



**AIBD Regional Pre-Summit Workshop on
Promoting Media Accessibility for Vulnerable Groups
Kuala Lumpur, Malaysia
2 September 2024
Part – 2**

Project Background:

The digital age has brought significant advancements in media technology, making information more accessible than ever before. However, vulnerable groups, including persons with disabilities, elderly populations, and marginalized communities, often face barriers to accessing media content. These barriers can lead to a lack of representation, misinformation, and exclusion from vital information. To address these challenges, AIBD is collaborating with KCC and KISDI for the workshop on "Media Accessibility for Vulnerable Groups" which aims to empower media professionals with the knowledge and tools needed to create inclusive and accessible media content. This initiative aligns with global efforts to promote inclusive communication and the rights of all individuals to access information.

Project Objectives:

The objectives of this workshop are to:

1. Explore tools and resources for implementing accessibility features in media production.
2. Raise awareness about the importance of media accessibility.
3. Advocate for policies and regulations that support media accessibility at national and regional levels.
4. Support the production of media content that highlights the experiences and needs of vulnerable groups.

Expected Outcomes:

By the end of the one-day workshop, participants will have:

- Enhanced understanding among media professionals about the importance of accessibility in media.
- Adoption of inclusive and accessible media practices by participating media organizations.
- Increased production of accessible media content that meets the needs of vulnerable groups.

Participant's Profiles:

The workshop is designed for the following stakeholders:

1. Content Producers, Newsroom Editors, Journalists of Television with at least 2 years working experience.

2. Academic institutions: Media studies faculty members and researchers.
3. Participants will have a background or involvement in media, policy making, regulation, journalism, or community engagement.
4. Ability to communicate fluently in the English language.

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