalists to work collaboratively while reflecting the diversity of the Asian and European cultures to their local audiences.

A key purpose of this publication is to offer the outcomes of the 8th ASEF Editors’ Roundtable series as a resource for journalists, editors and those working with digital media.
In the 21st century, the world can be compared to a global village, where events on one side of the planet may have significant impact on local communities on the other side of the world. In addition, digital media, including social media, allows people to be connected and pass on information instantaneously about events, issues, trends and attitudes, similar to the way information can be rapidly shared between people in villages and small settlements. People can connect with each other and share information and opinions without the need for journalists or media organisations to carry the stories. Nevertheless, there is an important role for journalists to maintain a global awareness, in order to produce stories with balanced, objective and impartial coverage of issues and events from all over the world.

The Asia-Europe Meeting (ASEM) leaders viewed connectivity in a variety of different ways, including “promoting free and seamless movement of people, trade, investment, energy, information, knowledge and ideas, and greater institutional linkages” (see section “Background”). Trade, investment and the physical movement of people are being addressed by ASEM Partner countries in a variety of different ways. For example, China’s “One Belt, One Road” policy is investing billions of Chinese renminbi (RMB) into the “new silk road” over land and the new “maritime silk road” which will increase the capacity for people to move freely for trade, business travel and tourism.1

Notwithstanding the importance of physical connectivity, the value of connecting through information, knowledge, ideas and institutional linkages is significant. In these areas journalism can have a significant impact.

One of the most important roles of journalism is to inform audiences about stories that matter to people in their daily life activities at a local, national or international level. Good journalistic practice means that important and relevant stories, including those from foreign countries, should be presented and told in a way that demonstrates the impact and significance of issues to local audiences.

With this in mind, the objectives of ASEM leaders towards increasing connectivity between Asia and Europe provide a significant opportunity for journalists and media organisations by facilitating informed, impartial, accurate and balanced inter-regional pathways for people-to-people and organisation-to-people connections.

While it could easily be argued that people can connect using digital and social media without the need for journalistic content, it is not sufficient to rely solely on the capacity of individuals to connect with each other or with organisations from distant countries for a variety of reasons. These include the limitations many people will have in overcoming the language and cultural barriers as well as the disparity in the connectedness and digital resources available to people in diverse communities. There are many and varied reasons for inequality relating to people’s capacity to connect using digital media, such as literacy and digital literacy, availability of money to acquire smart phones and computers, networks and infrastructure at international, national and local levels, and the availability of suitable apps and programmes in the diverse languages across the globe. With reference to the digital divide between various groups in society, Jan VAN DUK (2012) describes the inequalities of digital media skills and usage as becoming as important as limitations from physical access to digital devices and infrastructure. He states, “differences of physical access
Connectivity Between People in Asia and Europe

(connectivity), skills and usage will become much more strategically important in a network society (which can be) defined as a society that is increasingly based upon a combined infrastructure of social and media networks”.²

The disparity between those who can easily connect across international borders and those with significant barriers is unlikely to disappear in the foreseeable future. This adds a key aspect to the role of journalists in connecting people between Asia and Europe, which is to provide accessible, relevant and important information to the whole community, including the digitally advantaged and disadvantaged. In this role of connecting people across international borders, journalists should also include opportunities for audience members to not only access and consume the content, but also to contribute where relevant, with their own information, perspectives and opinions.

There is strong social value in allowing people from Asia and Europe to connect with each other effectively and on a more equal footing. In addition, there is political and economic merit in facilitating better people-to-people connectivity. Gary HAWKE and Anita PRAKASH (2016), focus on the rationale and concepts behind various forms of connectivity and note that “person-to-person connectivity is intended to spread understanding of a common interest in regional issues and to promote willingness to take a regional perspective on the allocation of costs and benefits from regional cooperation projects”.³

The fostering of mutual understanding, respect and acceptance of the many different cultural differences that exist within Asia and Europe is a significant component of building relationships at a personal, social,


Connectivity Between People in Asia and Europe

business, trade and economic level. Jürgen RÜLAND (2016), argues that people-to-people connectivity and relationships “might increase mutual appreciation; foster tolerance and better understanding of different historical trajectories and cultures; overcome indifference, prejudices, and stereotypes.” With this in mind, it is important to ensure that this person-to-person connectedness is balanced and holistic, allowing all people in the community the opportunity to improve their cultural awareness and to connect via best practice journalism that provides high-quality, relevant content and actively involves the audience.

With respect to coverage of international content for local audiences, there are many issues facing journalists today, including limited resources for travel and increased pressure to publish more stories with a corresponding reduction in time allocated for research and background checking. This means journalists themselves need better ways of connecting with each other and collaborating to ensure they have the capacity to find important and meaningful stories, rather than publishing those stories that are easier to find and require less research, input and resources. This is especially true when it comes to covering content from outside a journalist’s own country or continent. As will be covered in later chapters, there is a very strong need for journalistic collaboration despite the significant difficulties that exist. Reasons for this include the highly competitive nature of journalism and the media industry, language differences, lack of knowledge and understanding of who to work with, resistance from editors for international content to be of interest to local audiences and lack of time to build relationships. Nevertheless, collaboration among journalists at a national and international level is both important and timely. In a research paper for the Asia-Europe Foundation (ASEF), Gareth Price from Chatham House, states, “There is potential for greater engagement between journalists in Europe and Asia. Already, many Asian

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newspapers run articles by European newspapers. On the other hand, the rising international prominence of Asian powers, such as China, means that European newspapers are also likely to devote more attention to Asia”.\(^5\) In a logical but appropriate extension of the concept, journalists can facilitate connectivity between people in Asia and Europe much more effectively, if they are more effectively practising collaboration and connectivity within their own profession.

Discussions and outcomes from the 2 Asia-Europe Foundation (ASEF) Journalists’ Workshops are summarised in the publication *ASEF Journalists’ Digital Connectivity Workshops* at Brussels and Guangzhou, which are available on the ASEF website. The extensive list of recommendations was adopted in its entirety by editors at the 8th *ASEF Editors’ Roundtable* in July 2016, in Ulaanbaatar. This list, along with the final communiqué and recommendations from editors in Ulaanbaatar, is included in the appendices of this document.

Participants attending both workshops agreed that journalists have the opportunity to increase the level of journalist-to-journalist intercontinental collaboration as well as journalist-to-community intercontinental connections. By producing relevant content from Asia to European audiences and Europe to Asian audiences, journalists may be able to tap into the wider areas of interest that digital and social media users have. In order to produce content from one continent to the other, the *ASEF Journalists’ Workshops* and *Editors’ Roundtable* participants cited the need to connect, form networks and build relationships, as being the primary method of finding relevant, meaningful stories that matter to, and have impact on, local audiences (Figure 2.1).

Acknowledging that social media and other forms of digital media are at least partly used for news consumption and distribution, participants discussed ways to use social and digital media more effectively to ensure trusted news sites become the primary sources for social and digital media users.
The primary reason given for this is that in addition to consuming news, social media allows members of the community, who produce as well as consume digital media content, to share, distribute and create news without journalistic scrutiny. It was observed that in the 21st century, all people have the capacity to consume and produce content of their choice without the schedules and limitations of only consuming the news and information contained within news bulletins. However, paradoxically, it was agreed that the role of journalism was becoming increasingly important due to the need for broader, holistic news and information that adhered to good journalistic values and practices and covered global issues in a manner that reflected the interests of, and mattered to, local people undertaking their everyday life activities.

Participants at the Editors’ Roundtable and Journalists’ Workshops identified a variety of reasons for having a journalist’s stories heard abroad, including the following:
• Increasing tolerance and understanding between people of different nations
• Increasing opportunities for collaboration between people from different countries
• Increasing interest in each other’s country which can help promote tourism, business activity and educational opportunities

Another major opportunity for intercontinental connectivity identified by participants was the ability to have very difficult and sensitive stories, which may be dangerous or difficult for a local journalist to produce, being published from outside one’s own country. A foreign journalist, especially one from another continent, is much more likely to be able to cover these issues without fear of potential negative or life-threatening consequences. Collaboration between journalists in Asia and Europe was seen as one very effective way of countering this challenge to high-quality, independent journalism.

Multilateral collaboration between journalists in Asia and Europe was seen as the best way to connect with audiences in both continents. Journalists wish to tell meaningful and engaging stories, and to do this, they need information about issues, activities, interests, aspirations and concerns that fascinate and engage people locally as well as in countries on the other side of the world.

Collaboration was seen not just as a way of finding out more about the interests of audiences in each other’s countries, but also as a means of reaching the audiences more effectively by using the capacity of local journalists to tell another journalist’s stories to their audiences in their own communities. The importance of media professionals working together will be discussed in more detail in the chapter on Collaborative Journalism.

The workshops and roundtable participants discussed the need for a diversity of people, voices, faces and appearance, so that their local audiences receive content that is culturally rich and reflects the diversity of the world. This would include different accents, different faces, different places (both natural and man-made) and concerning
different issues compared to those local audiences normally receive. Participants discussed the prime responsibility of journalists to ensure that these diverse stories are of high interest and presented in such a way as to matter to, and have impact on, local audiences. It was also acknowledged that searching for people beyond the newsmakers may add significantly to the audience experience as well as assist in bringing more balance to covering broad community issues in a more holistic manner.

Notwithstanding the need for truth, impartiality, accuracy and balance, there is also a strong role for journalists to tell positive or inspirational stories in addition to events, disasters, crime, politics and sport. Journalists at the workshops noted that other genres, including science, technology, innovation, humanitarian and social work, education, health and creativity are just a few subject areas that offer opportunity to focus on inspirational matters.

Journalists cannot be informed and knowledgeable about all subjects, and the 8th ASEF Editors’ Roundtable (ERT8) Workshops discussed the potential for journalists to avoid stories where their knowledge was lacking. This had a tendency to narrow the diversity of subjects covered by journalists and may be a barrier for journalists to undertake stories that come from other countries, where knowledge and contacts are limited. Connections and partnerships with journalists from other countries and other continents were seen as one way of overcoming this limitation.

Lack of knowledge of issues may allow audience-generated content to go out to audiences unchecked by rigorous journalistic assessment. Discussions highlighted this as an area that requires attention by journalists from both Asia and Europe, to meet the challenges presented by ever-increasing amounts of user-generated digital media, much of which is presented as news. The application of sound journalistic practice for all sources of content was perceived by participants as essential but difficult to achieve.

Diversity of topics was a major theme of the discussions. It was agreed that diversity was
necessary to achieve a holistic approach to social issues and to ensure that the broad interests of the community can be met. It was agreed that more effort needed to be made to provide audiences with diversity in topics and diversity of people within the news cycle.

With respect to social media and user-generated content, it was acknowledged there is a reality that “anyone, anywhere can send any story to everyone, everywhere”. In this context, during discussions journalists acknowledged they have a responsibility in covering stories from distant countries to ensure their audiences receive content that has the same high standard of journalistic treatment and contextualisation as they receive from coverage of local stories.

Journalists noted the importance of checking facts and accuracy especially when covering issues and events from another continent, where an individual journalist’s knowledge about a story may be limited. In such instances, it was seen as even more important to check facts, undertake research and to verify sources and data. With respect to data journalism, it was noted that digital media, especially with high-speed internet capacity, offers journalists unprecedented access to detailed information with opportunities for in-depth analysis, research and verification. However, data journalism is a speciality and requires time and effort, particularly when covering stories in another country. It was acknowledged that in-depth data journalism, while extremely important, is infrequently practised by journalists who are limited by time, resource and deadline constraints.

ERT8 Series participants agreed the level of understanding about audience consumption habits in foreign countries was limited or very low. Discussions outlined the impracticality of learning significant amounts about audiences and their habits from many different countries. It was agreed that the people most likely to know about audiences were the journalists from those countries. Therefore, connections and partnerships with journalists between the continents were seen as vital for targeting audiences in diverse and distant nations.
With the objective of reaching as many journalists as possible, the Asia-Europe Foundation (ASEF) commissioned an online survey for journalists working in Asia and Europe. The purpose of the survey was to gather information about the practices of journalists using digital media platforms, especially with respect to their coverage of content from countries outside their own region. Based on the perceptions of journalists, the survey aimed to assess content topics, levels of data journalism research, amount of collaboration, extent of digital platform usage (privately and professionally), trust and reliance of news outlets and levels of interest in content from Asia to European audiences and Europe to Asian audiences. The survey also sought journalists’ perceptions relating to the interests of people in their community with respect to news and content genres, and how community members used digital media for accessing news and information. Journalists’ opinions were sought relating to how much members of their community interacted with people from countries outside their own region.

Rationale for seeking the opinions of journalists about broader community media activities and attitudes included the observation that good journalists should be plugged into their communities in order to properly reflect the interests, aspirations and activities of the people they are reporting on, and the audiences they are targeting. Therefore, their perspective about how community members use digital media is important and relevant with respect to their capacity to practise quality journalism.

The survey comprised 37 questions, which included: direct
Perceptions of Journalists – Survey

yes or no questions, multiple choice questions, questions requiring ratings or percentage estimates and opportunities for further comment. The survey used the SurveyMonkey programme and was responded to online by participants. Information about the survey was delivered to journalists in the Asia-Europe Meeting (ASEM) member countries in Asia and Europe through direct email notification by ASEF, word-of-mouth from ASEF workshop participants, online promotion via ASEF website, direct contact of journalists and word-of-mouth from journalists who had participated in the survey.

The survey was opened on 21 October 2015 and responses were collected until 15 September 2016. A total of 578 journalism professionals participated in the survey. Responses were anonymous; however, information relating to gender, age, type of role in journalism, country of residence and number of languages spoken was collected to allow data to be filtered and categories compared.

This qualitative survey used 37 questions to collect the experiences and perceptions of media professionals working in Asia and Europe. It did not collect quantitative data relating to journalism activities or numerically analyse types of stories in various media by genre. Rather the survey used the professional perceptions of journalists and other media professionals, based on their own experiences and observations, to assess digital media activity in their own communities and within their own professions. Given that it is a key role of journalists to reflect the interests and aspirations of their communities and to produce content relating to events, trends and attitudes within their society, it was relevant to collect data relating to journalists’ perceptions. This was in order to compare how digital media was being used within each community and how, or if, this usage may have differed between Asians and Europeans.

Out of the respondents, 54.5% were male, 45% were female and 0.5% chose not to identify their gender. However, 51% of European presenters, bloggers, press managers and foreign correspondents combined were women, while 59% of freelance
Journalists were women. The 3 most identified employment categories accounted for 77% of respondents and men accounted for the majority in all 3 areas. These were newspaper journalists (62% male), broadcast journalists (55% male) and digital journalists (57% male). In addition, of the combined European responses, just over 51% were female, from combined Asian responses, only 44% were female. The predominance of males in key news media roles is consistent with the findings of Carolyn BYERLY (2011), where she found that men significantly outnumbered women in journalism generally, especially in senior roles. She also noted “Men in the media outnumber women 4:1 across the Asia and Oceania region”. She found the percentage of women employed in media in most European countries to be higher than in Asia, but not at parity.1

With respect to age and gender, just over two-thirds of the respondents were over 30 years old, and of these 60% were male, while of the approximate one-third of respondents under the age of 30, 58% were women. While there might be many reasons behind this age/gender difference from respondents, it possibly reflects a tendency for more women to be taking up roles in news media across Asia and Europe in the 21st century as outlined by Suzanne FRANKS (2013), who noted, “women substantially outnumber men in journalism training and enter the profession in (slightly) greater numbers”.2 She also noted that while more women are now entering journalism, there is still great disparity, favouring men in seniority of roles and levels of payment.

Figure 3.1 illustrates the ratios of male and female respondents with respect to selected categories.

Relating to the type of role in journalism, Figure 3.2 shows that more than 3 quarters of the respondents worked in newspapers, broadcasting and digital media with

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3 Perceptions of Journalists – Survey

Figure 3.1 Ratios of male to female respondents in selected categories

Figure 3.2 Roles in journalism

Percentage of respondents in different roles

- Newspaper journalist
- Broadcast journalist
- Freelance journalist
- Press manager in government agency
- Press manager for NGO or IO
- News reader / presenter
- Digital / online media journalist
- Blogger / vlogger
- Foreign correspondent
- Not in media or journalism
freelance journalists accounting for 13% and the remaining 6 categories combined making up 10% of all respondents. Just under 2% of respondents identified that they did not work in media or journalism-related roles.

Asians made up 81% and Europeans 19% of all respondents. While this indicates that there may have been a higher level of interest from Asian journalists in completing the survey, it should also be considered that of the combined population of Asia and Europe – approximately 5.2 billion people – around 86% are Asian and 14% European. Therefore, while there may be various reasons for the lower level of European respondents, one clear explanation is that the ratio of respondents in this survey reflects the significant difference in population levels of the 2 continents.

Nevertheless, population differences alone do not fully account for the different response rates per region or per country. From Asia: Cambodia, India, Indonesia, Pakistan, the Philippines and Viet Nam had higher response rates than other countries; and from Europe: Bulgaria, Slovenia and Spain had higher numbers of respondents. Various reasons may be behind these response rate differences, including the capacity of journalists in each country to receive information about the survey, English language skills and the level of interest within each country, the amount of time available by journalists in different countries to complete the survey and the way journalists from each country perceive the need of their industry to reflect on itself and improve. While there could be a large number of reasons why the participation in the survey varied from country to country, the results nevertheless represent a wide cross-section of viewpoints from journalists in different countries from both continents. There were 5 ASEM countries, all from Europe, with no responses: the Czech Republic, Estonia, Ireland, Luxembourg and Norway. Only ASEM countries were listed on the survey; just under 1% of respondents said they came from another country in Europe, while 2% responded that they came from another country in Asia.

Media practitioners in Asia and Europe have identified themselves as being generally multilingual. Around 1% identified as speaking
only one language with more than a third speaking 2 languages from their own continent. 29% spoke 3 or more languages and over a third spoke both Asian and European languages. European journalists seem likely to be speaking more languages, with 70% of European compared with 40% of Asian respondents, identifying as speaking 3 or more languages. However, when it comes to speaking both a language from Asia and Europe, the Asians seem more likely to speak a European language than vice versa. Only 20% of European respondents said they spoke both Asian and European languages while 39% of Asians responded that they spoke both an Asian and European language. Women also identified, at 42%, as more likely to speak both Asian and European languages than men at 29%. Variations in age were less marked, but nevertheless evident, with 53% of those over 40 speaking 3 or more languages, while 61% under the age of 30 could not speak more than 2 languages. Respondents between the ages of 30 and 40 were most likely to speak both European and Asian languages. 38% of respondents identified that they could speak at least one language from each continent (Figures 3.3 and 3.4).

As users of social media, participating journalists in Asia had a slightly higher self-rating for continuous usage of social media than their European counterparts, with usage patterns for under 30-year olds closely following the Asian usage patterns. Figures 3.5 and 3.6 compare selected respondent groups with respect to their usage of social media and other forms of digital media. Over 40% of Asians and nearly the same percentage of respondents under 30 assessed themselves as using social media continuously, with fewer Europeans stating continuous use. The converse occurs with other forms of digital media, where nearly half of all Europeans assess themselves as continuous users. This may imply that European journalists are more likely to use computers and hand-held devices for purposes other than social media (such as blogs, email, web searches, web-based audio, TV and newspapers, apps and programmes, web-published data and research, and web trading) at a higher rate than their Asian counterparts. Regardless of differences, usage of all forms of digital media was high for all respondents.
3 Perceptions of Journalists – Survey

![Bar chart showing percentage of respondents relating to number of languages spoken]

**Figure 3.4** Number of languages spoken as a percentage of respondents

![Column chart showing respondents’ use of other digital media]

**Figure 3.5** Respondents’ use of other digital media
For all forms of digital media, including social media, the majority of respondents claimed regular usage, at least several times a day, whereas occasional or weekly usage was very low across all respondents. This demonstrates that journalists perceive themselves to be using digital and social media continuously or at least several times a day.

Participating journalists stated that the primary purpose for using digital and social media was for news and information gathering, whether for professional or private use. As indicated in Figure 3.7 respondents reported that they undertook social media research predominantly for professional reasons. However, they responded at a higher personal usage level with regard to reaching out to audiences. This may reflect interest in publishing their own content, over and above professional publications, either through social media or the use of blogs and other forms of digital publishing.

Journalists were given a broad explanation of data journalism, which was “using resources and data available via the Internet for checking background, accuracy or deeper understanding of the stories you are covering”. They were
asked to what extent they used data journalism, with 23% saying “sometimes”; and a very high, 77% stating “always”. Less than 0.5% of respondents said they did not ever practise data journalism. In addition, 40% of respondents claimed that they usually or always used data journalism when undertaking stories from countries or cultures other than their own.

However, as illustrated by Figure 3.8, when asked to what extent they had been able to learn skills and understanding of data journalism, less than 25% responded that they received formal training and 72% stated that they either learned on their own or simply found interesting data. One stated, “I have just learned about data journalism during fellowship last June”. Another noted “I had informal data journalism training, via journalism organizations in the US, and also via personal research”. Several respondents reported that they had “learned data journalism via online learning sites”.

The results relating to data journalism usage and training were similar for Asian and European respondents. However, a slightly higher proportion from Europe, 30% compared to 23% from Asia, reported they had received formal training. Given the high percentage of respondents with no training and the very high number stating they continuously use data journalism, it is possible there is a misunderstanding among Asian and European journalists about what constitutes proper data journalism.
Data journalism is defined by Elena EGAWHARY and Cynthia O’MURCHU in *Data Journalism*, a handbook written for the Centre for Investigative Journalism. They describe data journalism as “*the ability to analyse and examine numbers and to know how to manage large data sets and read them correctly*”. The data and information then needs to be used effectively in a story to make it accessible, relevant, meaningful and interesting to audiences. With this description, it is clear that simply finding information on the Internet is not really practising the analytical process of deep diving into numbers, or data to find information that is in the public interest. In addition, during the in-depth discussions of the ASEF Journalists’ Workshops and 8th ASEF Editors’ Roundtable, the participants discussed the extent to which they and fellow journalists were practising data journalism and using available data and information to verify stories. The unanimous conclusion was that most stories journalists write are based on limited research. Very few journalists have the time, resources, editorial permission or capacity to practise data journalism in their day-to-day roles. They also agreed that many journalists are unaware of their own limitations.

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The notion that journalists may be unaware of their own limitations with handling data, numbers and in-depth interpretation is supported by some journalists writing about themselves as being innumerate, making in-depth data journalism very challenging. Writing for *Journalist’s Resource*, John Wihbey notes, “many journalists continue to hesitate when stories require that they tackle complicated numbers”.

As can be seen in Figure 3.9, just over half the combined respondents stated that they had collaborated for professional reasons with a person from the other continent. A higher percentage of females reported collaboration than males, which was higher among Europeans than Asians. While age seemed to be less significant in differentiating levels of collaboration, the type of journalism role was noteworthy. Unsurprisingly, the group with foreign correspondents had the highest percentage of collaboration, with press managers and broadcast journalists also showing higher levels of collaboration. Newspaper journalists were the category reporting the lowest level of collaboration, which may reflect the nature of newspaper journalism.

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today, where foreign stories are often sourced from news agencies rather than from the paper’s own reporters or correspondents. Of those who responded that they had collaborated, over 25% identified co-authoring as a primary reason and an almost equal number identified the sharing of content or information as a cause for collaboration. Only 15% stated that doing research or backgrounding for stories was behind their collaboration, while 10% said they collaborated so that they could receive training and 6% stated that the training process delivered collaboration.

For those who stated that they had never collaborated with a person outside their own continent the dominant cause, almost 70% of respondents, was not knowing who to collaborate with. As illustrated in Figure 3.10, there were a range of other reasons cited. However, a significant number did not perceive collaboration as relevant to their work. Language as a reason for not practising transcontinental collaboration was cited by only 3% of those who had not collaborated, meaning that the vast majority of journalists do not perceive language as a barrier to working with people on the other side of the planet.

As will be discussed in the following chapters, participants at the ASEF Journalists’ Workshops...
and 8th ASEF Editors’ Roundtable discussed collaboration in depth and acknowledged the need for journalists to increase their levels of collaboration with each other for various purposes, including research, background, co-authoring and deeper understanding of diverse audiences. They noted the need for collaboration, both within their own region, as well as with journalists in distant countries.

Journalists were also asked questions relating to their perspectives on how the general public in their country used digital and social media. 83% of the respondents estimated that people in their community used social media several times a day or more, with over a third of the respondents rating community usage of social media as continuous. A slightly lower percentage of respondents (70%) estimated usage of other forms of digital media as several times a day or more. Nevertheless, the estimates for community usage of all forms of digital media were very high, with little difference in the estimates between Asian, European or age-based groups. Also 90% of the journalists participating in the survey responded that 50% or more of the people in their community use digital media to source news, while 11% of respondents said that all people in their community used digital media to source news and information.

Figure 3.11 illustrates that, 69% of all respondents estimated that half or more of the people in their communities used digital and social media as their only
or primary source of news and information. This response was consistent for both Asian and European respondents. While there is no doubt that the number of people using digital media to source news is growing, it is not consistent and it is age dependent.

The 2015 Digital News Report from Reuters Institute shows that there are significant differences from country to country and within age groups. The report states that people aged 45+ are using TV as their primary source of news as are the people averaged across all age groups in France, Germany and Japan. However, in Australia, Denmark and Finland digital platforms have become the primary source for news. Notwithstanding this trend towards digital sources of news, the perceptions from participants that such a high proportion of their communities are using digital platforms as the primary or only source of news seems excessive and may indicate that journalists were reflecting their own usage patterns when they responded.

Respondents also rated social media and friends as the most often accessed sources of news and information by people in their communities. When asked to assess the most trusted sources of news, they rated news organisations’ websites and social media sites first, followed by news from friends via social media.

News aggregation tools were listed as the sources least likely to be trusted. Figure 3.12 shows that just over half the respondents rated digital media as broadening both the choices people had for news topics and the sources being used to gather news and information. 15% stated that digital media was narrowing choices for news, with the same percentage rating people’s choices for news being much the same as with analogue media and an equal number of respondents unsure.

Participants were asked to rate a range of news topics with respect to level of interest from members of their communities. Figure 3.13 gives a breakdown of rankings. The

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topics deemed to be of strongest interest were national and local politics, followed by disasters and emergencies, and then crime and policing. The areas rated of lowest interest were science and technology, nature and environment, and arts and culture. These rankings were consistent for both Asian and European respondents, although Asian respondents rated crime and policing a little stronger.
than the Europeans. Asians also ranked religion and ethics of slightly more interest than did the Europeans. These perspectives of working journalists do not necessarily reflect the reality of topics that are of highest interest to audiences. For example, even though journalists from Asia and Europe have ranked nature, science, culture and well-being as being of relatively low interest, in The Economist, which listed its 10 most popular stories of 2015, stories about gender and social equality ranked in second, third and fourth place. A story about the science of the shape of the human body ranked 5th while in 6th and 7th place, were stories about education and cultural diversity. Coming in from 8th to 10th, were stories featuring international politics, national politics and global economics.

It is possible that journalists who participated in this survey assessed community interest to be much the same as their own, and therefore, responded for members of their community with the topics of highest interest to themselves. It follows that the content provided most often to their audiences, reflects the respondents own personal interests, rather than those of the community. This explanation is supported by discussions at the ASEF Journalists’ Workshops, where journalists acknowledged that their viewpoint about audience interests was based largely on their own experiences and they provided content that they thought was of most importance to their communities, without having conducted research into audience interests.

The discussions with journalists at the workshops concluded that the media focussed too strongly on a narrow selection of news topics, largely dominated by politics, economics, celebrity and sport, with lifestyle and human interest being the categories where other stories are often classified.

Participants also identified domestic news, as one of the primary reasons for people using digital media, which received the same rating as the desire for

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people to connect with each other. Music and entertainment were strong areas of interest driving people to use digital media. However, they rated education, people undertaking their own business activities and people creating their own content as lower areas of interest. The viewpoint that people use social media to connect with each other is consistent with various surveys. *We Are Social*⁷ conducted an extensive review of digital and social media usage, noting that more than half the world’s population is now connected to the Internet. Of the very many social media users, the primary purpose for using social media is rebalancing after a few years where people seemed to be sharing almost everything. *We Are Social* said that in 2016, “social media is quickly returning to what ‘social’ has always been for human beings: connecting on a personal basis with the people we care about most”. Similarly, findings published by *Global Web Index* indicate that, “globally, internet users are most likely to use social networks to keep in touch with what their friends are doing”. However, they note, “Getting news updates and filling up spare time are then in joint second position”.⁸ People filling up spare time could also be interpreted as recreational use but it is interesting to note that sharing opinions, sharing photos and being entertained all ranked just below, but almost equal to news gathering and passing time.

It is likely that, as with respondents’ perceptions of people’s interest in topics, participating journalists ranked the reasons for using social and digital media, based on their own experiences and digital media usage patterns. This may explain why they rated news as the strongest reason for people to use digital media. However, it also appears from the rankings that journalists in Asia and Europe may be underrating the importance to people in their communities of entertainment,

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creating and sharing content, and sharing their opinions.

Asian respondents rated the people in their communities more likely to use digital media to connect with people in Europe, than the Europeans rated people from their own region connecting with Asians. As seen in Figure 3.14 this was despite the European ratings showing them more likely to connect internationally within their own continent than was the case with Asian respondents. It would be too broad an extrapolation to assume that Asians are more interested in connecting with Europeans than Europeans are with Asians. However, during discussions at the ASEF Journalists’ Workshops and the 8th ASEF Editors’ Roundtable, it was acknowledged that Asian people seemed much more interested in the affairs of Europe than the European people seemed to be in Asian affairs. It was also agreed that the level of news going from Asia into Europe was not as high as from Europe into Asia, and journalists at the workshops believed this is something that should be addressed.

Interestingly, as illustrated in Figure 3.15, when asked about the level of interest people had in content from other countries, both far and distant, the Europeans rated a higher interest in foreign content than the Asians.

Asian and European respondents were consistent in the way they rated people in their communities for consuming digital media in languages other than their own. The highest rankings were for “sometimes” or “often”, but there was also a high rating for “usually”.

![Figure 3.14](ratings_of_frequency_of_intercontinental_connections.png)
By and large, journalists in the survey perceived the majority of people in their communities to be able to speak more than one language, and to consume media in more than one language. While respondents from both regions believed people in their communities could speak multiple languages, they nevertheless rated language as the primary barrier that could inhibit people connecting across continents via digital media. Lack of knowledge about the other continent was listed as the second most likely inhibitor. Conversely, strong foreign language skills, as well as a strong interest in foreign cultures, were ranked highly as enhancers that could enable people to connect via digital media. However, the most highly rated enhancer was having relatives or friends living in the other continent.

If we excluded having friends and relatives living in the other region, then people’s level of interest and lack of knowledge are 2 variables that could be influenced by the nature and standard of journalism in both Asia and Europe. Journalists at the ASEF Journalists’ Workshops stated that there was a low volume of content in most news media outlets from Asia into Europe and even more so from Europe into Asia. What was available often dealt with disasters and emergencies, politics and sports, supplemented with only occasional human interest or quirky stories. It was, therefore, agreed that journalists could play a major role in informing people in their communities with interesting and stimulating content, with a much wider offering of topics and issues.

Over 90% of respondents in the ASEF Journalists Digital Connectivity

![Figure 3.15 Respondent ratings of community interest in foreign content](image-url)
Survey stated that the use of digital media was allowing people to connect more, both at a local and international level. Around 4% of respondents perceived people to be connecting less as a result of their usage of digital media. This may be associated with the way people in their communities are using digital and social media or it may be associated with perceptions of reduced face-to-face contact as people spend more time using their devices. Nevertheless, the vast majority stated that digital media allowed people to connect more, overcoming many barriers such as distances, languages and time zones.

In summary, this survey illustrates that journalists have embraced digital and social media, and that they are using digital platforms regularly or continuously as tools of their trade. The journalists see value in information from distant countries but they see various limitations to intercontinental collaborations. Journalists tended to describe community interests and media consumption patterns as a reflection of their own interests and they underrated some topics that are likely to be of high interest to people across Asian and European communities. Survey participants were more likely to use social media for news than for connecting with others, and perceived that people in their community would generally do the same. However, other research indicates that people tend to use social media primarily for connecting with others, and also use social and digital media for a wide range of activities, including recreation, news and information, and content creation.
International collaboration may be essential in ensuring high levels of integrity in content, as well as quality, in journalism through the application of good journalistic standards including research and analysis. This is argued by the International Consortium of Investigative Journalists (ICIJ), which describes itself as “a global network of more than 190 investigative journalists in more than 65 countries who collaborate on in-depth investigative stories”.

The ICIJ’s international network of journalists have investigated, and been behind a number of in-depth simultaneous international media publications, including the Panama Papers, in 2016, which involved over 100 media organisations from 80 countries working together on research, data analysis, corroboration and verification before the material was published. It is possibly the biggest single example of collaborative journalism ever undertaken. The ICIJ sees collaboration as an essential component of journalism where investment in quality-journalism is in decline around the world. They noted that “the news media, hobbled by short attention spans and lack of resources, are even less of a match for those who would harm the public interest”. Therefore their aim is to “bring journalists from different countries together in teams – eliminating rivalry and promoting collaboration”.

During discussions at the 8th ASEF Editors’ Roundtable and Journalists’ Workshops, it was also agreed that journalists from Asia and Europe can work together in gathering information, researching, interviewing and
writing, so that the load can be shared and the stories told with more breadth, more depth, more integrity and more accuracy. The stories produced from the combined efforts of a network of collaborative journalists could then best be told by local journalists to their own audiences. In this way, the workshops adopted the concept of global stories told through local voices.

In a research article for Chatham House, Gareth PRICE (2015), argues that collaboration between journalists and media organisations is already occurring as a necessity of the market place. He says, “the digital revolution is forcing some media organisations to reassess their relationships with competitors”. He goes on to say, “Cooperation on content is also increasing. Newspapers in Asia frequently run stories from European newspapers – although the reverse is less common”. He also notes, “the traditional method whereby a journalist gets a scoop for an individual newspaper is likely to be replaced by institutionalised collaboration between different news outfits with input from ‘citizen journalists”’.2

The future of journalism is linked, at least in part, to collaborative partnerships according to Sherrie MARSHALL, Executive Editor of The Telegraph in Georgia, the United States of America. The paper has a partnership with the Mercer University Center for Collaborative Journalism, and she states, “with the roiling transformation going on in our industry, journalists must be instrumental in creating a new future for our business. One way is to find compatible partners, who share our values, to help us engage readers in different ways on multiple platforms”.3

It was agreed by the Roundtable and Workshop participants that

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3 Sherrie Marshall. Center for Collaborative Journalism (Mercer University, 2016), https://ccj.mercer.edu/about/.
people all over the globe have more in common with each other than matters of difference. To this end, part of the focus of telling global stories is to offer audiences opportunities to enjoy areas of common interest, as well as to enjoy diversity. Jürgen RÜLAND (2016), postulates that enhanced people-to-people connectivity may “deepen the interdependence between Europe and Asia and thereby enhance opportunities for invigorating public and private cooperation with tangible and self-sustaining material and non-material benefits for the societies of member countries”.4

In the 8th ASEF Editors’ Roundtable and Journalists’ Workshops discussions, journalists agreed that the currency of journalism is credibility and that this was more important in the era of citizen journalism utilising social and digital media (Figure 4.1). Much of this content is dominated by “prosumers”, producing content that is usually poorly researched, lacking detail, inaccurate, partial and is very often based on opinion that lacks broad perspectives. In addition, the speed of stories spreading through social and web-based media means that inaccurate, misleading and incomplete stories may travel from one continent to another within hours or even minutes. In order to maintain journalistic credibility and to counterbalance the inaccuracies and inconsistencies of digital media containing amateur or citizen journalism, journalists who collaborate together can connect, check, verify and research with each other to ensure that accuracy, impartiality and balance are achieved. For example, a story about an event in Asia may be told through social media opinion pieces in European countries, which could influence European audiences to develop false impressions and misunderstanding about the events taking place in the other continent. Through joint efforts over a collaborative network, journalists in both continents could deliver higher accuracy, more detail and more balance

Collaborative Journalism

in producing content of higher interest to their local audiences. This would help overcome some of the challenges in understanding each other’s issues based on the differences amongst cultures, languages and social customs documented by social researches such as Gert JAN and Geert HOFSTEDE, from Wageningen University. They developed world mapping models relating to cultural and social differences between people of different countries and regions.⁵

Nevertheless, despite the clear benefits of international collaborative journalism, it is not easy to achieve. Many impediments to collaboration exist, not the least of which is language. However, other collaboration challenges include cultural understanding, story contextualisation in other countries, resources and time available to journalists, knowing who to collaborate with, and relevance of different stories to diverse audiences. Therefore, journalists need to make a significant effort to ensure that collaboration can work. This includes establishing networks, systems and terms of cooperation.

to ensure that a basic framework of collaboration can exist. Rick EDMONDS and Amy MITCHELL (2014), writing for Pew Research Center, explored several case studies of collaborative journalism, noting that collaboration is not always an easy option. Nevertheless, they note, “what these collaborations mean for the public – at least in theory – is broader and deeper news coverage, more easily accessed or discovered”.6

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Participating journalists from the 8th ASEF Editors’ Roundtable (ERT8) and Journalists’ Workshops acknowledged the value of connectivity between the people of Asia and Europe, including all combinations of personal, organisational, governmental and institutional connections where connectivity exchanges reflect cultural, business, trade, family and relationship interests. Journalists agreed that audiences across Asia and Europe had strong interest in issues that matter to them in their everyday lives and that issues from the other side of the world can be of high interest and importance, but only if journalists are capable of understanding the interests, aspirations, needs and issues facing people in their own societies as well as those from communities in distant countries.

Local issues and aspirations are best understood by local journalists and it was agreed at the workshops that connecting with journalists in other countries, who are focussed on providing stories to their local communities every day, would be the best way to tap into the issues that mattered most to people of distant countries with different languages, cultural and social customs. To this end, multilateral collaboration between journalists in Asia and Europe was seen as the best way to connect with audiences in both continents. Journalists wish to tell meaningful and engaging stories and to do this they need information about issues, activities, interests, goals, challenges and concerns that fascinate and engage people locally, as well as in countries on the other side of the world.

Connectivity between Asia and Europe can take many forms, such as, at the governmental, organisational and personal level. Journalists at the 2nd ASEF
Journalists’ Workshop (JW2) in Guangzhou, China, agreed that they were major stakeholders with respect to connectivity between the 2 continents in all forms of connection, because journalists have the role and responsibility of informing their communities about events, issues, opportunities and activities which impact on people in their daily lives. Journalists can inform audiences about new projects, networks, partnerships and activities that provide opportunity for intercontinental connectivity. Participating journalists advocated the advantages of utilising platforms for connecting with each other to enhance their capacity to collaborate as well as to enhance their capacity to report on other connectivity opportunities that may exist. An example was to use a platform to collect data and information about Asia-Europe Meeting (ASEM) activities, projects and outcomes that have facilitated Asian and European connectivity. Such a platform could assist journalists to more easily identify and report on matters that were of relevance to local audiences but may have intercontinental impact.

It was acknowledged that connectivity applies to all sectors of the community within and between nations. It was therefore important for connections between journalists and ASEM, ASEF, governmental groups and international organisations to be enhanced and encouraged so as to give the best opportunities for journalists’ collaboration across national boundaries, to convey important and relevant issues to their audiences with integrity and in a compelling way.

The participants of the ERT8 and Journalists’ Workshops series agreed to work together to produce high-quality collaborative stories for audiences in both continents. In order to achieve this, participants agreed they needed to establish a foundation or framework upon which journalists could build collaboration, data bases, a network of contacts and methods of content transfer, translation, contextualisation and reworking of stories. It was envisaged that, while the process may prove difficult to achieve in the short term, the sooner the journalists were able to demonstrate best practice in collaborative journalism
that enhances intercontinental connectivity, the more likely it would be for other journalists to follow.

It was unanimously agreed by participants that all forms of journalism should, first and foremost, be in the public interest. Collaborative journalism between Asians and Europeans would serve public interest with detailed and accurate information by better informing Asian and European communities about areas of common interest as well as about social, business and travel opportunities. By working together across the globe, participants believed they would enhance their capacity to tell stories in a manner that would matter and be relevant to local people.

Outcomes and recommendations from the 2 ASEF Journalists’ Workshops and the ERT8 in 2016 were developed to offer participants and other journalists tools, solutions and ideas that would enable and enhance the capacity for Asian and European journalists to collaborate. These outcomes are listed in the following chapter.

While people from Asia and Europe are connecting more each year, using digital and social media platforms, discussions at the ERT8 Series as well as responses to the ASEF Survey, indicated that journalists have the opportunity to increase the level of journalist-to-journalist intercontinental collaboration as well as journalist-to-community intercontinental connections.

Audiences in both Asia and Europe use digital and social media for a variety of purposes, including the sharing or sourcing of:

- Advice
- Articles
- Entertainment
- Feelings
- Keeping up-to-date with friends, trips and activities
- News
- Opinions
- Pictures
- Recommendations
- Videos

Despite findings in the **ASEF Survey** that journalists believe news is a primary reason for people using digital media, participants of the ERT8 Series noted that while consumption of news was key, it was not the primary reason. In addition to consuming news, social media allows prosumers (members of the community who produce as well as consume digital media content) to share, distribute and to create news without journalistic scrutiny.

Acknowledging that social media, and other forms of digital media are at least partly used for news consumption and distribution, participants at the workshops discussed ways to use social and digital platforms more effectively in an effort to make their own trusted news sites primary sources for social and digital media users. By producing relevant content from Asian to European audiences and from European to Asian audiences, journalists may be able to tap into the wider areas of interest of digital and social media users. In order to produce content from one continent to the other, participants cited the need to connect, form networks and build relationships as being important factors for finding relevant, meaningful stories that matter to, and have impact on, local audiences.

Just over half the journalists responding to the **ASEF Survey** stated they collaborated with someone in the other region (see Figure 3.9, page 22). A significant number of those who collaborated stated that their method of collaboration was to informally share information. As just under half of the respondents stated that they had never collaborated, there is an opportunity to increase the level and improve the methods of collaboration.

Discussions between journalists at **ERT8 Series Workshops** noted that relationships and connections can be:

- Journalist-to-journalist
- Organisation-to-journalist and vice versa
- Journalist-to-social or -digital media network
- A trusted network of journalists and media organisations interested in sharing information, stories and ideas
Journalists having local sources in various countries – as eyes on the ground

• Journalists having connections with important industry and social sources in other countries

In order for connections and relationships to be meaningful, it was argued that journalists should build their understanding of issues and matters of social importance in other countries through information and idea exchanges with their colleagues and networks in other countries.

Discussions also covered the question of why it was important to have stories from one country consumed by audiences in another continent. The discussion concluded that there were a variety of reasons for having a journalist’s stories consumed abroad. These included:

• Increasing tolerance and understanding between people of different nations
• Increasing opportunities for collaboration between people from different countries
• Increasing interest in each other’s country, which can help promote tourism, business and educational opportunities
• Increasing interest in exports from each country and between continents, including cultural, physical and industrial exports

Another major opportunity of intercontinental connectivity identified by participants was the ability to have very difficult and sensitive stories that may be dangerous or difficult for a local journalist to produce, being published from outside one’s own country. It was argued that this could overcome some of the barriers journalists in some countries face when covering controversial but important issues, where individuals, groups or organisations with vested interests may block, threaten or harm local journalists in their line of duty. A foreign journalist, especially one from another continent, is much more likely to be able to cover these issues without fear of potential negative or life-threatening consequences. Collaboration between journalists in Asia and Europe was seen as one very effective way of countering this challenge to high quality, independent journalism.
5 Journalism Facilitates Connectivity

In addition, the need for cross-border collaboration, in order to be able to produce quality journalism that investigates important global issues, was outlined by the International Consortium of Investigative Journalists. The Consortium stated “very few organisations do this kind of deep, labour-intensive journalism any longer. Many larger media organisations have backed away from it because of its difficulty and high financial cost.” While investigative journalism is labour intensive and potentially costly, international collaboration has made its continuation a possibility, despite reduced news media resources in most countries of the world. In addition, collaboration is not just related to in-depth investigative journalism, but as previously stated, can assist journalists in their daily schedules, by sharing ideas, contacts, resources and content across borders. Increasing the connectivity that occurs between people in Asia and Europe would be a natural consequence of the incorporation of collaborative practices into everyday journalism in both Asia and Europe.

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As part of the Asia-Europe Meeting (ASEM) 2016 round of meetings, the 8th ASEF Editors’ Roundtable (ERT8) in Ulaanbaatar, Mongolia, discussed the role of journalism and news media with regard to connectivity between Asia and Europe and in relation to the rapidly changing media landscape. Over 2 days of dialogue, from 7 to 8 July 2016, editors and media professionals from 20 different ASEM countries considered inputs from the 2 previous ASEF Journalists’ Workshops, 1 in Brussels, Belgium, and the other in Guangzhou, China. Editors were also given interim results of the ASEF Digital Connectivity Survey of Journalists (Figure 6.1).

Editors unanimously endorsed all recommendations that resulted from both the Brussels and Guangzhou ASEF Journalists’ Workshops. The full list of 34 endorsed journalists’ recommendations is included in Appendix 1.

Figure 6.1  Formulating the outcomes, editors at ERT8
Editors at *ERT8* also developed a communiqué which included a list of 4 key principles as well as key objectives and actions they planned to implement as initial steps designed to initiate and facilitate achievement of their stated objectives. In addition, editors provided 4 key recommendations directed at ASEM governments, as well as organisations associated with communication and connectivity between Asian and European people. The full communiqué from *ERT8* is reproduced in Appendix 2.

In developing objectives outlined in Table 6.1, editors considered in detail the importance of journalism as a means of improving the awareness, understanding and knowledge that people have about each other, whether from within their own communities or from foreign communities in distant lands.

### Table 6.1 Principles, actions and recommendations from the ASEM ERT8 Meeting 2016

Editors attending the 8th ASEM Editors’ Roundtable in Ulaanbaatar, Mongolia have reinforced the importance of quality journalism that serves audiences with more diversity and connects people across Asia and Europe to enhance mutual understanding. Editors acknowledged the importance of collaboration between journalists and media organisations from the 2 regions and propose that the Governments of the Asia-Europe Meeting (ASEM) Partners facilitate collaborative journalism between Asia and Europe by:

1. **Acknowledging the importance of media collaboration in enriching the lives of Asian and European people through enhanced mutual knowledge and understanding of the issues, events, aspirations and activities of people living in the diverse Asian and European communities.**

2. **Offer incentives for high-quality collaborative journalism, such as through an Asian-European Collaborative Journalism award sponsored by ASEM Partners.**
They acknowledged that improving the capacity of Asians and Europeans to connect and communicate with each other, as well as to explore and comprehend each other’s cultures, was of high importance, with the understanding that journalism plays a key role in these factors.

Editors explored the nature of cultural differences between Asian and European countries as well as the difficulties many people would have in understanding customs and activities from the other side of the world. This added to the complexity of intercontinental journalism where journalists would

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3. Enhance the ease with which media organisations from Asia and Europe collaborate with each other including the exchange of content and personnel.

4. To support the establishment of an Asia-Europe Journalists’ Collaboration Network, focused on high quality, credible content, run independently by member media organisations.

Specifically, editors at the 8th ASEF Editors’ Roundtable proposed to undertake the following actions:

1. Create an Asia-Europe Journalists’ Network
2. Develop simple guidelines between members outlining principles and obligations of members
3. Develop Communication and Content Exchange Online Platform

These objectives will be achieved by the Asia-Europe Journalists’ Network based on the following principles:

1. Trust and willingness to contribute content and ideas
2. To collaborate through research, sources and exchanges
3. Simple guidelines that advise Network members on expectations of membership
4. Chairmanship of the Network rotating on an annual basis alternating between Asia and Europe
Outcomes and Recommendations

be required to maintain integrity and relevance to local audiences.

Journalism, it was acknowledged, is under significant pressure from reduced advertising revenue and from a need to adapt to the changing business models required in the age of digital and social media. These changes have meant that it has become harder for media organisations to fund in-depth and investigative journalism. The number of journalists employed in many media organisations around the world has reduced over the past decade. This has meant that the capacity to employ foreign correspondents or even have international rounds in newsrooms has reduced at the same time as people around the world are becoming more mobile and more capable of connecting with each other and able to use digital and social media to publish their own content, their own opinions and their own explanations about events and issues from other countries. Unfortunately, while much of the content people are publishing is interesting and useful, much is based on biased opinion, inaccuracies and sweeping conclusions. With this in mind, it is even more important to be able to tell stories that explain and detail issues and events with journalistic standards of accuracy, impartiality, balance and fairness.

Without collaboration between journalists, the participating editors concluded that they could not resource this important role for journalists of high-integrity international communication and contextualisation. At the same time, editors agreed that the need for improved intercontinental storytelling between Asia and Europe was greater than it had been in the past, especially in the context of ASEM Partner countries striving to improve connectivity between the 2 regions. Considering all these factors, editors noted that the primary method for achieving these objectives is through developing improved and sophisticated systems of collaboration between Asian and European media organisations, editors and journalists. Acknowledging that very limited resources would be available to foster this level of international collaborative journalism, the editors agreed that there would need to be some simple but effective structural
pathways and systems in place to assist journalists in finding the right collaborators and making it easier for them to share ideas, content and contacts. In addition, the editors emphasised that there needed to be willingness for both editors and journalists to work with colleagues across the globe and to understand how this could enhance their capacity to deliver better and more stimulating content to their own respective audiences.

The communiqué from editors attending the ERT8 in Ulaanbaatar, Mongolia, in Appendix 2, was designed to be read in conjunction with the recommendations of the 2 ERT8 Series Journalists’ Workshops, listed in Appendix 1. The communiqué was directed at fellow editors, journalists and media professionals with the understanding that the changes required to achieve the important objectives they have outlined, could only be made by those working in the industry.

However, editors also believed it was important that ASEM Partner governments, as well as organisations associated with journalism and communication in Asia and Europe, acknowledge the importance of, and offer support to the role of journalism in improving people-to-people connectivity and enhancing mutual understanding between Asians and Europeans. The 4 recommendations listed in Table 6.1 outline how governments, institutions and organisations can assist the development of collaborative journalism for the purpose of intercontinental storytelling.

While acknowledging that the industry has to be proactive and take responsibility for making changes to facilitate Asia-Europe collaborative journalism, editors agreed that there is an important role for governments and other organisations in supporting this process.
Conclusion

Journalism is a fundamental component of modern societies where information about events, trends, forecasts, opinions and complex issues is available almost instantaneously through digital media to over half of the world’s population. In this environment of continuous global information flow, journalists are entrusted with a very high level of responsibility to provide their audiences with balanced and meaningful content that serves public interest, supports the functioning of societies and assists in maintaining social cohesion. In the reporting guidelines of the Global Reporting Initiative Media Sector Disclosures, it is noted that news media organisations and journalists have high levels of responsibility because of “the impact and influence they have on society through their content”.¹

At the ASEF Journalists’ Workshops, participants agreed that in an increasingly complex world, where borders have less meaning than ever before, journalists have a responsibility to offer their communities stories from all over the world that have impact and influence. What happens in one continent may have major importance to people on the other side of the world. Journalists need to tell these stories with integrity and in a way that matters to their local audiences.

Editors attending the 8th ASEF Editors’ Roundtable (ERT8) in July 2016 in Ulaanbaatar, endorsed viewpoints and recommendations from the preceding ASEF Journalists’ Workshops in Brussels and Guangzhou. This endorsement included the acknowledgement of the importance of connecting people between Asia and Europe, and of finding ways to improve editorial and journalistic practices to enhance their capacity to cover transcontinental issues in ways that have impact on, and matter to, local people.

As a final outcome of the ERT8 Series a substantial list of 34 recommendations was developed by participating journalists relating to editorial considerations, networking, collaboration, professional development and platform usage. A final editors’ communiqué included 4 guiding principles as well as a list of actions to develop an Asia-Europe Journalism Collaboration Network. The communiqué also included recommendations for consideration of Asian and European governments and institutions, for the purpose of illustrating the importance of facilitating a transition into intercontinental collaborative journalism.

Apart from the 4 key government- and institution-directed recommendations, all recommendations, actions and guiding principles were designed to be used by journalists and editors to achieve increased coverage, and improve quality of stories from Asia to Europe and Europe to Asia. In order to be successful, journalists would need to be proactive in finding ways to work together and achieve outcomes, by implementing some or all of these recommendations.

5 key guidelines emerged from the ASEF Journalists Workshops in Brussels and Guangzhou. In conjunction with the 34 recommendations listed in Appendix 1, these guidelines were designed to assist journalists improve their collaboration, and as a result of their work, to improve connectivity between the people of Asia and Europe. The 5 guidelines were:

1. Journalists must be proactive in finding ways to connect and collaborate with colleagues, people and organisations
7 Conclusion

across Asia and Europe in order to bring the most relevant issues from both continents to their audiences and to assist the diverse communities understand each other and collaborate more effectively.

2. By using digital platforms, including social media, journalists can more effectively undertake detailed research, including in-depth data journalism as well as use international networks to enrich content with detailed local knowledge, information and research.

3. By identifying stories, both positive and significant, that have common importance, relevance and interest to nearly all communities in Asia and Europe, journalists can enrich their audiences with stories and activities that allow Asians and Europeans to more effectively connect with and understand each other.

4. Journalists can better serve the public interest and improve the experiences of their audiences by collaborating intercontinentally and through adopting the principles of:

   a. 5 billion people (in Asia and Europe) – well over 5 billion stories to be told

   b. Global stories seen through local eyes and heard from local voices

5. Media leaders and editors have a major role in facilitating the capacity for journalists to: network, collaborate, undertake exchanges, practice quality data journalism and in-depth research, and to reflect the public interest. They use these measures to enrich the lives of their audiences through improved intercontinental understanding from balanced, high-quality storytelling.

Editors attending the ERT8 meeting in Ulaanbaatar, Mongolia, unanimously endorsed these guidelines as well as the 34 recommendations made by journalists attending the preceding workshops. In addition, by developing principles for an Asia-Europe Media Network, editors set up the basis for a framework that journalists and editors can use for enhancing collaborative journalism across the Asia-Europe region.

The agreed principles for this framework were:
1. Trust and willingness to contribute content and ideas
2. To collaborate through research, sources and exchanges
3. The need for simple guidelines that advise Network members on expectations of membership
4. Chairmanship of the Network rotating on an annual basis, alternating between Asia and Europe

The ASEF Digital Connectivity Survey showed that many journalists from Asia and Europe are using digital platforms continuously as tools of their trade. They value information from distant countries but see various limitations to intercontinental collaboration. Journalists described community interests and media consumption patterns as a reflection of their own interests, experiences and activities. These data in conjunction with deliberations at the ERT8 Series of meetings indicated that audiences have much higher diversity of interests than is currently fulfilled through the content of mainstream news media. Participants concluded that to improve connectivity between Asian and European communities and to increase diversity to audiences, there was a strong case for Asia-Europe content being exchanged.

Combining analysis of the ASEF Survey with the outcomes of discussions in the ERT8 Series of meetings provided a consistent viewpoint that journalism has a key role in improving people-to-people connectivity between Asians and Europeans. Participating journalists and editors from both continents overwhelmingly agreed that the best way to facilitate and enhance journalists’ capacity to fulfil this role was through the practice of high-quality interregional collaborative journalism that serves public interest and delivers accurate, impartial and independent content. On this basis, the guidelines, recommendations and principles developed through the ERT8 Series of meetings offer significant benefit to journalism in Asia and Europe. These substantial and practical solutions could achieve significantly better outcomes for audiences by delivering contextualised, high-quality global stories told by local journalists.
APPENDIX 1.
Outcomes from
Journalists’ Workshops

After 2 days of discussions in both the Brussels and Guangzhou Workshops, participants formed a unanimous viewpoint that increased collaboration with each other and enhanced connectivity between journalists and their audiences would be of mutual advantage to communities in both continents. With this understanding, in the final session of the workshops participants worked in editorial groups and in plenary discussions to find strategies for enhancing audiences’ and journalists’ connectivity between Asia and Europe. The strategies were focussed on enhancing the ability to connect people on different continents by providing increased understanding of each other, information about opportunities for connecting, more depth and accuracy about events and issues, and providing this in a way that mattered to local people in their daily lives. While focusing on opportunities, journalists also acknowledged some of the barriers that exist and made recommendations intended to assist in overcoming these barriers where possible.

Actions that could enhance digital connectivity between Asia and Europe from the ASEF Journalists’ Workshops (JW1 and JW2) are grouped under 4 headings. Each point is a recommendation that relates to journalists, editors or other key stakeholders.
APPENDIX 1. Outcomes from Journalists’ Workshops

Editorial and Research Guidelines

1. Retell stories in multiple languages and platforms.
2. Collaborate intercontinentally to tell global stories through local voices.
3. Publish different versions of stories for different audiences.
4. Link stories to case studies that offer reference and relevance to people in other countries.
5. Identify common interests between people in Asia and Europe, e.g. corruption, migration, environment, health, security and innovations.
6. Tell stories containing content that all people will relate to, including content that evokes strong emotional responses.
7. Produce stories that may have direct impact on people in the other continent, such as climate, pollution, health, economic and other potentially global issues.
8. Tell stories that identify how people in one continent can benefit from the activities, events, institutions or cultural interests of the other continent.
9. Advocate for and practice research into the types of stories produced in the other continent.
10. Use good storytelling principles, especially to foreign audiences to ensure the relevance is understood, e.g. Introductions outline “why this matters to you”.
11. Investigate the perceptions people in the other continent have about a journalist’s own country.
APPENDIX 1. Outcomes from Journalists’ Workshops

12. Include additional information for a foreign audience that you would not consider for a local audience (foreign audiences do not have the same understanding and so a journalist cannot assume the same level of knowledge of domestic matters for foreign audiences).

13. Before doing a story concerning issues in the other continent, communicate with journalistic colleagues from that country or region and undertake other background research – use all available digital resources for data journalism.

14. Invite audiences in other continents in addition to local audiences to participate with telling evolving stories.

Collaboration and Networking

15. Build a social media platform that allows journalists to network with each other and share story ideas.

16. Build a secure platform that allows journalists to store and share research data, to file and share story content and share contacts that can be secure and trusted.

17. Collaborate with other key stakeholders, such as the Asia-Europe Meeting (ASEM) and the Asia-Europe Foundation (ASEF) to acquire and share relevant data, information and outcomes using the trusted secure platform described in Recommendation 16. Data from these organisations will help to build a database relating to Asian and European connectivity.
APPENDIX 1. Outcomes from Journalists’ Workshops

18. Working together with ASEF Journalists’ Seminars and ASEF Editors’ Roundtable Alumni to develop content sharing agreements that assist journalists’ ability to use each other’s work from other countries for their local audiences.

19. Collaboration between media organisations, governments and other stakeholders to develop an Asian/European Journalism prize for the best examples of collaborative journalism and the best examples of journalism promoting connectivity and cooperation between Asia and Europe. This could be sponsored by ASEM or other key stakeholders.

20. Multiple levels of collaboration efforts (Regional/National/International) working together.

21. Use journalistic principles when adapting to changing interests, needs and aspirations of the audience, no matter what platform is being used.

22. Build trusted networks with journalists in both continents.

23. Lobby for collaboration between Asian and European media organisations to collaborate on cross border stories of common interest, e.g. migrant workers.

Actions for Development

24. Identify leaders who can collaborate to produce showcase stories – this could be facilitated by a social media group, where journalists self-select a colleague to take the lead in coordinating collaborative projects.

25. Build incentive for effort by fostering the merit and importance of international stories in each organisation.
APPENDIX 1. Outcomes from Journalists’ Workshops

26. Editors working together could work with ASEM and other organisations such as Asia-Pacific Broadcasting Union (ABU) and European Broadcasting Union (EBU) to develop prizes outlined in Recommendation 19.

27. Editors could use networks with stakeholders such as ABU, EBU, ASEM to establish grants for Asia/Europe collaborative stories, for journalist exchanges and for incentives such as prizes for best Asia/Europe collaborative journalism.

28. Participate in journalist exchange programmes and seek journalism clubs and other media groups (such as ABU and EBU) to sponsor these. Exchanges could be organised around topics and beats.

29. Editors need to acknowledge the importance of reaching out to audiences in the other continent; this could be achieved by in country and international workshops for journalists and editors similar to JW1 and JW2.

30. Leading by example. Journalists in the ASEF Journalists’/Editors’ alumni can produce high-quality collaborative stories for audiences in both continents in order to be able to demonstrate best practice in collaborative journalism that enhances intercontinental connectivity.

Media Platforms

31. Use the best media platform for the audience being targeted in the other continent (this requires some research into platforms being used).

32. Use social media, networks and fellow journalists in other countries to actively publicise the stories being targeted towards audiences in the other continent.
33. With 40% of participants of the Digital Connectivity Survey stating they use social and digital media platforms continuously, there is significant scope to use digital media to develop international connections with fellow journalists for collaboration on research, background and producing stories.

34. Digital and social media platforms offer more scope for connectivity and collaboration than ever before. This enables journalists from all over the world to connect with each other and collaborate in detailed research on complex matters, using the skills and expertise of colleagues all over the world and using digital resources for high-quality research and data journalism.

It is important to note that journalists developed these recommendations for journalists, editors and other communications stakeholders. They constitute ideas that if adopted would likely assist a journalist or media organisation cover relevant and meaningful stories for audiences in Asia from Europe or Europe from Asia.

It is also important to emphasise that attendees of the Journalists’ Workshops in Brussels and Guangzhou agreed that, while there are many obstacles to overcome, success in achieving better coverage of stories and connectivity between Asia and Europe will come from journalists taking responsibility upon themselves to find ways to meet the objectives underpinning these recommendations. While editors can be informed and organisations approached, it was agreed in discussion that journalists must be proactive in finding ways to bring these recommendations to fruition.
Editors attending the 8th ASEF Editors’ Roundtable in Ulaanbaatar, Mongolia, have reinforced the importance of quality journalism that serves audiences with more diversity and connects people across Asia and Europe to enhance mutual understanding. Editors acknowledged the importance of collaboration between journalists and media organisations from the 2 regions and propose that the Governments of the Asia-Europe Meeting (ASEM) Partners facilitate collaborative journalism between Asia and Europe by:

1. Acknowledging the importance of media collaboration in enriching the lives of Asian and European people through enhanced mutual knowledge and understanding of the issues, events, aspirations and activities of people living in the diverse Asian and European communities.

2. Offering incentives for high-quality collaborative journalism, such as through an Asian-European Collaborative Journalism award sponsored by ASEM Partners.
APPENDIX 2. Final Communiqué – 8th ASEF Editors’ Roundtable (ERT8)

3. Enhancing the ease with which media organisations from Asia and Europe collaborate with each other including the exchange of content and personnel.

4. Supporting the establishment of an Asia-Europe Journalists Collaboration Network that would be focused on high quality, credible content and should be run independently by member media organisations.

Specifically Editors at the 8th ASEF Editors’ Roundtable have proposed to undertake the following actions:

1. Create an Asia-Europe Journalists’ Network
2. Develop simple guidelines between members outlining their principles and obligations
3. Develop Communication and Content Exchange Online Platform

These objectives will be achieved by the Asia-Europe Journalists’ Network based on the following principles:

a. Trust and willingness to contribute content and ideas
b. Collaboration through research, sources and exchanges
C. Simple guidelines that advise network members on expectations of membership
d. Chairmanship of the network rotating on an annual basis alternating between Asia and Europe
APPENDIX 3.
Participants at the 8th ASEF Editors’ Roundtable (ERT8) in Ulaanbaatar, Mongolia

Chanrav BURENBAYAR, The Mongolian Observer, Mongolia
David DIZON, ABS-CBN, Philippines
Kevin DOYLE, Iris Independent, Ireland
Gie GORIS, Moondial News, Belgium
Roman IMIELSKI, Gazeta Wyborcza, Poland
Rafiqul ISLAM AZAD, The Independent, Bangladesh
Nam JEONGHO, JoongAng Media Network, Korea
KANG Eui Hyun, KBS TV and Breaknews, Korea
LE QUOC Minh, VietnamPlus, Viet Nam
Ignatius LOW, The Straits Times, Singapore
LU Yifeng, Wenhui Daily, China
Tsagaan OUYNDARI, Mongolian National Public Radio and Television, Mongolia
R.K. RADHAKRISHNAN, Frontline, India
Shastri RAMACHANDARAN, China Pictorial, India
Bagus BT SARAGIH, The Jakarta Post, Indonesia
WU Ting, The Paper.cn, China
Adrian Lloyd VANKLAVEREN, BBC, United Kingdom
### APPENDIX 4.
Participants at JW1 in Brussels, Belgium

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<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Country</th>
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<tbody>
<tr>
<td>Engelbert APOSTOL</td>
<td>ABS-CBN, Philippines</td>
<td></td>
</tr>
<tr>
<td>Ravi BAJPALI</td>
<td>Hindustan Times, India</td>
<td>India</td>
</tr>
<tr>
<td>Camille GORET</td>
<td>Metro, Belgium</td>
<td></td>
</tr>
<tr>
<td>Mi HOANG</td>
<td>Science and Technology Information Magazine (STINFO), Viet Nam</td>
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<tr>
<td>Muhammad IRTAZA</td>
<td>The Nation, Pakistan</td>
<td></td>
</tr>
<tr>
<td>Julien JEFFREDO</td>
<td>RTBF, France</td>
<td>France</td>
</tr>
<tr>
<td>Irvan LIBERTY WILLIAMS</td>
<td>Media Indonesia, Indonesia</td>
<td></td>
</tr>
<tr>
<td>Emil LUKANCIC MORI</td>
<td>Press Agency, Slovenia</td>
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<tr>
<td>Matteo MIGLIETTA</td>
<td>Freelance Journalist, Italy</td>
<td>Slovenia</td>
</tr>
<tr>
<td>Jelena MIKOVCIC</td>
<td>RT News, Croatia</td>
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<tr>
<td>Aruna PAKIRISAMY</td>
<td>Star Media Group, Malaysia</td>
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<tr>
<td>Bayarmagnai PUNTSAG</td>
<td>Confederation Mongolian Journalists, Mongolia</td>
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</tr>
<tr>
<td>Karolina ROMANOFF</td>
<td>Finnish Broadcasting Company Yle, Finland</td>
<td></td>
</tr>
<tr>
<td>Alicia WONG</td>
<td>TODAY/MediaCorp, Singapore</td>
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</tbody>
</table>
APPENDIX 5.
Participants at JW2 in Guangzhou, China

ALTANTSETSEG Sukhbaatar, Confederation of Mongolian Journalists, Mongolia
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Emma FARNE, RAItv, Italy
Thanchanok JONGYOTYING, Spring News Corporation Co., Ltd., Thailand
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LOW Sock Ken, Sun Media Corporation, Malaysia
Asina PORNWASIN, The Nation, Thailand
Nivell RAYDA, The Jakarta Globe, Indonesia
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Maria Wey Shen S.IOW, Channel NewsAsia, Singapore
Rosen TSVETKOV, BTV Television, Bulgaria
Anna VAN DENSKY, EU Reporter Magazine, Netherlands
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References


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7. Press Club Brussels Europe (Belgium)
8. Real Instituto Elcano (Spain)

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