



The Building Blocks of Business Journalism
Workshop for Journalists in Uzbekistan
Tashkent, December 16-18, 2020

Trainers: Oleg Khomenok, Internews Network
 Ken Holder, Vistra Communications, LLC
 Navbahor Imamova, Voice of America
Coordinator: Beruniy Alimov, CFC Big Ideas

Module 1 of 6

COURSE INFORMATION:

This workshop will cover the basics of business journalism. The hands-on workshop will include presentations, discussions, practical examples and exercises. Working languages: Uzbek and English (with translation).

At the end of this course journalists will have a deeper understanding of:

- What is business journalism
- What business journalism covers
- Basics of the economic reporting (Business terminology glossary, Economic indicators, Sources of economic information)
- Who are the consumers of business news (targeting audience and adjusting coverage to their needs)
- How to find a story idea
- How to tell the story that is easy-to-be consumed (storytelling)

REQUIREMENTS: Please bring your smartphone and/or tablet, and headphones if you have them. A laptop will also be useful to take notes.

Time UZ	Time DC	December 16, 2020	Speakers
Day 1			
09.00-09.30	23.00-23.30	Introduction Opening Remarks	Joan Mower, Inna Dubinsky, Navbahor Imamova, Oleg Khomenok, Ken Holder, and Beruniy Alimov
09.30-11.00 90 minutes	23.30-01.00	Workshop Overview Course Expectations Presentation and discussion of journalists' experiences in business journalism, strengths and needs for improvement.	Trainer: Oleg Khomenok
11.00-11.30	01.00-01.30	Break	

11.30-13.00 90 minutes Session 1	01.30-03.00	Importance of business reporting Who we are writing for. How to get audience interested in our content. Presentation, discussion, Q&A, simulation game. Assignment: Prepping for a Q&A with the guest speaker.	Trainer: Oleg Khomenok
13.00-14.00	03.00-04.00	Lunch	
14.00-15.30 90 minutes Session 2	04.00-05.30	What are capital markets and soes Uzbekistan have them yet? Conversation with Atabek Nozirov, Director of the Capital Market Development Agency	Moderator: Navbahor Imamova
15.30-15.45	05.30-05.45	Break	
15.45-16.40 55 minutes Session 3	05.45-06.40	Small Group Case Studies Review and analyze reports. Identify what is missing in the story suggest how to make it better.	Trainers: Ken Holder, Oleg Khomenok, Navbahor Imamova
16.40-16.55	06.40-06.55	Break	
16.55-17.50 55 minutes Session 4	06.55-07.50	Small Group Discussion	Trainers: Ken Holder, Oleg Khomenok, Navbahor Imamova
17.50-18.00	07.30-08.00	Wrap up. Lessons learned.	Oleg Khomenok
Day 2		December 17, 2020	
09.00-09.30	23.00-23.30	Day 1 Review	Trainers: Oleg Khomenok, Navbahor Imamova
09.30-11.00 90 minutes Session 5	23.30-01.00	Elements of economy and business reporting Presentation, Brainstorming of the topics. Group exercise in selection and prioritizing of the news topics for different audiences and media.	Trainers: Oleg Khomenok, Navbahor Imamova
11.00-11.30	01.00-01.30	Break	
11.30-13.00 90 minutes Session 6	01.30-03.00	Ethics in business reporting Dilemmas discussion in groups. Presentation, developing ethical standards recommendations in groups. Assignment: Prepping for a Q&A with the guest speaker	Trainers: Oleg Khomenok, Navbahor Imamova, Ken Holder
13.00-14.00	03.00-04.00	Lunch	
14.00-15.30 90 minutes Session 7	04.00-05.30	Combatting corruption. Building a transparent society. Conversation with Akmal Burhanov, Director, Anti-Corruption Agency	Moderator: Navbahor Imamova
15.30-15.45	05.30-05.45	Break	

15.45-16.40 55 minutes Session 8	05.45-06.40	Building relationships and contacts, trust and credibility; networking	Trainer: Ken Holder
16.40-16.55	06.40-06.55	Break	
16.55-17.50 55 minutes Session 9	06.55-07.50	Practical assignment: Writing news items and articles based on economic and business reports	Trainer: Navbahor Imamova
17.50-18.00	07.30-08.00	Wrap up. Lessons learned.	Trainers: Oleg Khomenok, Navbahor Imamova, Ken Holder
Day 3		December 18, 2020	
09.00-09.30	23.00-23.30	Day 2 Review	Trainers: Oleg Khomenok, Navbahor Imamova
09.30-11.00 90 minutes Session 10	23.30-01.00	Words matter: Business news reporting and writing Small group exercise in writing & editing news based on fact sheets provided by the trainers.	Trainers: Oleg Khomenok, Navbahor Imamova
11.00-11.30	01.00-01.30	Break	
11.30-13.00 90 minutes Session 11	01.30-03.00	Business Storytelling Planning and telling a business story for lay audience. Presentation and learning game. Assignment: Prepping for a Q&A with the guest speaker	Trainers: Oleg Khomenok, Ken Holder
13.00-14.00	03.00-04.00	Lunch	
14.00-15.30 90 minutes Session 12	04.00-05.30	Understanding foreign & domestic stock markets and reading numbers. Conversation with Bekzod Usmonov, Chairman of the Board of the Republican Stock Exchange	Moderator: Navbahor Imamova
15.30-15.45	05.30-05.45	Break	
15.45-16.40 55 minutes Session 13	05.45-06.40	Covering investment, loans and credits, economic assistance, and humanitarian aid	Trainer: Ken Holder
16.40-16.55	06.40-06.55	Break	
16.55-17.50 55 minutes Session 14	06.55-07.50	Conversation with Uzbek diplomats abroad dealing with business and investment	Moderator: Navbahor Imamova
17.50-18.30	07.30-08.30	Program evaluation. Graduation ceremony. Certification. Photo session.	Joan Mower, Inna Dubinsky, Navbahor Imamova, Oleg Khomenok, Ken Holder, and Beruniy Alimov
		Workshop ends	

Trainer bios:

Navbahor Imamova



Navbahor Imamova is an anchor, reporter, multimedia editor and producer at the Voice of America Uzbek Service. She has covered Central Asia and the U.S. for nearly 20 years on TV, radio and online. For the last couple of years, she has also been reporting from inside Uzbekistan as the first-ever accredited U.S. based journalist in the country. Imamova played a pivotal role in the launch of Uzbek television programming at VOA in 2003 and has since presented more than 800 editions of the flagship weekly show, “Amerika Manzaralari”.

Oleg Khomenok



Oleg Khomenok is a media trainer and consultant, Senior Media Advisor of Internews Network, Global Investigative Journalists Network (GIJN) Board of Directors Member, International Fact-Checking Network expert, has over 25 years of experience in journalism, media education, GR, managing investigative reporting and media support projects in Eastern and Central Europe. He served as regional correspondent for the European Institute for the Media for five years and provided expertise to the OSCE Representative on Freedom of the Media for a special report about the media situation in Ukraine.

Ken Holder



Ken Holder is a program manager at Vistra Communications, LLC. He brings 45 years of professional federal communications, strategic communications, crisis communication, publications management and public affairs experience with U.S. Army Corps of Engineers in the U.S. and internationally. Skilled in identifying trends and key group interests. Expert in providing direction and guidance for long-term institutionalization and sustainment strategies. Adept in developing cohesive and comprehensive business approaches, streamlining processes to increase efficiencies and enhancing profitability for organizational growth.