

Covering the Oil and Gas Sector

March 15, 16 and 17, 2013

Day 1 – Friday, March 15

09:30 – 10:00 Registration and welcome notes

10:00 – 11:00 **Recent developments and regional overview**

The session will set the stage for the following training sessions. It will provide an explanation about what is going on in the region, new developments, challenges and what is expected to happen in near future.

Presenter: **Mona Sukkarieh** – *Middle East Strategic Perspectives*

11:00 – 11:15 Coffee break

11:15 – 13:15 **What journalists need to know about the sector**

The session will cover terminology, technology, and legal treaties as they pertain to Lebanon, Syria, Cyprus and Israel. The goal of this session is to give journalists a crash course on the industry.

Trainer: **Chris Huntington** – *New Energy Fund Advisors*

13:15 – 15:00 Lunch

15:00 – 17:00 **Covering the energy market as a beat**

The session will introduce participants to sources they can credibly turn to and will highlight the many angles an energy reporter should pursue when covering the beat and how to put together stories that resonate.

Trainer: **Claude Salhani** – *OilPrice.Com*



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Day 2 – Saturday, March 16

09:30 – 11:00 How the oil markets work

The session will discuss trading and prices. The goal of the session is to provide a basic understanding of how markets work, what affects prices, sentiment and general market trends.

Presenter: *Jessy Trad Kastoun – MTV*

11:00 – 11:15 Coffee break

11:15 – 13:15 Making sense of the numbers

The session will focus on how to write stories on the oil and gas markets without being overwhelmed by numbers, how to spot a lead, how to report on trends, how to turn market movements into stories accessible to the general public.

Trainer: *TK Maloy – Marvopolis.Net*

13:15 – 15:00 Lunch

15:00 – 17:00 Transparency and governance in the oil and gas sector

The session will give journalists the tools to assess the level of transparency and good governance in the oil and gas sector, during the design of the terms of reference, the bidding, contracting, and implementation phases. It will also present the Extractive Industry Transparency Initiative.

Presenters: *Laury Haytayan – Revenue Watch Institute*

Diana Kaissy – Publish What You Pay Initiative



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Day 3 – Sunday, March 17

09:30 – 11:30 **Keep the environment in mind**

The session will lay out various environmental concerns specific to the region and will introduce trainees to terminology and “enviro-speak”. Participants will learn how to intelligently consider environmental issues while writing stories, which credible environmental sources to consider and how to ask questions to yield useful information.

Trainer: *Kris Van Orsdel* – *Ocean Conservancy*

11:30 – 11:45 Coffee break

11:45 – 13:45 **International Energy Debates**

The session will present several different scenarios from other countries to illustrate how story cycles can develop. This session will help journalists understand how various factors can play a role in how the industry is covered as it matures based on examples from across the globe.

Trainer: *Ben Van Heuvelen* – *Iraq Oil Report*

13:45 – 15:15 Lunch

15:15 – 17:00 **Aaron Sorkin’s Newsroom – Season 1 – Episode 1**

“We Just Decided To” - In the aftermath of his public tirade, acclaimed news anchor Will McAvoy (Jeff Daniels) returns to his job to find that most of his staff are leaving and his new executive producer is his ex-girlfriend, MacKenzie McHale (Emily Mortimer) and when some breaking news about a potentially disastrous oil spill in the Gulf of Mexico hits the network, the staff faces a new challenge.

Format: *Discussion with all participants and trainers on the oil sector fact-checking techniques.*

