



2019 ASIA MEDIA CONFERENCE

DIGITAL EMPATHY: REPORTING LIKE A HUMANITARIAN

TERMS OF REFERENCE



ICRC

IN PARTNERSHIP WITH



ALIANSI JURNALIS INDEPENDEN
The Alliance of Independent Journalists

Every year, the International Committee of the Red Cross brings together journalists, influencers and innovative communicators from across the Asia Pacific to learn from each other on where our work overlaps. The ICRC is one of the world's most recognised humanitarian organisations with close to 18,000 people working in more than 80 countries to help those caught in conflict. Humanity is at the heart of the stories we share. Preserving people's dignity while seeking innovative ways to generate empathy is always front of mind.

In 2019, the ICRC's Asia Media Conference will be held in **Jakarta** across two days, tentatively scheduled for **November 27-28**. This year the conference will bring a renewed focus on digital storytelling trends. Whether they be bloggers, authors, journos or social media mavens, the ICRC is looking for participants who can share how they tell stories to tackle social issues of diversity, inclusion and change.

The thematic selection of digital storytelling offers multiple tracks to explore. During this two-day event participants will discuss the nature of digital influence, how to navigate fake news and build creative storytelling approaches that generate empathy for social impact to help a diversity of voices be heard.

The event will offer participants a mix of on-hand peer-exchanges through presentations, panel discussions and group work. This year, we will be seeking to bring digital industry leaders and innovators for inspirational lectures and workshops to equip participants with better tools for impact storytelling in a digital age: from news verification, digital security to empathy.

Track 1: Empathy in the digital age

New opportunities emerge with digitalization and greater connectivity. Yet with the greater access to information and the abundance of content we process – can we really say technology helps us to become more empathetic? This track will investigate new approaches to generate effective empathy while talking about those affected by conflict or natural disasters. Participants will have the chance to experience the ICRC's application of Virtual Reality storytelling as a means of broadening our circle of concern. Participants, speakers and panellists in this track will also explore humanitarian perspectives on storytelling that involves violence or trauma.

Track 2: New opportunities in making sure vulnerable voices are heard

This track will explore new opportunities in how to help share the voices of people who need a platform from which to be heard. It will dive into issues of gender reporting online and how technology enables us to better tackle such issues as discrimination, sexual violence and migration. In a region affected by heavy divides, taboos and red lines, the key issue is how we can better work towards more sensitive reporting on key issues affecting communities around us.

Track 3: Storytelling for social impact

How can digital be used to generate interest around social impact and change? What are the cultural and technological shifts that influence storytelling? How can we convince audiences to care and engage? This track explores the practices of impactful storytelling in the digital age. Through practical workshops, keynote addresses and panel discussions, participants will be immersed in the challenges and opportunities of contemporary storytelling and content creation for good.

Track 4: Digital – new age, new risks

Fake news is now on the radar of most media organisations. But its spread affects a wider range of digital users: from humanitarians to the communities on the ground. How do we build trust with audiences and how to work in a post-truth environment? What tools do we have to respond to threats to our credibility? Do we need a global or local approach in counteracting the effects of fake news? This track will explore the strategies and tools to tackle misinformation and disinformation in the digital age. With the support of industry leaders, it aims to equip the participants with the knowledge to increase their digital security and of mitigation measures taken by industry.

Track 5: Engaging on digital

Social media broke through the constraints of traditional media. But with new opportunities and reach come new challenges and new problems. What is the nature of digital influencing for good? How do we bring the problems of offline communities that need help online? This track explores how digital influencing for social change draws on lessons from various countries in the Asia Pacific region. It examines new ways to engage with local communities, navigating an increasingly overcrowded digital landscape and translating complex issues into everyday language.