

# GLOBAL NEWS FORUM MASTERCLASSES

## 0900-1030: PUBLIC TRUST INITIATIVE

Reporters Without Borders will be presenting the Journalism Trust Initiative (JTI) for the first time in the Asia- Pacific region during the Global News Forum. The JTI provides an international standard to verify, showcase and promote trustworthy journalism. It could be used to help substantiate independent, accurate journalism, as a brand and marketing asset, or as a tool to ensure compliance with editorial standards. The workshop is designed for editors-in-chief, managing editors, directors, editors and journalists. Olaf Steenfadt, the director of the Journalism Trust Initiative, will lead the workshop. Please bring your own laptop.



**Olaf Steenfadt** heads the 'Journalism Trust Initiative'. For many years, he has been engaged as a consultant and coach in media development cooperation. He previously worked for national German public broadcasters ARD and ZDF in various roles, including as a radio and TV presenter, investigative reporter, domestic and foreign correspondent, as well as in format development and corporate communication. Olaf is a member of the 'High-level Expert Group on Fake News and Online Disinformation' of the European Commission and of the 'Committee of Experts on Quality of Journalism in the Digital Age' at the Council of Europe. He teaches frequently at universities in Europe.

## 1030-1230: CRISIS COVERAGE – GOING LIVE

The EBU's News Events team provides editorial and broadcast services for planned events - such as the G20 and COP – and breaking news stories like the war in Ukraine. Beyond setting up bookable broadcast facilities for journalists including standup positions, ENG crews or studios, the Eurovision News Events team also partners with broadcasters and organisers of major events to advise and support them in host/co-host broadcasting, media center management, local and international distribution (live and VOD), stand-up position allocation, on-site production facilities (studios, commentary booths, radio booths, etc.) and more. This session will focus on examples and scenarios in Asia and the Pacific and will explain what's possible. It will be led by Eurovision News Events' Head of Partnerships, David Gerbaulet.



**David Gerbaulet** joined the EBU in January 2022. Head of Partnerships for EBU News Events. He has 14 years' experience in the TV broadcast industry, having previously worked for Globecast and Ateame in Paris, London, and Singapore. Throughout these experiences, he has acquired a strong knowledge of the European and APAC broadcasting markets, understanding their complexities and differences. In his career, David has moved between different positions from presales and technical sales roles to business development and partnerships. He is French and holds an Engineering Master's in Network and Telecoms from UPSSITECH Engineering School in Toulouse, France.