

International Workshop on In-depth & Investigative Reporting

October 29-30, 2010

Co-Sponsored by:

US-China Education Trust

Renmin University School of Journalism and Communication

**Hosted by Renmin University School of Journalism and Communication, and
Research Centre of Journalism and Social Development, Renmin University**

Friday, October 29

- 8:30 am **Opening Ceremony & Greetings**
- 9:00 am **Group Photo**
- 9:20 am **Panel Discussion: In-depth and Investigative Reporting in the New Media Age**
Cai Wen, Deputy Dean, Renmin University School of Journalism and Communication
Chen Tong, Editor-in-Chief & Vice President, Sina.com
Gao Xianmin, Producer, CCTV: Half-Hour Economy
Xu Guangjin, Executive Director, Renmin University Research Center of Journalism and Social Development
Zhou Yong, Dean, Broadcasting Department, Renmin University School of Journalism and Communication
Liu Wangyong, Vice Director, Youth Daily: Special Reporting-editing office
Moderator: Xu Guangjin
- 11:00 am **Keynote Address: Diary of a Pulitzer Prize Investigation, with Q & A**
Deborah Nelson, Professor, Phillip Merrill College of Journalism, University of Maryland
- 12:00 pm **Morning Session Concludes, Attendees Adjourn for Lunch.** Participants sit in assigned small groups, for an informal lunch discussion.
- 1:30 pm **Panel Discussion: Ethics and Social Responsibility of In-depth and Investigative Reporting**
Chen Xuan, Researcher, Renmin University Research Center of Journalism and Social Development
Li Yufei, Anchor, China National Radio & Journalist, Voice of China

Lectures and panel discussions will be held in the Cisco Studio, Renmin University School of Journalism, Mingde Building, Third Floor, except as noted

Friday, October 29 (Continued)

Tang Yong, Senior Reporter, Director of New Media Division, News China

Xu Hong, Executive Director, Peking University School of Journalism and Communication Financial and Economic News Research Center

Xu Lijun, Director, Heilongjiang TV, Social News Department

Zhong Xin, Professor, Renmin University School of Journalism and Communication

Moderator: Zhong Xin

4:00 pm **Presentation of Case Study & Small Group Breakout Sessions, Facilitated by Professor Deborah Nelson**

Professor Nelson will present a case study involving real-world ethics and standards. Small groups will discuss these case studies.

4:50 pm **Afternoon Session Concludes, Attendees Adjourn for Dinner**

5:00 pm **Dinner Hosted by US-China Education Trust, Angel Restaurant, Near Renmin University West Gate**

Saturday, October 30

8:30am **Panel Discussion: Ideas and Methods of In-depth and Investigative Reporting**

Chen Shaoyi, Reporter, Caijing Magazine

Zhang Zheng, Professor, Renmin University School of Journalism and Communication

Liu Chang, Deputy Editor-in-Chief, China Youth Daily, General Editorial Office

Sun Jie, Producer & Senior Editor, CCTV Forum

Wang Jun, Professor, Communication University of China, School of Journalism and Communication

Gao Xiaohong, Dean, Communication University of China School of Journalism and Communication

Wang Keqin, Editor-in-Chief & Senior Reporter, China Economic Times

Ding Buzhi, Journalist, Legal Affairs, Caijing Magazine

Moderator: Zhang Zheng

11:30 am **Small Group Breakout Sessions: Designing a Reporting Strategy, Facilitated by Professor Deborah Nelson**

Each small group will be given a tip. Small groups will design a reporting strategy for obtaining and verifying the information. Small groups will meet to discuss the tip, and their strategies, during lunch.

11:50 am **Morning Session Concludes, Attendees Adjourn for Lunch**

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Saturday, October 30 (Continued)

- 12:00 pm **Lunch & Small Group Discussions**
Small groups discuss their tip, develop strategies, and prepare to present their strategies to the large group, after lunch.
- 1:30 pm **Small Groups Present Their Tip and Reporting Strategies**
One to three members of each small group make short presentations to the large group regarding their reporting strategies.
- 2:30pm **Media Education Regarding In-depth and Investigative Reporting**
Deborah Nelson, Professor, Phillip Merrill College of Journalism, University of Maryland
Li Yong, [Title / Organization]***
Gao Gang, Party Committee Secretary, Renmin University School of Journalism and Communication****
Zhu Linxiang, Reporter, Beijing People's Broadcasting Station
Chen Zuoping, Professor & Vice Dean, School of Television and Journalism. Communication University of China
Yang Chun, Host & Reporter, CCTV: News Probe
*Moderator: **Zhou Xiaopu**, Professor, Renmin University School of Journalism and Communication*
- 4:50 pm **Afternoon Session Concludes, Attendees Adjourn**

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