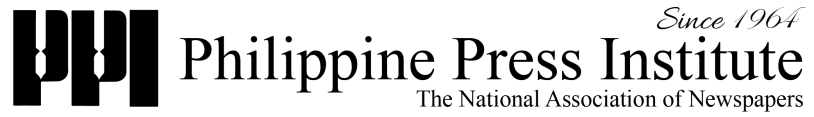
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206 BF Condominium, Intramuros, Manila

Tels. 527-9632/527-4478. Fax 5273390

http://www.philpressinstitute.net

**PPI SCHOLASTIC SEMINAR**

**LET’S GET REAL ON FAKE NEWS**

**in partnership with NICKEL ASIA CORP.**

**With support from the**

**University of the Cordilleras**

**Baguio City**

**April 12, 2017**

**Rationale:**

The advent of social media has been both a boon and a bane for society. There is no gainsaying the fact that today’s online communication channels have made interactions with other people, albeit virtually, even for the most flimsy reasons — such a cinch. Indeed, getting in touch with kith and kin alike — no matter the distance — now comes with little effort and at relatively costs. (A definite boon for OFWs and their families.) Welcome to the virtual world!

The benefits proffered by these electronic tools may go far beyond making life convenient for individual members of society, because they arguably have value for democracy. Consider citizens being emboldened to speak their minds (for some with little regard for decency and decorum) on a broad range of issues, often involving powerful figures that bristle at becoming embroiled in a virtual storm. Why, even those living under authoritarian or repressive states, who think nothing of allowing an independent press, have embraced digital media to voice their dissent on matters of public interest — and fight repression.

Yet the same tools being used for expanding and deepening public dialogue, and enhancing civic and political engagement while empowering marginalized sectors, are also being wielded to undermine such and similar ends. The advent of ‘fake news’, ‘alternative facts, or simply put, outright lies, clearly illustrates this troubling reality that is rewiring public debate, and societies at large, in the digital age. In the Philippines and elsewhere in the world the proliferation of fake news is polarizing society and deepening the political divide. This, at a time when people should be reaping increasing digital dividends not only to enhance their individual and collective well-being but also to ensure more responsive, efficient, and transparent public governance.

This seminar — interestingly, one of many now taking place in the Philippines and elsewhere in the world — couldn’t be more timely, including for young people, who, like other segments of society, can be unwitting (or witting) tools in the spread of hoax news.

It will explore questions such as: What is fake news? How to spot fake news? Is fake news a new phenomenon? How is it undermining democracy? What can be done to stop it?

These questions — and more — will be tackled in PPI’s scholastic seminar.

**PROGRAM**

**MORNING**

9:00 - 9:30 am Welcome Remarks

Prof. Ronald Ta-a, Head, Mass Communication, University of the Cordilleras

Opening Remarks and Introduction

Ariel C. Sebellino, PPI Executive Director

9:30 - 10:15 am Scanning the Digital Landscape

Tess Bacalla, PPI Training Director

10:15 - 10:30 am COFFEE/TEA BREAK

10:30 - 11:00 am Real News: Getting the Lowdown

Frank Cimatu, Correspondent, Philippine Daily Inquirer

11:00 - 12:00 pm The Real Deal on Fake News

Tess Bacalla, PPI Training Director

12:00 - 1:30 pm LUNCH

1:30 - 2:00 pm Civic Journalism 101: Enhancing Civic Engagement

Ariel C. Sebellino, PPI Executive Director

2:00 - 3:15 pm Media Forum (Q&A)

3:15 - 3:30 pm COFFEE/TEA BREAK

3:30 - 3:45 pm Covenant signing

3:45 - 4:00 pm Closing Remarks

Sonia Daoas, Trustee for Luzon, PPI

Student representative