



## Urban Journalist Academy (UJA) INTER\_MEDIA

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 economic 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 over 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 UJA at Habitat III Thematic Meeting on Intermediate Cities

Practical Information

**WHEN** > 09 November 2015, 2.15 to 5.15 a.m.

**WHERE** > Museo de la Ciudad, Press Conference Room

**WHO** > All media registered to the Conference

### PROGRAMME

Welcome by United Nations, Habitat III Secretariat.

Introduction of the moderator - Jesús Sanchis, Director of Ecuador, EFE Agency

Sessions:

- **News and Urban Development** - Gregory Scruggs, Citiscope
- **Reporting an Intermediate City** - Rosana Encalada, Cuenca University
- **Urban Mythology** - Matías Zibell, BBC Mundo
- Questions and answers

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