



THE SALWEEN INSTITUTE

for Public Policy

...informing peoples, empowering communities, and impacting policies in Burma/Myanmar through partnership.

STRATEGIC COMMUNICATIONS & MEDIA RELATIONS

Who Should Attend?

If you want to be a responsible and an engaged citizen, this program is designed for you. We will focus on both media relations and communication strategies. The program is designed to empower individual citizens to present their views and participate in the opinion market while protecting the collective public interest on critical issues.

Key Benefits

Be informed about strategies to get your points across and how to communicate strategically with the broad public or targeted audience; learn what you can do to engage the media and become a more engaged citizens in the political process.

Program Content

We will talk about new methods of outreach (including social and electronic media) and the need for consistency and coordination in communication strategy. Topics include professionalism in communications, the need for infrastructure (database) and longstanding working relationship in strategic media relations that can produce desirable results with reliability and integrity. You will gain insights on topics such as understanding the media and how to handle media relations for a cause you want to promote or defend.

About the Presenters

Saw Kapi is the founding Director of Salween Institute (www.salweeninstitute.org). He is a long-time Burma political analyst, who previously served as an administrator at three universities in the United States - California State University, Bakersfield, University of Maryland College Park and University of San Francisco. Born in Kyaukkyi, Burma, he relocated to the Karen-controlled areas upon the military coup in 1988. There, he spent five years volunteering with the democratic resistance movement and serving as a teacher for young Karen students. He served as a Karen National Union representative in the U.S. from 2000 to 2004. Saw Kapi holds an M.A. in Development Economics from Williams College and a B.A. in International Relations from San Francisco State University.

Naw Show Ei Ei Tun is currently a Consultant at APCO Worldwide, specializing in economic and development issues in Southeast Asia. Previously, she has served as a Research Assistant at the Washington D.C. think-tank, Woodrow Wilson Center for Scholars, where she focused on US foreign policy in developing countries. She worked for three years as a broadcast journalist at VOA-Burmese service until 2011. Show Ei Ei Tun holds an M.A. in International Relations and Political Economy with a focus on Southeast Asia from Johns Hopkins University's School of Advanced International Studies in Washington, D.C. She earned her B.A. in Economics and Finance from Eastern University, Pennsylvania.