

# Broadcaster

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## ***Crafting a Clear Vision for Social Media Engagement***

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# Gearing Up for Another Impactful Year

New Year has always meant new beginnings, new resolutions, new expectations and of course transitions. As Broadcaster welcomes the New Year, we at AIBD wish that the year proves to be fantastic for our partners, members and affiliates.

With support and active participation from members, AIBD delivered some significant workshop and trainings, and conducted meaningful seminars last year. Feedback from the participants and their organisations makes us believe that most of them got what they were looking for. Such positive feedback does set higher expectations and we will strive to meet them. A remark from one of the participants at a recently held workshop on Social and Emerging Media sums it all up, *“I will call a meeting with my staff as soon as I return and I will teach them what I have learnt. It will improve the quality of our news coverage”*. The responses were not much different from participants of the Training of Trainers workshop held at AIBD for the RTM engineering staff. In all humility one of our consultant remarked that it was time to give back, as he himself was trained in the same room 30 years back by AIBD.

Continuing with our efforts to touch upon issues of key importance, a seminar was organised on building media capacity to address the burning issue of climate change along with IPPTAR and KKMM. The seminar was well attended with over 50 journalists participating in the event. The need to be factually correct yet sensitive while reporting on issues such as climate change cannot be over emphasised.

In 2015, we expect to replicate some of these efforts and add value through trainings, workshops and seminars. Instead of resting on past laurels, AIBD wishes to reach out to new frontiers in this year. The Asia Media Summit to be held in May 2015 wishes to tackle one serious competitor to the broadcast world head on – social media. Experts believe that broadcast media can thrive and co-exist with the social media, but this is possible only through innovation & creative content. The other big event of the year, AIBD General Conference, will be held in Chiang Mai, Thailand in August 2015.

2014 did bring some changes amongst our members, affiliates, partners and within AIBD. Some of these changes were in the



form of new appointments, leadership changes and transitions. ‘If there is anything constant in this world... it is *change*’, is a cliché, but we feel these changes will bring positive results. In Bangladesh, women power was given importance through the Girl Power Award by BNNRC, while the radio documentary on the rehabilitation of a 17 year old drug addict as part of a workshop organised by BBS, Bhutan gave a feeling that great things can happen if there is the will.

AIBD believes that associations, collaboration and cooperation could become the key words in the New Year. We look forward to healthy partnerships with all our members and partners.

Wishing you all a VERY HAPPY NEW YEAR 2015 from the entire team at AIBD.





# Crafting a Clear Vision for Social Media Engagement

The Asia Media Summit 2015 in Kuala Lumpur, Malaysia will offer public as well as private broadcasters in Asia Pacific a wide range of opportunities to debate, examine and formulate a clear vision for social media and pursue innovative strategies in dealing with this new media platform. As they recognise the growing symbiotic relationship they have with social media, broadcasters need to master this social media landscape in order to enhance their programmes, audience engagement and income generation.

While some broadcasters consider social media competition, others believe they can co-exist with social media and make this new platform a key partner to achieve their organisation's goals.

More than 50 speakers from across the globe are expected to share their knowledge and expertise in building broadcast markets, content and business by tapping social media. The Summit aims to attract some 500 CEOs, senior officials and other broadcast stakeholders from more than 50 countries to attend this event at the Shangri-la Hotel in Kuala Lumpur.

As the AMS organiser, AIBD in collaboration with this year's hosts, Malaysia's Ministry of Communication and Multimedia

(KKMM) and Tun Abdul Razak Broadcasting and Information Institute (IPPTAR), Malaysia expects to tap some 15 foreign and local partners and organisations to support the three-day Summit from 26-28 May 2015. The Summit's theme is "Transforming Broadcasting in the Social Media Era."

"We will support the AMS 2015 and ensure that a diversity of perspectives will be presented to help broadcasters in the region transform the ways they face the influence and impact of social media," Dato' Sri Ahmad Shabery Cheek, Minister of Communication and Multimedia, Malaysia, said in a recent meeting with AIBD and IPPTAR officials to discuss the Summit preparations.

Mr. Marcel Gomez, AIBD Acting Director, says this year's conference will continue its tradition of providing broadcasters every opportunity to learn from the expertise of foreign and local resource persons and network with their peers within and outside the region.

AIBD and IPPTAR have had several meetings to facilitate preparations, solicit partnerships and ensure that delegates will have a meaningful and productive participation as well as an enjoyable experience while in Malaysia's capital.



The venue of AMS 2015

Delegate online registration will open by the first week of March 2015.



(From Left to right) Mr. Marcel Gomez (AIBD), Dato' Sri Ahmad Shabery Cheek (KKMM), Dato' Adilah Shek Omar (IPPTAR)



# Thailand to Host GC 2015

Mr. Marcel Gomez, AIBD Acting Director, paid an official visit to Chiang Mai, Thailand, from 25 to 28 November 2014 to discuss preparations for the 41st Annual Gathering / 14th AIBD General Conference & Associated Meetings. The event will be hosted by the Government Public Relations Department (PRD), Thailand from 18 to 20 August 2015.

# GC 2015

Mr. Gomez and a PRD team led by Ms. Praphaisri Ketsawa, Director of International Cooperation Division, visited four hotels as the possible venue for the event. Others who were part of the visit were Ms. Sirinapha Pansang and Mr. Worapon Mathurosmatanee, both of PRD.

The group inspected the Kantary Hills Hotel and Serviced Apartments, Duangtawan Hotel, Le Meridien and Shangri-la Hotel. In consultation with the Government Public Relations Department (PRD), AIBD will choose an international hotel with the best professional services and a pleasant environment.

The visit was fruitful as it provided the team a first-hand look at the hotels and facilities available.

### Courtesy call to PRD Region 3

On 27th November, the team paid a courtesy call on Ms. Thanthip Thongngamkam, Executive Director, The Public Relations Office Region 3, Chiang Mai. She was briefed about the AIBD and its mandate and also Thailand's membership in the Institute.

Ms. Thanthip acknowledged the importance of the AIBD General Conference 2015 and agreed to support the conference in anyway possible.

Mr. Gomez thanked Ms. Thanthip Thongngamkam for her support to the AIBD GC 2015. He took the opportunity to invite her and the delegation to attend the Asia Media Summit 2015 to be held in Kuala Lumpur, Malaysia.

### Excursion

The team also visited a number of places of interest, namely, the Maesa Elephant Camp and Queen Sirikit Botanical Garden as possible sites for the delegates' excursion. The other place of interest the team considered was the Bo Sang Handicraft Centre where local artisans make the world famous Sa Paper umbrellas.



Ms. Thanthip Thongngamkam (second from left) welcomes the AIBD and PRD team in Chiang Mai.



# ASBU Elects New Officers

By **Mr. Marcel Gomez**  
Acting Director, AIBD

A new leadership takes over the Arab States Broadcasting Union (ASBU) in January 2015, and looks forward to closer collaboration with AIBD on selected training activities and regional conferences.

Mr. Mohamed Abdelmohsen Al Awash, Asst. Under Secretary of Information for Commercial Affairs, Kuwaiti Ministry of Information, will serve as ASBU President, while Mr. Mustapha Ben Latif, President Director General, Tunisian Television and Mr. Ramadhan Rawashdah, Director General, Jordan Radio and Television (JRTV), will act as 1st Vice President and 2nd Vice President respectively.

Mr. Abdel Rahim Suleiman, the current Director, Technical Department in ASBU, was elected as ASBU Director General for a four-year term from 1 January 2015.

ASBU's new leaders were elected during the 34th ASBU General Assembly held in Kuwait City, Kuwait from 9-11 December 2014.

Mr. Salah Eddine Maaoui will retire on 31 December 2014 as ASBU Director General after serving eight years in this position.



As AIBD's representative to the meeting, I thanked Mr. Salah Eddine Maaoui for his leadership and support to AIBD to strengthen the collaboration between the organisations. I also congratulated the new leadership on their election and took the opportunity to extend an invitation to all ASBU members to attend and actively participate in the Asia Media Summit 2015 to be held in Kuala Lumpur, Malaysia from 26-28 May 2015.

Media Partnership Committee meeting was held on 11th December 2014.

Mr. Salah Eddine Maaoui, ASBU Director General, assured that ASBU will continue to support and collaborate with AIBD on various activities. He confirmed ASBU's support for the World Television Award 2015 in the Category of Humanity, the pre-summit events and the Asia Media Summit 2015.

AIBD and ASBU will also collaborate on a number of joint training activities in 2015.

In conjunction with the ASBU General Assembly, the 9th ABU/ASBU/AIBD



# Occupational Safety for Journalists and Bloggers

By **Mr. Saqib Sheikh**  
Programme Manager, AIBD



Multi-skilled journalists from traditional and new media representing various broadcasting organisations in Kazakhstan, Kyrgyzstan and Tajikistan recently participated in a regional workshop to understand and apply key concepts of risk analysis to establish safety indicators for online and location reporting.

The workshop also touched upon the UN Plan of Action for ensuring safety of journalists, international best practices for legal safety of journalists, concepts of network security and protection of personal data.

Ms. Marina Maximova, the workshop consultant, drew from her considerable experience in media work in facilitating the discussion and application of occupational safety concepts.

The regional workshop on Capacity Building for Safety of Journalists in Central Asian Republics was organised by AIBD and the International Programme for Development of Communication (IPDC) and the UNESCO Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan, in Almaty, Kazakhstan from 13-15 October 2014.

The workshop featured guest lecturers on legal regulations and Internet security, as well as a presentation by Mr. Sergey Karpov, NPO, Communication and Information, UNESCO Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan.

Ms. Maximova discussed the principles of occupational safety in investigative journalism and the different types of



risks presented to journalists in non-combat situations. She also made the participating journalists and bloggers aware about tools that will help create awareness about risks and methods to manage them.

Two groups were formed to discuss realistic scenarios that participants can relate to. Ms. Maximova questioned how each journalist would deal with the situation presented and gave her own feedback on their answers.

The participants gave a satisfactory evaluation of the training and workshop content. A pre and post-test analysis was conducted with a series of the same questions for each participant on security for journalists. This was done to analyse their receptivity to the content presented. The results indicated a greater knowledge of the subject by the end of the workshop.

The trainer suggested that more such trainings should be held for journalists in Central Asia. She recommended that the emphasis should be on practical skills. She further mentioned the importance of training editors on the basics of security. Ms. Maximova urged training organisations to draft safety rules, and strengthen measures to protect the health and lives of journalists, especially those who go to 'hot spots' or perform potentially dangerous tasks.





# Improving Media Reporting About Climate Change

By **Ms. Geraldine Mouche**  
Programme Manager, AIBD

More than 50 local participants, mostly journalists, attended the In-country Seminar on 'Building Media Capacity to Cover Climate Change' that took place from 17-18 November 2014 in Kuala Lumpur, Malaysia.

This seminar was organised by the Ministry of Communication and Multimedia, Malaysia (KKMM), in collaboration with the Tun Abdul Razak Broadcasting and Information Institute (IPPTAR) and the Asia-Pacific Institute for Broadcasting Development (AIBD).

Local and international speakers participated in the sessions, which highlighted the impact of climate change and the role of broadcasters in the awareness of public on climate change issues.

*'If the media workers or reporters and editors also understand climate change wrongly, it will transfer the incorrectness to the public.'* said Mr. Harry Surjadi, Environmental Journalist, Climate Change and Environmental Leadership Network (CEL-Net) and Founder of the Society of Indonesian Environmental Journalists.

Climate change has become an issue of critical concern due to environmental deterioration and depletion of vital resources, globally. While the media



has played a part in disseminating information on this subject, there is still much room for improvement on reporting climate change.

Dr. Meine, Chief Science Advisor and former Regional Coordinator for Southeast Asia, The World Agroforestry Centre (known as the International Centre for Research in Agroforestry, ICRAF before 2002) highlighted in his presentation that 'the human influence on the climate system was clear and the recent anthropogenic emissions of greenhouse gases are the highest in history. Recent climate changes have had widespread impacts on human and natural systems.' He has been an active contributor to the work of the Intergovernmental Panel on Climate Change (IPCC) – the recipient of the 2007 Nobel Peace Prize along with former US Vice President Al Gore.

Nick Morgan, Director, Asia-Pacific, The Weather Channel, Hong-Kong, said the



public was concerned with the climate. For example, the Hong Kong Observatory's website (HKO) recorded 65 billion page views in 2013. He highlighted that global climate change was among the three top concerns of the people in Asia-Pacific countries except for Pakistan and Malaysia, which is why broadcasters should focus more on the climate change issue to make a difference.

The main objective of this two-day seminar was to expose participants and educate them about the basic facts on climate change, the level of public understanding on the issue and case studies of climate change effects in the Asia-Pacific region. This foundational knowledge along with guidance from media experts can enable participants to generate deeper and more informed media coverage of this critical issue.



# Enhancing Broadcast Content through Social and Emerging Media

By **Mr. Steve Ahern**

Managing Director of AMT Pty Ltd and  
CEO of the International Media & Broadcasting Academy (IMBA)



*“I will call a meeting with my staff as soon as I return and I will teach them what I have learnt. It will improve the quality of our news coverage,”* was the response of one of the eleven participants who attended the AIBD/TVRI In-Country Consultation on Social and Emerging Media held in Jakarta, Indonesia from 25-27 November 2014.

This activity was targeted at senior managers. It aimed to develop their own skills and also show them how to lead staff and make strategic decisions in this critical new area for broadcasters.

After participating in the workshop the managers went away with action plans for their departments that will result in more social media content in programmes and the use of social media for promotion and audience engagement at Televisi Republik Indonesia (TVRI).

A senior news manager plans to *“ask the staff to use smart phones and social media to improve the way we make our*



*new TV programmes.”* Another manager commented: *“We will spread the use of social media within TVRI now that we know how to do it.”*

As workshop facilitator, I covered a wide range of topics from a new curriculum on social media currently in development by AIBD. It answered the question why broadcasters need to use social media, by exploring the changing consumption patterns of audiences.

I said that a fisherman knows he can't just sail his boat out and hope to catch fish anywhere, he has to look where the fish are, sail there, then cast out his nets. It's like that with new media now. The audience has moved; they are using new devices, interacting differently, and consuming our

media in different ways now. We have to find them and, like a smart fisherman, we must fish where the fish are.

Participants were pushed to go beyond using the basic functions of social media, and were rewarded with new knowledge of how social media tools can be used to increase audience and multiply the level of engagement in programmes. They were also taught to use their smart phones in a new way, allowing them to capture, edit and file content quickly and efficiently from those devices. I emphasised that technology has evolved and broadcasters should be integrating these new tools into their programmes.

The TVRI participants also benefitted from my experience in helping many broadcasting companies restructure to face the new environment. They received management tips on how to get the best out of their staff and build a nimble 21st century broadcasting organisation. The managers plan to use these skills to train their staff and make immediate improvements in all areas of the organisation.

Participants were enthused by the new perspective they gained on social media and how it can assist them to expand and engage their audience.

*“I will encourage all my staff to use social media for discussing their programmes, increasing the audience and getting input from the audience,”* said one participant at the end of the workshop.



# Training on Video Editing and 3D Graphics

By **Mr. Rabi KC**  
 Programme Manager, AIBD

Sixteen broadcast personnel from Bangladesh, India, Maldives, Sri Lanka and Thailand recently participated in a regional workshop to acquire knowledge about video editing software and 3D graphics.

Video editing covered topics such as Adobe Interface feature and facility, various formats to capture a video clip, demonstrations on capturing a video, various mixing effects, and demonstrations on editing & mixing.

Training on 3D Graphics included areas such as 3D Max Graphics requirement, 3D modeling projects, demonstrations on modeling, 3D texting, 3D lighting techniques, demonstrations on texting and lighting, 3D rigging effect, 3D animation creation and demonstrations on various other features of graphics.

The sub-regional workshop on TV Post production was organised by AIBD in collaboration with Prasar Bharati and National Academy of Broadcasting and Multimedia (NABM) in New Delhi from 17-21 December 2014

I participated in the workshop as an observer. I also met with senior officials of Prasar Bharati and national Academy for Broadcasting and Multimedia (NABM), to discuss future collaboration and projects with AIBD for 2015.



(From left to right) Rajender Kumar, NABM Director of Engineering, Rabi KC, AIBD Programme Manager, PN Bhakta, NABM Deputy Director General of Engineering, and AK Verma, NABM Deputy Director of Engineering.



# Effective Broadcast Engineering Trainers for New Media Landscape

By **Mr. Y. K. Sharma**

Advisor (Training & HRD), Broadcast Engineering Consultants (India) Limited, India



Technological developments are impacting the media organisations in many ways, posing challenges in dealing with new delivery platforms, new media products & services and enhanced audience expectations. To meet these challenges, broadcast companies need well-equipped and trained human resources in various broadcast operations.

Radio Television Malaysia (RTM), the public service broadcaster of Malaysia, had identified the need for training and capacity building to meet the new multi-skilling and multi-tasking requirements of its engineering staff. Trained trainers were required to manage the consequential training needs through the in-house training of its staff. Accordingly, the AIBD / RTM in-country workshop on Training of Trainers was organised from 24 November to 5 December 2014 at Kuala Lumpur to meet this training need.



The fourteen participants who attended the workshop came from different sections of RTM engineering division, in particular, from TV and radio operations, TV production, multi-channel broadcast, news automation as well as TV transmission and satellite network centre.



The participants had good knowledge of their area of expertise. However, they needed to strengthen their capacity in effectively imparting their subject matter knowledge and skills to other staff. Lack of requisite skills for training warranted specific inputs to be given to develop them as effective trainers on the job.

AIBD TOT programme for trainer / instruction development caters very well to these needs. The standardised structure and curriculum of TOT which deals with planning, conduct, management and evaluation of trainings for core competency development for organisational staff was suitably

oriented to meet the specific requirement of the RTM engineering staff. The ten-day workshop covered aims of training, role of a trainer, job analysis and training needs analysis, formulation of training objectives, instructional design and overview of training methods/ techniques, session preparation & presentation and evaluation of training to ascertain its effectiveness.

The salient features of the workshop were experiential learning techniques for adult learners through interactive lecture presentations, discussions and group work. The emphasis in the workshop was on the learning-by-doing and structured projects involving group as well as individual presentations. This generated lot of interest / involvement among the participants. The micro-teaching session helped the participants to practice as well as demonstrate assimilation of learning in the workshop.



The participants were a fairly homogeneous group that took keen interest in all the activities. In their workshop evaluation, they found the inputs very useful and gained knowledge, skills and attitudes in becoming effective trainers. They were very satisfied with the conduct of the workshop and felt confident and enthusiastic to take up their responsibilities in organising training in their respective areas at RTM.

The consultant for the workshop was Mr. Y.K. Sharma, Advisor (Training & HRD), Broadcast Engineering Consultants (India) Limited, India. Mr Sharma said the knowledge and skills gained by the participants will go a long way in developing them as effective trainers and help RTM build a core of trained trainers.



“It will definitely help RTM’s human resources and capacity building endeavor for meeting present and future requirements,” he said.



## INTERNATIONAL CONFERENCE ON BROADCAST TRAINING

### *Creative Content - Maximising Business Value and Audience Experience*

5-6 February 2015, Kuala Lumpur, Malaysia

#### Creative Content – Maximising Business Value and Audience Experience

This Conference will benefit trainers, practitioners and managers who need to lead their staff into the new world of interactive, social, multi-platform media.

Creating great content is a combination of talent, inspiration and process. Using creative content across the many platforms now available to the audience is essential for success in today's broadcast environment. This conference will expose participants to the latest trends in creative content across traditional and new platforms and generate discussion and debate, so that they will leave the conference empowered with the latest knowledge in this important area of broadcasting.

### Day 1

Thursday, 5 February 2015

1000 – 1030 Inaugural Session and Keynote Address

1030 – 1100 [Coffee Break](#)

1100 – 1230 **Session 1: The Future of Broadcasting Depends on Today's Creative Content**

The session will look at the current state of creative content in the broadcast industry and outline the multidimensional aspects of creative content today. It will also identify the key players in creative content production, including new actors who are engaged in online content aggregation, distribution and branding. What are the roles of multi platform, crowd sourced, crowd funded audience interactive and collaborative forms of content? What are the essential economic, competitive, technological and social forces that are driving the evolution of creative content?

1230 – 1400 [Lunch](#)

1400 – 1530 **Session 2: Shifting Audience Preferences and Behaviours**

Changing audience profiles and behaviour have had a significant impact in terms of content creation and distribution. It requires broadcasters to examine the demands of audiences to determine what content they want to consume and on what platforms they want to consume it. The reality of multi-platform simultaneous consumption (multi-tasking) means audiences are consuming and participating simultaneously. How do content creators meet these new audience demands? How can they use trends in social media to their advantage in crafting content?

1530 – 1600 [Coffee Break](#)

1600 – 1730 **Session 3: Creative Content for a Global Audience**

This hands-on, interactive session will involve all participants in a creative content storytelling exercise. It is critical to have good storytelling dedicated to harnessing creativity, integrity, and imagination for serving local and global audiences. It will discuss critical components of a good story that attracts changing and demanding broadcast viewers provide best practices for effective storytelling across all platforms. It will seek to answer the question: Is there such a thing as a universally interesting and universally compelling story?

### Day 2

Friday 6 February 2015

0900 – 1030 **Session 4: Technological Innovations and Trends Impacting Creative Content Production**

This session will explore the range, and nature of technological changes, including ICT innovations influencing creative content production. It will describe some best practices of using information processing capabilities, repackaging of user-generated content and provision of easy-to-use platforms to enable audiences to exercise their creativity and innovativeness. In particular, it will look at case studies that highlight the impact of innovative trends in the ICT sector on creative content.

1030 – 1100 [Coffee Break](#)

1100 – 1230 **Session 5: Creative Content for Capacity Building and Training**

This session will connect broadcast training with the demand for creative content. In particular, it will look at new ways of thinking and working in a media converged world. What are the offline and online content and approaches needed to enliven training of broadcasters, particularly in a digital world. How can we build a multi-skilled broadcast professional, one who values interactivity with audiences, and takes risks to develop new ways to expand audience reach?

1230 – 1245 [Closing Ceremony](#)

1245 – 1400 [Lunch](#)

**WORLD TV AWARD 2015**  
**CATEGORY HUMANITY**  
*Best TV Documentary*  
*Dealing with Natural Disaster*  
 Winner Prize: US\$ 5,000



All entries must be submitted before: **1 April 2015**  
 Open to broadcasters worldwide (public and private)  
 Information available at [www.aibd.org.my/worldtv](http://www.aibd.org.my/worldtv)

**WORLD TV AWARD 2015**  
**CATEGORY**  
**SCIENCE/ENVIRONMENT**  
*Best TV Programme Supporting*  
*Climate Change Initiative*  
 Winner Prize: US\$ 5,000



All entries must be submitted before: **1 April 2015**  
 Open to broadcasters worldwide (public and private)  
 Information available at [www.aibd.org.my/worldtv](http://www.aibd.org.my/worldtv)



# ASIA MEDIA SUMMIT 2015

26-28 MAY • Kuala Lumpur • Malaysia

HOSTED BY:



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# ASIA MEDIA SUMMIT 2015

26-28 May • Kuala Lumpur • Malaysia



## Transforming Broadcasting in the Social Media Era

Facebook, Instagram, LinkedIn, Weibo, Twitter, YouTube and others provide people with opportunities to source, produce and move content freely, forge relationships and enhance civic engagement. Their impact, both positive and negative, is immense in the world of broadcasting. These social media platforms are so pervasive they are pushing industries including broadcast media to adopt and adapt or risk becoming obsolete and irrelevant in the digital era.

To deal with the impact and demands of social media, broadcast media faces the challenge of transforming its ways in handling its workforce, markets, programmes, and revenues. A symbiotic relationship is growing between broadcast media and social media, especially in the areas of content and audience engagement.

At the Asia Media Summit 2015, broadcasters will discuss their interaction with social media, examining its nature, influence and impact on broadcast operations and business. The outcome will hopefully contribute towards crafting a clear vision and a set of innovative strategies to help broadcasting transform into a stronger platform fit for now and the future.

## Day One

Tuesday, 26th May 2015

0900 – 0945 **Inaugural Session and Keynote Address**

0945 – 1045 **Plenary Session 1**

### Social Media's Landscape, Trends and its Future

Social media is a vast and complex landscape to master, and players in this territory are afforded a wide range of functionalities to create content, publish, share, discuss and network. It enriches engagement with people, events and brands that matter to them. The broadcast industry needs to understand social media's practical role and influence in business and society. What are the innovations and trends in social media's usage, functionalities, and activities? Should broadcasters be concerned with its continued growth? Are they monitoring and exploiting social media and in what ways? Do they have policies to minimise social media's misuse and other risks? What does the future hold beyond Facebook, Twitter and YouTube, among others?

1045 – 1115 **Coffee Break**

1115 – 1215 **Plenary Session 2**

### Effective Strategies to Build Markets, Content, and Business

More than developing a social media website, broadcasters need a social media strategy that will innovatively enhance their audience engagement, programmes, sales and promotion, research and their brand. Integrating the social media strategy into the overall business plan that reinforces each other becomes critical, and this can be done in a structured and effective manner. To catch audiences and boost ratings, should broadcasting organisations adopt social media anywhere, anytime and how? Do they have a clear vision and a set of strategies to deal with the benefits and risks of social media to business? How can broadcasters exploit social media to monetize opportunities, improve branding and ensure sustainability? How can broadcasters best measure the effectiveness and value for money of social media engagement?

1215 – 1230 **Presentation of the World Television Awards 2015**

1230 – 1400 **Lunch**

1400 – 1530 **Parallel Session 1**

### New Technology/New Tools to Connect, Share and Network

Social media is constantly reinventing itself, offering users a wide range of technologies, tools and tactics for various purposes. We have software, apps, websites, text messaging, virtual worlds, game platforms, content sharing sites, podcasts, blog, tags, and mobile marketing. These are meant to reach out and connect with other human beings, create a relationship and build trust. Where is technology going that is reshaping the media market? What new tools and technologies are emerging that will ensure proficient application and improve relationships, content, viewership and revenues? How do we deal with Internet and broadband access and adoption to ensure the widest benefit of these social media tools and technologies?

**Parallel Session 2**

### Facilitating Citizens' Engagement during Elections

Social media offers opportunities for openness, participation, collaboration and interactivity that facilitate citizens' engagement. Its many platforms can be useful during elections. Citizens can ask questions and solicit information on issues and events that affect their lives. They can participate in debate and discussion, and share their insights and feedback critical for the functioning of a healthy society. To what extent have social media platforms impacted elections and political agenda setting, particularly in countries with different media systems, different political systems and different population sizes? How can broadcasters interlink effectively with social media as a place of conversation for electoral issues and personalities? What are some best practices?

1530 – 1600 Coffee Break

1600 – 1730 **Moderated Debate**

**Journalism, Ethics and Social Media**

With the advent of social media, a new breed of journalists is emerging. In blogs and micro blogs, social networking sites and in multimedia content sharing services, these 'new' journalists contribute, disseminate and share information. They have also performed news gathering and gatekeeping functions that mainstream media journalists have traditionally carried out. Are mainstream media's rights, privileges and principles such as truth seeking and independent reporting threatened by the 'new' journalists? Are citizen journalists making news more or less accurate? Do we need to reinvent a code of media ethics from the ground up? How do we deal with new values such as transparency over objectivity? How should we treat unfiltered sharing of information over a filtered verification of the facts? What are the best forms of practice, and the norms to guide journalists?

1930 **Gala Dinner and Cultural Show**

**Day Two**

Wednesday, 27th May 2015

0900 – 1030 **Plenary Session 3**

**Defining and Implementing Legal and Regulatory Guidelines**

As social media grows explosively, lawmakers and regulators grapple with important legal and regulatory issues to keep pace with the speed and impact of change. Guidelines to maximise social media's benefits and protect the public and other stakeholders from its risks are critical. Broadcasters face a similar challenge as they increasingly use social media to inform, educate and influence their audiences and other stakeholders. What regulatory guidelines should be in place to handle the right to privacy, data protection, freedom of information, copyright infringement, and employee rights, among others? Should broadcast organisations do more self-regulation that will need a solid social media policy or should they prepare for more government regulation and stricter enforcement?

1030 – 1100 Coffee Break

1100 – 1230 **Plenary Session 4**

**Making Sense of Big Data and Social Data**

We encounter so much information that is diverse and growing faster day by day. This big data is migrating to all types of human endeavour, demanding that we see and understand the relations within and among pieces of information and what one can do with it. Big data has become a significant corporate asset and economic input to fuel the information economy. Social media is streaming big data that is appropriate for real time analysis and for communicating information about rapidly changing situations. Social data is mostly non-curated and its reliability varies substantially. What new insights can broadcasters glean from big data and social data? How can broadcasters sift and analyse them to improve content, viewer engagement and operational efficiencies? What analytic tools are useful and effective to drive the value obtained from big data and social data throughout the organisation?

1230 – 1400 Lunch

1400 – 1530 **Parallel Session 3**

**Creative Content to Enrich Stories & Connect with Audiences**

Broadcast organisations now have more access to content. Social media users participate in content creation and influence the type and nature of content. Some content are excellent; others full of abuse and spam. What is critical is to leverage social media to take advantage of compelling content and a rich variety of information sources. How is the creative industry dealing with new sources of content? What social media content is effective to enrich stories, connect with target markets and meet the viewers' needs? With social media, how can broadcasters enhance various genres of programmes and collaborate in producing high-quality content and enhancing interactivity? What is the best time to post content to social networks?

**Parallel Session 4**

**New Approaches to Deal with Emergency Situations**

Social media has become an integral part of disaster education, response and rehabilitation. It can contribute to public awareness as an emergency unfolds, help locate loved ones and notify and alert authorities, and co-ordinate response, recovery and volunteer efforts. It can support rumour management and correction of misinformation. How can broadcasters tap social media tools and manage their risks during emergencies? How do we deal with the risks? What are some best practices in planning for social media use before a disaster occurs, using popular and relevant social media tools, localising disasters in social media use, and in utilising mapping efforts?

1530 – 1600 Coffee Break

1600 – 1730 **CEO Moderated Debate**

**Should Broadcasting Compete or Collaborate?**

Broadcasting has dominated the communication industry, performing such roles as informing, educating, entertaining, and influencing opinion. Social media and emerging media share these roles. Consequently, they are pulling eyeballs away from television. Is broadcasting in a collision course with social media and to what extent? Should it consider social media competition in content creation, audience engagement and revenue generation? If so, how should broadcasters deal with this new player? Or should it collaborate as both platforms can provide what each other needs and influence people's lives and routines? How far will collaborative strategies pay off for years to come? Should broadcasting embrace the power of social media to meet its business and civic obligations? Should both compete or collaborate?

1730 – 1800 **Invitation to the Asia Media Summit 2016**

**Closing Remarks**

**Day Three**

Thursday, 28th May 2015

0900 – 1700 **Full Day Excursion**

# Becoming Critical Thinkers of Media



Fifteen broadcasters from Southeast Asia recently participated in a regional workshop on media literacy to raise their level of understanding of media literacy, learn new ways of empowering audiences to actively engage with media, to become active consumers and critical thinkers and have a better appreciation and enjoyment of media.

During the three-day workshop in Kuala Lumpur from 1-3 December 2014, the participants generated a list of media literacy initiatives they plan to pursue in their respective organisations. Their outputs included ways to promote their proposed initiatives.

Among their initiatives, they covered public service announcements about media literacy information delivered

through various platforms including new media; mobile, transit advertising billboards, and village community boards; do's and don'ts in watching TV and surfing the net; and collaboration with schools in media literacy activities such as essay contests, school visits and promotion of special events and festivals.

Participants were editors and managers involved in content production. They came from private, government and public service broadcasting organisations in Cambodia, Indonesia, Laos, Malaysia, Thailand and Vietnam. Some gave an overview of media literacy initiatives in their respective countries; others admitted not doing enough to promote media literacy.

Anothai Udomsilp, Director of Academic

Institute of Public Media, Thai Public Broadcasting Service, Thailand and Jose Maria G. Carlos, former Philippine broadcast journalist and Assistant Professor on Media Studies, served as workshop facilitators. AIBD and IPPTAR, Malaysia organised the three-day workshop.



(From left to right) Mr. Jose Ma Carlos and Mr. Anothai Udomsilp



Both workshop consultants stressed that media literacy is most effective when parents, teachers, media personnel and decision makers all acknowledge they

[continued on page 17]

[continued from page 16]  
 Become Critical Thinkers of Media

have a role to play in developing greater critical awareness and understanding among listeners, viewers and readers.

They also said media literacy initiatives can promote active citizenship, using media to participate in the process of social change, developments and towards increased democracy.

Other initiatives participants identified towards the end of the workshop were do's and don'ts in using the social media platform, with emphasis on the need for content accuracy and sensitivity; and the production of TV programmes to show and discuss behind the scenes episodes, how media messages are constructed, what production techniques are used, how audiences generate alternative views on programmes created and what the key messages of the programme director/creator.

Participants also filled up a survey on the quantity and quality of user-generated content (both traditional and new media) and how their broadcast organisations use them.

During the closing ceremony, Mr. Azhar Mohd Abas, IPPTAR Deputy Director, thanked participants for recognising the need to introduce and pursue media literacy programmes in their respective countries.

“Our goal is to create a media literate audience, which will be meaningful in improving broadcast programmes and engaging more with our key stakeholders,” he said.

Mr. Marcel Gomez, AIBD Acting Director, also delivered a short message, emphasising the added value media literacy can generate in raising the quality of media content and audience involvement.

In their evaluation, participants were more than satisfied with the workshop, rating either good or excellent the programme content and the resource persons in terms of expertise, knowledge and facilitating discussion. While most participants indicated their expectations were met, some suggested that more social media case studies be presented, and that a code of ethics in using user-generated content be made available to them.

# AIBD Participation in ABU General Assembly

By **Mr. Saqib Sheikh**  
 Programme Manager, AIBD



As part of its long-standing collaboration with the Asia-Pacific Broadcasting Union (ABU), AIBD took part in its 51st General Assembly held in Macau on 22-29 October 2014. The event was hosted by Teledifusão de Macau, S.A. (TDM), the public service broadcaster of the China Special Administrative Region Macau.



(From left) Saqib Sheikh with Frederico Rosario, Director of Teledifusão de Macau

ABU celebrated its 50th anniversary during this event, under the theme ‘Progress, Unity and Diversity.’ The celebration included notes of appreciation from various ABU members and partners for its achievements over the years. In honour of this landmark, ABU released a special song, its melody provided by Elien Yoonjung Cho from KBS-Korea and lyrics by award-winning composer Figen Cakmak from TRT-Turkey, which was aired along with a music video during the event for participants.

over the year of 2013/2014, such as the ABU Digital Symposium and the World Summit on Media for Children both held in Malaysia and the Media Summit on Climate Change, ICTs and Disaster Risk Reduction held in Indonesia.

I presented AIBD’s recent accomplishments with the ICBT and AMS held in 2014, and invited members to take part in the upcoming editions in 2015.

I attended the 46th Programme Committee Meeting, where aspects of various programme developments by ABU and its members and partners were discussed, including AIBD’s participation in various ABU activities

AIBD Acting Director Marcel Gomez attended the main ABU General Assembly gathering, meeting with various partners and members to discuss areas of cooperation with AIBD in the future.



(From left to right) Mr. Toshiyuki Sato, Special Controller, NHK International, Inc., Mr. Kesang, Project Manager, ABU Sports, Mr. Marcel Gomez, AIBD Acting Director, and Mr. Dorji Wangchuck, Adjunct Assistant Professor & Executive Director, CenHEM (Centre of Health & Environmental Media), Department of Media Studies, Sherubtse College, Royal University of Bhutan.

AIBD & FES

# Three Fruitful Decades of Collaboration



The Friedrich-Ebert Stiftung closed down its office in Kuala Lumpur last December, and to mark the occasion and more than 30 years of collaboration with this German foundation, AIBD organised a farewell party for its FES colleagues at the Institute's headquarters.

The FES office in KL runs FES activities in Myanmar and coordinates its regional media. It supports media training designed to improve independent, quality journalism, and contributes to international dialogue between media workers, politicians and the public.

AIBD is one of three regional organisations FES works with in pursuing regional media activities; the others being the Asian Media Information and Communication Centre (AMIC) and Asia-Pacific Broadcasting Union (ABU).

During the farewell lunch on 5 December 2014, Mr. Marcel Gomez, AIBD Acting Director, recalled the many instances of assistance and collaboration between AIBD and FES since it opened its KL office in the late seventies.

He thanked FES for all its generous support over the years in funding various

AIBD training activities and conferences such as the Asia Media Summit. He noted the contributions made by each of the Project Managers of the organisation since it began and personally wished all the colleagues well in their future pursuits.

FES Project Manager Henning Effner thanked AIBD for their active partnership in realising the organisation's interests. He noted that it was sad to see the office closing, but hoped that the association with AIBD will continue on a different level.



(From left): Mr. Gomez hands over a token of appreciation to Mr. Henning Effner of FES

# Creative Paths to New Storytelling

To improve the quality of its programmes, Bhutan Broadcasting Service (BBS) organised a radio drama workshop with the theme “Creative Paths to New Storytelling” at its broadcast headquarters in Thimphu from 3-14 November 2014.

By **Mr. Jagannath Sharma**  
Head, Radio Programmes, Bhutan Broadcasting Service



Rural folks in Bhutan with radio at their workplace

Since radio is still the main source of information for about 80% of Bhutan’s rural population, radio dramas remain one of the most entertaining formats to convey important messages.

A total of 18 radio programme producers took part in the two-week training workshop, which included various components of radio drama production such as issue inventory, character development, plot outlining, script writing, sound and voice recording, and technical production.

Senior program supervisors contributed their ideas during sessions on prioritising the drama programme issues and developing the story’s characters.

A 16-minute drama, “Dorji’s Diary” was successfully completed by the end of the workshop. The story revolves around a 17 year-old recovering drug addict during his final month at a rehabilitation centre.

From this peaceful vantage point, Dorji recounts his narrative through flashback scenes that reveal the negative effects of his father’s drinking habits – parental discord, domestic violence, and traumatised siblings. While Dorji’s sister escapes family tension through social media, Dorji

takes refuge in drugs until he is forced to change his ways. While the drama ends on a positive hopeful note, it sends a strong signal about the dangers of alcoholism and drug addiction, a rising problem in contemporary Bhutanese society.

The two-week training was conducted in continuation of the workshop on jingle/spot and mini-drama production held in early 2013. That undertaking proved highly successful as the radio department produced more than 40 jingles (public service announcements) on themes such as the promotion of essential family practices, environmental conservation and road safety.

Both the workshops (2013 & 2014) were conducted by Alexa Dvorson, an American radio correspondent, production specialist and voice artist based in Berlin, Germany. With over 30 years experience in radio and nearly 20 years as a radio journalism trainer, Ms. Dvorson has filed reports and documentaries from over 30 countries for BBC World Service, NPR and PRI (U.S. public radio), CBC (Canadian Broadcasting Corporation) and Deutsche Welle. Besides training international journalists in Germany, she has held close to 20 radio workshops in



Alexa Dvorson and BBS participants

Bhutan, Nepal, South Africa, Senegal, South Sudan and Madagascar.

During the closing ceremony in Thimphu, she noted the importance of storytelling as a way to address health and social issues in Bhutan.

“As this country continues to change at a rapid pace, radio dramas that explore sensitive subjects are an ideal way to raise public awareness and encourage discussion about problems that people may otherwise be unwilling to talk about,” she said.

She added that call-in programmes featuring studio guests such as health experts and rehab center staff could be highly productive following the broadcast of dramas like “Dorji’s Diary.”

Also at the closing ceremony, Jagannath Sharma, the head of BBS Radio Programming, stressed that while many programme formats are followed regularly by Bhutanese listeners, drama is definitely the best way to convey strong messages if broadcast in an entertaining and engaging manner.

The two-week training workshop, which concluded on November 14, 2014, was funded by UNICEF.



BBS officials show appreciation to UNICEF officials



# Public Broadcaster's Big Challenge

By **Mr. A. Ravi Shankar**  
 Programme Manager, AIBD

Competition is the one single word that defines the biggest challenge that public broadcasters all over the world face. Competing with private players even as they work within the ethical limits and government control is no easy task. Further, the public broadcaster cannot forget its primary responsibility of creating programmes for the public good.

## Dealing with Sensationalism

When a broadcaster's sole aim is to make money, responsibility may be thrown out of the window. One common method used by some private broadcasters to attract eyeballs is to produce sensational content. Whether it be news, documentary or entertainment, shocking the audience, titillating or creating awe are methods used by many such television channels. The public broadcasters, on the other hand, know their responsibilities and try to maintain the ethical standards for the overall good.

## Competition from the Skies

The opening up of the cable television through DTH and other means hasn't



made life any easier for the public broadcaster. So, the competition is not only from private players within a country but also those from abroad. Sensational content aired by private channels from other countries can easily attract the viewers. Remote control is now a dreaded piece of equipment for all broadcasters. Unfortunately, television, which was once considered a means for getting information and sharing knowledge, is now reduced to being just the idiot box.

## Internet and Social Media

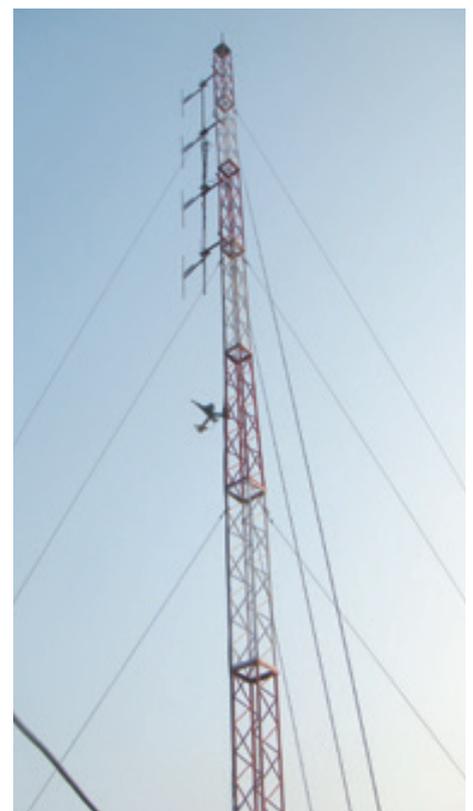
If it is not the private television channels, it is the Internet, which is eating into the time that viewers spend on TV. Facebook, Youtube and many other sites keep the audience mainly youngsters glued to the computer. The Asia Media Summit in 2015 to be held in Malaysia looks into this aspect and aims to find ways to co-exist with the new media.

## Losing Ground

All of this hasn't come as good news to many public broadcasters. Some of them are losing revenue. In most countries, the public broadcasters are aware of this problem and in their own ways trying to handle the situation. If some have gone for improving their content, others have gone ahead with educating the audience. Yet many positive steps can be taken to win this battle.

## Changing the Tide

Experts believe that not everything is lost. Even now the advantages that public broadcasters have far outweigh what the competition has to offer. Everyone in public broadcasting has to understand the challenge and work towards mitigating the bad effects of such cut throat competition. Making sleek programmes in a creative way and getting the right training to handle such tough conditions is one way of doing that.



# AIBD/NRK/SLRC In-Country Workshop on Children's TV Programme

By **Mr. Kalle Fürst**

Consultant for NRK and Director of Fürst & Far Film and Fjernsyn



At the end of the workshop, the groups gave a pitch presentation of their ideas and all of them worked a lot on giving attractive presentations.



From 27 to 31 October 2014, I had the pleasure to conduct an in-country workshop with 13 participants from Sri Lanka Rupavahini Corporation (SLRC). The group turned out to be talented, enthusiastic and hard-working TV people with a lot of humour and musicality.

As part of the workshop we spent half a day screening the participants' programmes. It is always for me one of the most interesting parts of a workshop.

Children's programmes in SLRC vary from great drama and beautifully produced music videos, written for children by well-known authors and performed by talented Sri Lankan children, to simple game shows, produced with very limited resources. A bit more work and the production would have been on an international level.

In my workshops, I try to focus on creativity with all kinds of information on children's use of media, the different age groups' development and needs, new ways of using media via Internet - and a lot of exercises with drama and improvisations to give ideas on how to work with children.

The producers in SLRC, as in many Asian countries, are working alone most of the time or with a small production team. Participating in this workshop gave them an opportunity to work in groups with creative processes - under the theory that four brains have more ideas than one - and that the combination of ideas is a better result than only one idea.

One group worked on a documentary called *From Earth to Sky* - dealing with the different living conditions of children in Colombo and issues of children's rights, self-confidence and others.

One worked on the drama *Cyber*, highlighting the use of social media and Internet games and how important it is to be careful with whom you trust, and to deal with responsibility and abuse. The last group worked with a game show called *School Kitchen* which shows how to give children opportunities to learn more about cooking without being too boring.

National production of children's programmes with your own children on screen is important in every country, as is the scheduling of children's programmes. There is a digital war going on - they are fighting for your children's soul and money! If you are not there for your children - others will be there!

Children have roles in which their points of view, wishes and suggestions are taken seriously.

- To be visible means that you exist.
- To be asked shows that you are important.
- To be given space in the media show that you have a place in society.

Next year SLRC will focus more on children's programmes so it will be interesting to follow the productions and how they will manage to do these. From my experience, they have a talented staff that can manage everything if they get enough resources.



# Station Automation System

*at MTV Channel Sri Lanka*

By **Mr. Tharaka Mohotti**

Director of Engineering  
MTV Channel (pvt) Ltd & MBC Networks (pvt) Ltd.

Maharaja TV (MTV), the leading private television network in Sri Lanka, has introduced its newly installed Station Automation System that covers the Digital Ingest, Play-Out & Delivery facility at its Master Control System for its channels - Sirasa TV, Shakthi TV, and MTV Sports.

To match tomorrow's technology in the context of broadcast engineering, MTV conformed to world standards in order to deliver the best quality content in satisfying the viewers and catering to the needs of clients' efficiently and effectively. The main deliverables planned for the MCR were Digital Ingest & Play-out, Automation of the three channels, up to the minute verification of commercial airing status in reconciliation, Digital Delivery at

Final out as well as acquire programmes and commercial contents directly from external sources in file format.

The project was started from the site preparation stage at a new location. The MTV Engineering Team designed the civil and electrical works, which were outsourced for the completion of infrastructure. They faced some challenges covering logistics, time factor, and coordination, in particular, in working together consistently with three distributed locations: the Production Facility Base (STEIN Studios), Sales/Scheduling/News etc. operated in commercial capital city, and the Presentation & Graphics/Master Control at the Station.

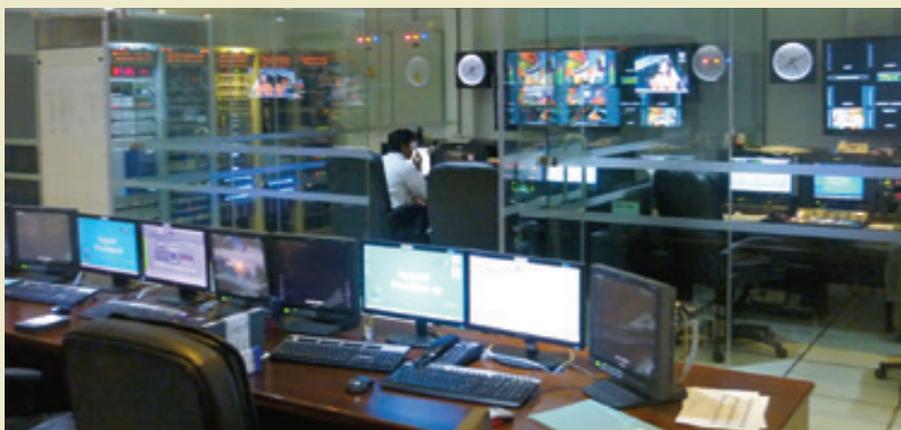
With the implementation of the new system, MTV's operations have benefitted



from the advanced technology not only in terms of their outlook, but also in terms of productivity. From the ingest stage, through final out, and up to the verification of aired items, the entire work flow has been streamlined as a result of the perfect match of the Application Software with selected server architecture and related products powered by market leaders of Broadcast Equipment Manufacturers.



In preparing the preliminary design based on the broadcast technical requirement, the MTV Engineering team discussed state of the art technology with the entire work force involved in operational activities. The design was developed further with Server & Automation technology by the selected Integration Company, 'Essel Shyam Technologies Ltd.' from India. The Automation for Ingest & Play-out was an own Application Software developed by 'Essel Shyam' called 'Media-X' and could integrate successfully with Advanced 'Omneon - Spectrum' Server Technology from 'Harmonics', including the HD ready 'Icon Master.'



# Empowering Women through Community Media

By **Mr. AHM. Bazlur Rahman**

CEO, Bangladesh NGOs Network for Radio and Communication (BNNRC)

Bangladesh NGOs Network for Radio and Communication (BNNRC) recently launched its new publication entitled *Our Voice Our Power: Empowering Women through Community Media in Bangladesh*, which highlights the professional and personal achievements of 12 young women. They recently completed a community media fellowship at community radio stations, which was designed and implemented by BNNRC in cooperation with 11 community radio stations and supported by Free Press Unlimited.

Though this programme, the fellows have not only developed their personal and professional skills. 10 out of the 12

fellows are already employed in media, and some have even become station managers. According to Dessi Damianova, Program Manager South Asia, Free Press Unlimited; "On a broader level, their reporting brings many important issues and problems to light, acts as inspiration and empowerment and finally helps change and challenge social taboos and patterns that prevent women from flourishing and actively contributing to the overall development of their community, their village or their country."

Now, 14 community radio stations are on-air in the country, aiming to ensure empowerment and right to information for the



rural community. They are broadcasting altogether 120 hours programmes per day on information, education, local entertainment and development motivation activities. Around 1,000 youth and women are now working with those stations throughout the country as rural broadcasters with 4.6 million rural people in 67 upazillas under 13 districts.



BNNRC has initiated a process to explore the future of development cooperation and the role of electronic community media over the next 15 years. In particular it has started the Community Media News Agency (CMNA), Community Media Academy (CMA) & Community Media Newsletter for building the capacity of the electronic community media sector.

## FBC Wins Fiji Business Excellence Prize Award

The Fiji Broadcasting Corporation has created history by becoming the first Fijian media organisation to win at the Fiji Business Excellence Awards. It's a remarkable achievement for Fiji's oldest broadcaster – winning the coveted second tier category in its maiden entry.

Riyaz Sayed-Khaiyum, FBC's Chief Executive Officer, said it was a proud moment for FBC to be recognised amongst an elite group of companies that have won the Fiji Business Excellence Prize Award.

"All we ever wanted was to be a media organisation that was going to be recognised as the best in Fiji, we wanted our service to all Fijians to inform, educate and entertain to be world class, we wanted FBC to once

again become a household name through sheer passion and dedication," Sayed-Khaiyum said.

Winning the second category at the awards in the first year of participation is no mean feat. FBC TV will be three years old on 25 November, already stamping its mark as the number one broadcaster.

Sayed-Khaiyum said, "The fact that in the process of trying to achieve all this we became the number one national radio and TV service with around 70 percent exclusive TV viewership within two years is a bit of coincidence ... and that our main competition is supposedly for sale, less than three years after we started ... well we must be doing a lot of things right".

For the man who has been leading the charge at FBC – the journey of the last seven



(From right) Riyaz Sayed-Khaiyum, FBC's CEO, receives the award from Fiji President Ratu Epeli Nailatikau.

years has been extraordinary. Sayed-Khaiyum said, "To have won this award in the second most important category in our first attempt and to be the first media organisation to win a business excellence award speaks volumes of FBC's road to success ... something that could not have been achieved without the contribution of every member of the FBC family."

Sayed-Khaiyum says the broadcaster will continue to aim for more firsts in Fiji ... the win coincides with the launch of a number of new programmes and a new production house this month.

# Diamond Jubilee Celebration



## of Bangladesh Betar



Hon. Prime Minister of Bangladesh, Sheikh Hasina, inaugurating the festival

Prime Minister Sheikh Hasina of Bangladesh graced recently the four-day diamond jubilee celebration of Bangladesh Betar, the country's state-owned radio broadcasting organisation that has begun to adopt FM, Internet and satellite broadcasting as well as contemporary programme content and format.

Bangladesh Betar broadcasts not only current news, but also government development activities that benefit Bangladeshis all over the country. Its officials believe the quality changes they have introduced in technology and programmes will inspire people to participate in national development.

During the celebration at the National Broadcasting House, artists from every



corner of Bangladesh came to participate, including those from all its 12 regional stations who presented local folk and modern songs, dances, dramas and other cultural shows. Newspapers issued a special supplementary to mark the special occasion. Television channels, private FM radio and community radio stations were also involved and broadcast different programmes on this occasion. Listeners clubs also joined in the celebration, making it more vibrant and participatory.

'Dhaka Dhoni Bistar Kendra (Dhaka Centre for Voice Broadcast)' established on December 16, 1939 at Nazimuddin Road in Dhaka and later turned into 'All Indian Radio' was the foundation of 'Bangladesh Betar (Bangladesh Radio). Throughout its 75-year history, the state radio organisation also assumed other names such as 'Radio Pakistan', 'Swadhin Bangla Betar Kendra (Independent Bangla Radio Station)', 'Bangladesh Betar', 'Radio Bangladesh' and finally 'Bangladesh Betar'.



Wife of Late Sayed Absus Shaker, one of the founder members of Swadhin Bangla Betar Kendra receiving honourable mention from the Hon. Prime Minister

# Happy New Year 2015



# AIBD Members and Partners

**Houlin Zhao**



**Houlin Zhao** was elected on 23 October 2014 as the 19th Secretary-General of the International Telecommunication Union, the specialised agency of the United Nations responsible for information and communication technologies (ICTs). He assumed office on 1 January 2015.

He graduated from Nanjing University of Posts and Telecommunications, and holds an MSc in Telematics from the University of Essex in the UK.

From 2007 to 2014, he served as ITU Deputy Secretary-General, from 1999 to 2006, he served as Director of ITU's Telecommunication Standardization Bureau (TSB), from 1986 to 1992, he was a senior staff member in the then CCITT, and from 1993-1998 in TSB.

Prior to joining ITU, he served as an engineer in the Designing Institute of the Ministry of Posts and Telecommunications of China, taking an active role in his country's expert meetings on telecommunication standards and national plans, as well as participating in ITU's technical Study Group meetings as a Chinese delegate. He contributed important articles to a number of prestigious Chinese technical publications, and in 1985 was awarded a prize for his achievements in science and technology within the Ministry of Posts and Telecommunications.

**Ioane Koroivuki**



**Ioane Koroivuki**, Regional Director of International Telecommunication Union (ITU), Regional Office for Asia and the Pacific, Bangkok, Thailand. He was the Chief Executive Officer of Fiji International Telecommunications Limited (FINTEL) and worked in various facets of communications including switching, data, satellite and submarine cable transmission systems. He was responsible for all of FINTEL's business operations, including accountabilities as the Landing Party Operations Manager for the Southern Cross Cable Landing in Fiji. He was also responsible for FINTEL's Network and Technology department where he was assigned to assist in transitioning Fiji's International Gateway from analogue to digital systems, including the introduction of the first NGN platform. Furthermore, he was seconded to start up the Pacific Islands Telecommunications Association (PITA), the Pacific regional body managing the telecommunication interests of its member states.

He graduated from the Coventry University, United Kingdom, with an MSc in Telecommunications and has over 34 years of experience in the telecommunications industry.

**YBhg Dato' Haji Abu Bakar Ab Rahim**



**Dato' Abu Bakar Ab Rahim** currently serves as the Director-General of Radio Television Malaysia. He has over 34 years of experience in the broadcasting field, serving various engineering units of RTM and also as a trainer at Tun Abdul Razak Broadcasting and Information Institute (IPPTAR).

Obtaining B.Sc in Engineering Degree and Masters of Science (IT) from universities abroad and local, his service included stints at Radio and TV engineering divisions. The Trial Digital TV Service was completed during his stint as the Chief Operating Officer for the RTM Digitisation Project in 2007. He was also involved in the Radio Digitisation Project in 2002. His additional responsibilities included involvement with ASEAN Digital Broadcasting Task Force and Asia-Pacific Broadcasting Union technical activities.

He was appointed Director-General of RTM in October 2014, replacing Dato' Norhyati Ismail.

**Vijaya Laxmi Chhabra**



**Vijaya Laxmi Chhabra** was appointed as Director General of Doordarshan India with effect from 28 July 2014. Prior to this appointment she was Additional Director General (Programme) at All India Radio (AIR). She will continue in this position until a new DG is appointed.

She has worked with both AIR and Doordarshan in senior management capacities for more than 33 years. During this period, she undertook several assignments such as creative content production in Hindi and English, channel marketing of AIR and Doordarshan, human resources, planning and organisational development. She specialised as a Features/Documents producer while working at All India Radio, Delhi and Mumbai.

**Gabriel Lim**



**Gabriel Lim** was appointed as Chief Executive Officer of Media Development Authority (MDA), Singapore with effect from 8 December 2014.

He is the outgoing Principal Private Secretary (PPS) to Prime Minister Lee Hsien Loong. He took up the position in September 2011. As PPS to PM Lee, his responsibilities included coordinating policy changes, managing inter-agency issues, and strategic communications.

Prior to his appointment as PPS to PM Lee, he held various positions, including Director (Policy), Defence Policy Office at the Ministry of Defence. He organised the 10th Shangri-La Dialogue and served in the Ministry of Health, Public Service Division, and the Civil Service College. In 2009, he won the Lee Kuan Yew Scholarship to pursue a Master of Science in Management at Stanford University.

**Anura Siriwardena**



**Anura Siriwardena** was re-appointed as Chairman and Chief Executive Officer of Independent Television Network, Sri Lanka with effect from 4 September 2014. The President of Sri Lanka re-appointed Anura Siriwardena who is also serving as the Secretary to the Ministry of Industries and Commerce.

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# AIBD

## Members and Partners

**Tshering Wangchuk**



**Tshering Wangchuk** was appointed as the Chief Executive Officer of the Bhutan Broadcasting Service Corporation on October 1, 2014. Prior to his appointment with the BBSC he was the CEO of a private newspaper until his resignation in September 2013. During this period, he spearheaded publication of three coffee table books, a children's musical album and wrote about 70 short pieces for the newspaper in addition to looking after the daily management. He started his service in the Ministry of Communications in 1994.

**A. Ravi Shankar**



**A. Ravi Shankar** who joined AIBD as a Programme Manager in December 2014 has over two decades of experience working in the field of Non-fiction Television. Besides his stints as TV Journalist and Producer, he has also trained professionals and taught at the post-graduate level in India. A Chevening Scholar, Ravi is an MPhil in Journalism and Mass Communication and holds a Diploma in Broadcast Journalism from University of Cardiff, UK. He has produced News Bulletins, Talk Shows, Breakfast Shows and Directed Documentary films. Organisations he has worked include the BBC, CNBC, TV Today Network, Sahara, Eenadu TV and Eyewitness (Hindustan Times Television). Ravi has trained television professionals in Myanmar (MRTV4), Maldives and many Indian channels. His E-book – 'Preparing for Primetime', meant for Television Journalists, has been received well.

# Birthday Celebration at AIBD

## September



## October



## December





**AIBD**



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**Publisher**  
Marcel Gomez

**Editor**  
Jose Maria G. Carlos

**Editorial Assistants**  
Geraldine Mouche  
Saqib Sheikh  
A. Ravi Shankar

**Office**  
Asia-Pacific Institute for  
Broadcasting Development (AIBD)  
PO Box 12066  
50766 Kuala Lumpur  
Malaysia  
Tel : (60-3) 2282-4618  
Fax : (60-3) 2282-2761  
Email : devbroad@aibd.org.my  
Website : www.aibd.org.my

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