The Urban Journalism Academy (UJA) is a pioneering and innovative initiative to train journalists and media professionals who are already interested or involved in urban development with reference to social, economic and environmental issues facing cities in the 21st Century.

Media and communications professionals’ role is crucial to expand the level of consciousness of the wider audience. They have the opportunity to spread knowledge and share reflections on urban issues. Journalists are already the ones who chronicle life in the city, who give voice to urban changes and who describe the urban reality from different points of view. Now is the time to encourage a more proactive and substantive role of media in the development of the city, at international, national and local levels.

During this global change it is, in fact, crucial that the media features in-depth analyses of the opportunities, challenges and solutions found across the urban framework. Moreover, by managing research and interpretation tools they could become spokespersons of sustainable urban development. Finally, to train journalists and communication professionals means moving towards greater democratization, encouraging transparency and participations of those usually not involved in the debate on cities.

The Urban Journalism Academy of Belgrade is co-organize by Habitat III Secretariat, in partnership with the Journalist’s Association of Serbia.

The UJA in Belgrade presents a unique opportunity for Serbian journalists and media representatives, to discuss the important challenge of how cities and towns are planned and managed, and thus to shape the direction of the New Urban Agenda to be adopted by the United Nation Conference on Housing and Sustainable Urban Development (Habitat III), 17-20 October, Quito, Ecuador.
PROGRAMME

09:00 – 09:15 Welcome
Nino Brajević
Secretary of the Serbian Journalist Association

09:15 – 09:45 The Road to Quito
Opportunities for engagement in the Habitat III process
Yulian Tsolov
Habitat III Secretariat

09:45 – 10:30 Europe towards the New Urban Agenda
Impressions from Habitat III Europe Regional Meeting
Prof. Dr. Vladan Djokic
Dean, University of Belgrade - Faculty of Architecture

10:30 – 11:00 Local Urban Challenges
Ideas and Concepts behind the TV Serial “Zivot po meri”
PhD, Darko Reba
Architect, Head of Department of Architecture and Urbanism, Faculty of Technical Science, University of Novi Sad

11:00 – 11:30 Media Reporting Local Urban Challenges
Mr. Marko Jakovljev

Moderator - Ivan Miskovic, Journalist and PR Expert

PRACTICAL INFORMATION

WHEN  16 May 2016, from 09:00 am to 11:30 am
WHERE  Press center Udruženja novinara Srbije, Knez Mihailova 6/3 11000 Belgrade, Serbia
WHO  Journalists, media accredited representatives, journalism students, etc.
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