



**AIBD/Ministry of Information Cambodia Workshop On  
Role of Information Diplomacy in Dispelling Disinformation  
21 July 2025  
Siem Reap, Cambodia**

**A. Introduction**

In today's hyperconnected media environment, disinformation is viral and easily crosses borders. A single misleading post or manipulated headline can spread rapidly across regions, undermining trust, inciting conflict, and distorting public perception. While fact-checking and media literacy are essential, one often overlooked yet powerful tool is information diplomacy, the strategic use of communication to build trust, correct false narratives, and promote social cohesion.

This one-day regional workshop brings together media professionals from across the Asia-Pacific to strengthen their ability to report, produce content, and communicate with clarity, responsibility, and a cross-border perspective. The workshop focuses on practical tools, cultural awareness, and strategies rooted in the principles of information diplomacy.

**B. Objectives**

This workshop aims to:

- Introduce information diplomacy as a strategic communication approach in the era of digital media, emphasizing its relevance to journalism, public communication, and regional stability.
- Foster cross-border media collaboration by promoting ethical reporting and responsible storytelling that build trust across diverse audiences.
- Enhance participants' ability to detect, analyze, and respond to disinformation, with practical tools tailored to regional challenges.
- Encourage culturally informed content creation that respects local contexts, reduces misunderstanding, and supports social cohesion across the Asia-Pacific.

**C. Expected Outcomes**

By the end of the workshop, participants will:

- Improved understanding of information diplomacy and its application in journalism and digital communication.
- Strengthened regional networks among media professionals committed to ethical and collaborative reporting.
- Enhanced capacity to identify, verify, and counter disinformation using practical tools and strategies.
- Greater cultural awareness in media production, resulting in more inclusive and context-sensitive content.
- Actionable insights and guidelines for integrating information diplomacy into newsroom practices and media programming.

**D. Expected Outputs**

- A workshop summary report outlining key discussions, best practices, and recommendations.
- A toolkit or reference guide on applying information diplomacy in media and communication.
- Case studies or examples of effective cross-border collaboration and disinformation response.

- A participant network or contact list to support ongoing regional cooperation.
- Draft action plans or editorial guidelines developed by participants for integrating workshop insights into their media work.

#### **E. Targeted Participants**

- Journalists from TV, radio, print, and digital platforms
- Media content producers and editors
- Government information officers and institutional spokespersons
- Educators or trainers in media and communications
- Bloggers and independent content creators
- Participants should have a working proficiency in English.

#### **F. Contents To Address the Following Concerns:**

- I) Framing Facts: Context-Aware Storytelling in a Connected World
- II) What Is Information Diplomacy? (Concepts & Examples)
- III) Personal and Digital Safety for Media Professionals
- IV) Building Trust Through Responsible Media Practices
- V) Respect the sovereignty and diversity of media systems across the Asia-Pacific, encouraging dialogue rather than prescribing uniform solutions.

### **Tentative Agenda**

<b>Time</b>	<b>Session</b>
<b>08:45 – 09:10</b>	<b>Registration</b>
<b>09:10 – 09:30</b>	<b>Opening Session</b> <ul style="list-style-type: none"> <li>• Welcome remarks by AIBD</li> <li>• Opening remarks by MoINFO Cambodia</li> <li>• Group photo</li> </ul> Facilitator: Ms Navy Chorn, Deputy Director-General of Directorate General of Information and Broadcasting, MoINFO, Cambodia
<b>09:30 – 10:30</b>	<b>Session 1: Significance of Information Diplomacy</b> <i>Speakers:</i> <ol style="list-style-type: none"> <li>1. Mr. Tep Asnarith, Under-Secretary of State, MoINFO, Cambodia</li> <li>2. Mr. Sles Alfin, Under-Secretary of State, MoINFO, Cambodia</li> </ol>
<b>10:30 – 10:40</b>	<b>Coffee Break</b>
<b>10:40 – 11:30</b>	<b>Session 2: Trust in the Digital Age – Media Diplomacy in Action</b> Speaker: Mr. Jun Ogawa, International Consultant, BPO, Japan
<b>11:30 – 12:15</b>	<b>Session 3: Human Development and Disinformation at the Grassroots</b> <i>Speaker:</i> Dr. Sreedhar Ramamurthy, Community Media Practitioner, India
<b>12:15 – 13:30</b>	<b>Lunch Break</b>
<b>13:30 – 14:15</b>	<b>Session 4: Public Broadcasting and Regional Cooperation in Combating Disinformation</b> <i>Speaker:</i> Mr. ASM Zahid, Director General, Bangladesh Betar,

	<i>Bangladesh</i>
<b>14:15 – 15:00</b>	<b>Session 5: Case Studies</b> “Building Ethical Regional Media Narratives” <i>Member Presentations</i>
<b>15:00 – 15:10</b>	<b>Breaktime</b>
<b>15:10 – 16:00</b>	<b>Session 6: Group Activity / Scenario Simulation (Tentative)</b> “Responding to a Cross-Border Disinformation Crisis” Facilitator: Ms Navy Chorn, Deputy Director-General of Directorate General of Information and Broadcasting, MoINFO, Cambodia
<b>16:00 – 16:30</b>	<b>Closing Session</b> <ul style="list-style-type: none"> <li>• Reflections from participants</li> <li>• Closing remarks by AIBD &amp; MoINFO</li> <li>• Presentation of Certificates</li> </ul>