

MEDIA PROGRAMME

The effective implementation of corporate governance frameworks require a media that can provide appropriate checks to various market players and communicating accurate information and analysis to the market thus ensuring greater transparency and accountability within the market place. The media, as an industry, also has to look at their corporate governance and their level of transparency, accountability, and responsibility as key players in the market.

In the region, economic journalism is relatively new, with various forms of media such as television and radio having specific programs on business reporting. Aligning with a relatively new tradition for economic journalism is an investing public most of whom are not financially savvy or sophisticated enough to analyze stock offerings and financial information provided by firms. Economic journalists can play a crucial role in investor education by writing easy-to-read, easy-to-comprehend articles on corporate governance in the region.

Hawkamah's media programme focuses on educating journalists on concepts like corporate governance, transparency, and accountability to further enhance the quality of economic reporting in the Arab world. Hawkamah aims to improve the ability of the media to report corporate governance malpractices, inform the market of the state of corporations, and create a network of media representatives for analysis of broader corporate governance issues. Hawkamah will organize:

- 1. Corporate Governance Training for Journalists** – A combination of knowledge- and skills-based training program will be implemented by Hawkamah and its partners to explain broad corporate governance concepts and to show where to go to get basic corporate governance information on companies. Additionally the training program will provide 'hands-on' experience to journalists on how firms deal with corporate governance practices and reporting.
- 2. Roundtables on Corporate Governance Issues** – As part of Hawkamah's outreach strategies in the region, Hawkamah and its local partners will organize roundtables focusing on specific corporate governance issues relevant to the country host. From shareholder rights to insider trading, Hawkamah and its expert partners will explain in plain language key corporate governance concepts and how these topics relate to private sector development.
- 3. Economic Reporting Toolkits** – Hawkamah will produce economic reporting toolkits in Arabic and French to look at various practical strategies and approaches on economic journalism. Primarily focused on written media, the economic reporting toolkit will focus on how to conduct research on companies, identify sources from companies, approach companies on their corporate governance practices, among other topics. The toolkits will also have a glossary of economic terms that will be useful for journalists in their reporting.
- 4. Corporate Governance Regional Review** - Hawkamah will produce a quarterly publication on corporate governance trends in the region, and will feature both academic research, practical case studies, and policy review on corporate governance.