

broadcaster

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*Media Can Make a
Difference in Development*

*Manado Hosts
Asia Media Summit 2013*

Successful AMS in Bangkok

ASIA MEDIA SUMMIT 2012

Asia

29-3

*TV Needs a
Strong Brand*

*UN Support for
Community Radios Sought*

*Leading Change
in the Newsroom*



AIBD

Asia-Pacific Institute
for Broadcasting Development



AIBD is a unique regional inter-governmental organization servicing countries in the Asia-Pacific region in the field of electronic media development. It was established in 1977 under the auspices of UNESCO and hosted by the Government of Malaysia. The Institute currently has 43 member organizations in 26 member countries as its Full Members and nearly 100 Affiliate Members. The developmental needs of the member countries are given special priority in the activities of the Institute. AIBD's endeavor is to achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region through policy and human resource development.



**ASIA
MEDIA
SUMMIT**

Street Address: 2nd Floor, IPPTAR, Kompleks Angkasapuri, 50614, Kuala Lumpur, Malaysia **Postal Address:** P O Box 12066, 50766 Kuala Lumpur, Malaysia

Tel: (603) 2282 4618 / 2282 3719 **Fax:** (603) 2282 2761 **Email:** admin@aibd.org.my / devbroad@aibd.org.my

www.aibd.org.my

AMS 2013 in Manado

Manado, the capital of North Sulawesi in Indonesia, hosts the next Asia Media Summit on 29-30 May 2013.



Mr. Freddy Tulung invites AMS participants to Manado

Mr. Freddy Tulung, Director-General of Public Information and Communication, Ministry of Communication and Information Technology (MCIT), Indonesia, says the role of media in promoting cultural diversity may be a major theme in the forthcoming conference.

He said Manado is a place where people show a lot of respect for cultural diversity, an important value in Indonesia where conflicts arising from differences in religion and culture take place.

“Getting media from Asia Pacific to discuss how people can appreciate diversity and multiculturalism will be relevant in the region,” he said.

Christianity is the dominant population in North Sulawesi, and both Christians and Muslims live peacefully in the area.

In Manado, home to some of the biggest and most influential churches in the province, people have a popular slogan, “Torang Samua Basodara” (We are all one family), reflecting their respect for those with different religions and cultures.



(From right to left) Mr. Yang Binyuan, AIBD Director, Mr. Freddy Tulung – Director General of IPC – MCIT, Mr. Harley Mangindaan, Vice Mayor of Manado City

AIBD Director Yang Binyuan visited Manado in mid-April 2012, where he attended a preparatory meeting together with MCIT and the city of Manado, and inspected the potential venues.

At the recent Asia Media Summit 2012 in Bangkok, on behalf of the Government of Indonesia, Mr. Tulung invited participants to come to Manado for the next Summit and contribute to more knowledge sharing and networking.

Making a Difference in Development

Mr. Ban Ki-moon, United Nations Secretary General, urged Asia-Pacific broadcasters at the recent Asia Media Summit 2012 to report sustainable development stories in the region, including successes and setbacks that could “serve as a model for the way forward and in offering solutions for tomorrow.”



AIBD Director Yang Binyuan at the Summit



Citing the critical role of media in development, he praised the relevance of the conference theme – Creating Impact: Media in Today’s Society, and said “it is precisely in the field of development where important stories do not receive the attention they should, that the media can really make a difference.”



Dr. Noeleen Heyzer, UN Undersecretary-General, speaks at the Summit inaugural session



Ban Ki-moon sent a written message to the Summit, which was read at its inaugural session on 29 May 2012. Close to 700 representatives of state, public and private broadcast organizations and senior officials of development and academic institutions from more than 50 countries and regions across the globe attended the two-day Summit in Bangkok. Thai Public Broadcasting Service (Thai PBS) serves as the Summit’s host.



AIBD Director Yang Binyuan said more than 40 speakers representing various media stakeholders shared their insights in the five plenary sessions and three parallel sessions covering media in conflict situations, public service broadcasting, building public trust, establishing a media-literate, social media and content delivery. Participants also attended seven pre-summit events.

A new feature at the Summit was Mediahub Market where Asia Pacific broadcasters had the opportunity to connect, exchange and share content among producers from across the globe.

Five-point call for action



Dr. Noeleen Heyzer, UN Undersecretary-General and Executive Secretary of UNESCAP, spoke at the Summit and proposed a five-point call for action, urging media to use their skills and resources to create greater impact on sustainable development, the single most important challenge in Asia Pacific, and ensure more people benefit from development.

The call for action seeks media initiatives to be more engaged directly, allocate more resources and build capacity of journalists in pursuing development stories. It also involves promoting media literacy and ensuring more people get access to various delivery platforms.

In her message, she said, “media organizations cannot afford to be value neutral. I encourage them to focus and write more sustainable development stories, as they can shape attitudes and behavior for a better future.”



Ms. Irina Bokova, UNESCO Director General, delivers a video message to AMS delegates

In her video message to AMS participants, Ms. Irina Bokova, UNESCO Director General, appealed to all governments to uphold their commitments in protecting and promoting freedom of expression and freedom of the press.

“These are the foundations for democratic, transparent and sustainable societies,” she said.

Strengthen public trust

Dr. Poldej Pinprateep, Chairman of the Board of Governors, Thai PBS, delivered the keynote address. He said for media organizations to create impact in today’s society, they must build and strengthen public trust, and prove beyond any doubt that they have public interest in their heart.



Dr. Poldej Pinprateep, Thai PBS Board Chairman

“This requires carrying their public mandate with professionalism, responsibility and integrity based on ethics,” he said.

Keep a watchful eye

Another speaker was Dr. Surin Pitsuwan, ASEAN Secretary General, who urged media to adopt a ‘watchful eye’ so that we are able to critique and guide our region’s directions for a better future.



Dr. Surin Pitsuwan, ASEAN Secretary General

As the world focuses more on Asia-Pacific where dynamic growth is taking place, he said media can help report closely our achievements and shortcomings, among others, in the rule of law, intellectual property rights and space for personal freedom.



Mr. Zhao Houlin, ITU Deputy Secretary General

Mr. Zhao Houlin, ITU Deputy Secretary General, appealed to broadcasters and other media practitioners to ensure that many more people benefit from the advances in ICTs.

“ITU will keep its commitment to work with media in bringing the benefit of modern technology to all people of the world,” he said. He also said the media is a critical sector for people to communicate, reflect development and share common values.

New approaches in the digital era

Ms. Mariyam Mizna Shareef, Maldives Minister of State for Tourism, Arts and Culture, and President of AIBD General Conference called on broadcasters to develop new rules and new approaches to take full advantage of the digital technology, produce better content and explore new sources of value creation.



AIBD GC President and Maldives Minister, Ms. Mariyam Mizna Shareef

Keeping the tradition of knowledge sharing

In his welcome remarks, Thepchai Yong, Managing Director of Thai PBS, expressed the organisation’s gratitude for hosting the event and helping continue the tradition of knowledge sharing and networking in the Summit initiated by AIBD in 2004.



Thepchai Yong, Managing Director of Thai PBS

He said the AMS 2012 had added significance, as it coincided with the 10th anniversary of the Bangkok Declaration 2003, which was issued at the 1st Conference of the Ministers of Information and Broadcasting in Asia Pacific held in Bangkok in May 2003 to guide broadcasters deal with the changing media landscape and global realities.

In his closing remarks, AIBD Director Yang Binyuan said the call is strong for broadcasters to harness their creative, technological and managerial skills to deal with the evolving media environment and the demand for sustainable development.

He thanked all the participants, speakers and sponsors who made the conference productive and meaningful.

Thai PBS joined three major partners and 14 co-sponsors supporting the two-day Summit.



The Asia Media Summit 2013 will be held from 29-30 May in Manado, Indonesia. It will mark the 10th anniversary of the AMS.



Handover ceremony of the AMS memento

More Challenges in Digital Migration

Mr. Zhao Houlin, ITU Deputy Secretary General, says ITU will continue to work with AIBD and other partners to assist in the best possible and feasible manner in the digital migration process.

He said broadcasters still face forthcoming challenges that will need to be addressed as countries implement their transitions including the issue of digital dividend.



Mr. Yang Binyuan, AIBD Director presents a memento to Mr. Zhao Houlin, ITU Deputy Secretary General

Mr. Zhao spoke at the closing ceremony of the AIBD / ITU / ABU Regional Workshop on Digital Broadcasting: Opportunities, Business and Challenges in Bangkok on 28 May 2012.

In his remarks, he touched on some of the topics covered in the three-day workshop, among them, an update on new telecommunication and broadcasting technologies, experiences of countries in developing their transition roadmaps and appropriate national policies and regulations.



Benefits of ISDB-T

Another workshop speaker was Mr. Masanori Kondo, Director of International Economic Affairs Division, Global ICT Strategy Bureau of the Ministry of Internal Affairs and Communications, Japan. He cited the numerous advantages of using the ISDB-T standard in digital broadcasting that would enable TV companies and other stakeholders to fully maximize the benefits of the digital era.

Mr. Kondo said ISDB-T could broadcast for both fix TV and mobile using one transmitter, enabling companies to achieve efficient investment and tap new business models. DVB-T2 standard, on the other hand, will need two transmitters to broadcast for fix and mobile.



In disaster management, Mr. Kondo said mobile services using this standard are most useful, enabling the broadcaster to provide information for all, in times of emergency and need. He said ISDB-T has the EWBS function that allows automatic switching on mechanism of the TV set useful in times of disaster.

This Japanese standard can also provide data broadcasting covering content like sports, health, education and the weather, he said.

Japan is the first country to successfully complete the Analogue Switch off (ASO). Its standard has been adopted in 13 countries including Costa Rica, the Philippines and all countries in South America except Columbia. He said they are working in Africa to present the ISDB-T platform.

Thailand picks DVB-T2

Thailand has chosen DVB-T2 as the digital broadcasting standard. The National Broadcasting and Telecommunications Commission (NBTC) endorsed this standard, which the Thai Cabinet approved on 20 May 2012.

NBTC said its decision would also promote cooperation with other ASEAN partners, which agreed to endorse DVB-T2 as the ASEAN common digital terrestrial broadcasting standard.

Ms. Supinya Klangnarong, NBTC Commissioner, made the announcement at the workshop.



She said under the NBTC spectrum draft plan, the digital switchover will begin within four years and completely change 80% of all households in major cities to the digital system within 5 years. The digital switchover of all households to digital TV is expected to take ten years.

Media Ethics in the Age of Social Media

By Dr. Venkat Iyer,
Barrister and Legal Academic, United Kingdom

Ethical issues have not always received the attention they deserve among media practitioners. Yet their importance cannot be overstated. Ethics have rightly been described as the flesh that clothes the dry bones of legal rules. Many media outlets have suffered public opprobrium for falling short of the ethical standards that are expected of it.

To sensitize broadcasters and other media professionals to the need to internalize ethical conduct in their day-to-day operations, the Asia-Pacific Institute for Broadcasting Development (AIBD) organized a workshop on the subject on the fringes of the Asia Media Summit 2012 in Bangkok, Thailand, on 28 May 2012. This full-day event was supported by the Friedrich Ebert Stiftung (FES) and United Nations Educational, Scientific and Cultural Organisation (UNESCO). It attracted a record audience of over 70 media practitioners from both the Asia-Pacific region and further afield.



Dr Venkat Iyer, a barrister and legal academic based in the United Kingdom, conducted the workshop. He also serves as Law Commissioner for Northern Ireland, has extensive experience in the fields of media ethics and media law. He is particularly familiar with the media scene in Asia and the Pacific, having undertaken numerous consultancy assignments in the region.



The workshop consisted of two substantive sessions, on 'Ethical issues impacting on the individual as a journalist' and 'Ethical issues affecting the conduct of journalism' respectively, and a panel discussion on 'Journalistic Ethics in the Age of the New Media: Opportunities and Challenges'. Also included in the agenda was a session devoted to group work involving the examination and analysis of case studies on ethical dilemmas facing journalists.

► continued on page 6



Among the issues discussed at the workshop were the following:

- the relevance of ethical norms for media practitioners;
- the relationship between ethics, law and morality;
- contemporary ethical challenges;
- the impact of pressures flowing from the growth of social media on ‘traditional’ journalism;
- dilemmas facing the media in deeply divided or politically challenging societies;
- impact of changing social norms on media behaviour;
- purposes, content and enforceability of codes of conduct; and
- acceptable and unacceptable conduct for journalists.

A particular topic of interest to participants was the concept of ‘public interest’ and the extent to which this concept justified departures from strictly ethical conduct, for example, in pursuit of investigative journalism intended to expose corruption, oppression or misfeasance in public office. A central point which was underlined in the discussions was that simply because something was interesting to the public did not make it a matter of public interest.

► continued from page 5



The panel discussion, which included experts from Malaysia, India, the United Arab Emirates, France and Iran, brought into sharp focus a number of key ethical concerns which transcended national or regional considerations. It encompassed examples from around the world and elicited animated audience participation.

From the feedback received, it was clear that the subject of media ethics had a huge resonance among journalists, whether from traditional or ‘new’ media. Most participants expressed the view that this subject required constant revisiting, and hoped that AIBD would organize similar workshops on a regular basis.

Pitching a Novel Idea to Asia Media Summit



User instructions for newspapers, radio and TV programs, and websites?

That was what Ricardo Saludo, Managing Director of the Center for Strategy, Enterprise & Intelligence, which publishes The CenSEI Report, pitched to the Asia Media Summit 2012 in Bangkok on May 29-30. He was among five panelists in a session titled “Building a Media-Literate Public,” about ways to promote media literacy, the knowledge and skills to critically and intelligently select, access and use mass and online media.

For his talk, Saludo drew upon his strategic expertise as Cabinet Secretary for many years and graduate of Oxford’s Strategy and Innovation program. He also

tapped his decades as a journalist, having been editor and writer with Asiaweek Magazine until 2001, and public affairs commentator on radio, TV and print in the past decade, including his current MWF column in The Manila Times, one of Manila’s newspapers.

“Media literacy programs are mostly school-based,” he told summiteers at Bangkok’s Centara Hotel. “But let’s face it: even those with ML instruction may not recall their classroom learning in the rush to read the morning paper or catch the evening news.” Not to mention that many Asians are past school age and won’t get media literacy instruction from class.

Hence, Saludo’s proposal is for media itself to promote intelligent, critical reading, listening, watching and browsing. “Even simple products like clothes and toasters have instructions, so why not something complex like media?” he argued. “Without them, a product could do harm. So can news reports, opinion pieces, blogs and tweets.”

Indeed, some media already carry warning labels, like movie ratings and broadcast advisories about mature subject matter, explicit scenes or strong language. The idea then is for journalistic material and websites to carry media literacy messages like: Know your information sources. Validate news through multiple reports. Listen to opposing sides. Report errors.

Enviogating and Meaningful AMS

Members of the AIBD Strategic Plan Team (SPT) met in Bangkok on 31 May 2012 to assess the recent Asia Media Summit and discussed pending projects including planning for the next Summit in 2013 to be hosted by Indonesia. Also in the agenda were the AIBD General Conference in Nepal in July and the mini-AMS for Pacific broadcasters in Samoa in September 2012.

Mr. Riyaz Sayed-Khaiyum, CEO of Fiji Broadcasting Corporation and Vice Chairman of the SPT, chaired the meeting and said the conference was more vibrant in terms of knowledge sharing and networking.



"The AMS is growing from strength to strength," he stressed.

Dr. Mike McCluskey, CEO of ABC Radio, found the conference enviogating and substantive. "Speakers did their job well in



providing varied perspectives and exemplary case studies," McCluskey said.



Ms. Mariyam Mizna Shareef, President of the AIBD General Conference and Minister of State for Tourism, Arts and Culture, Department of Information, Maldives, said the conference was excellent.

"Let us look forward to a better AMS 2013," she said. She encouraged AIBD to continue working for more conference participants and offer more training workshops so much needed in developing countries like Maldives.

On the AIBD General Conference 2012 in Nepal and the mini-AMS for Pacific broadcasters in Samoa, AIBD Director Yang Binyuan said preparations are being finalized as he urged members to register early for the two events.

Attendees also discussed several issues that would continue to be relevant in next year's Summit, among them, media ethics, media in the process of democratization, social media, media in conflict ridden states, cultural diversity, media and digital literacy, public service broadcasting and news production.



Bangkok Declaration 2003 +10

Broadcasters and other media stakeholders in Asia Pacific recently presented additional recommendations for the proposed Bangkok Declaration 2003 +10 that will serve as a guide in strengthening their responses to the changing media landscape and emerging global realities.



The Bangkok Declaration 2003 + 10 is a revised document sourced from the original Bangkok Declaration 2003 which was approved at the 1st Conference of Ministers of Broadcasting on Information and Broadcasting in Bangkok in May 2003. The original document contained five themes, which was later revised to include five more additional subjects. The ten themes with corresponding recommendations are cultural diversity, globalization, digital divide, public service broadcasting, human resource development, media accountability, social media, media and environment, media in countries of conflict and transition states, and women empowerment.

At the parallel session on 'The Bangkok Declaration 2003: What's Next,' participants identified other recommendations to be incorporated into the Bangkok Declaration 2003 + 10.

These recommendations call on broadcasters to

- introduce and implement a code of conduct to ensure moral and ethical contents, especially when using social media;
- adopt light-handed rules or practices, which encourage to protect copyright, provide protection for consumers, and invest in innovative and creative products and services in traditional media, especially social media;

- protect mother languages across the globe;
- ensure that all of the world's population has access to television and radio services as well as to ICTs;
- encourage the development of content and put in place technical conditions in order to facilitate the presence and use of all world languages on the Internet;
- send a strong message that discourages the use of media to misinform and sow hatred, particularly in countries of conflict and in transition states;
- provide regular training for staff in PSB to understand new technology and how it works, to produce content that is attractive and beneficial to the people;
- ensure media and information literacy programs are propagated in all media, and
- encourage broadcasters to interact with audiences, for instance, with activists of climate change, who have become active users of new media.

After the Asia Media Summit, AIBD revised the proposed Bangkok Declaration 2003 + 10 for their final approval at the AIBD General Conference in Nepal in July.





ASIA MEDIA SUMMIT 2012

29-30 MAY • Bangkok • Thailand

Day 1 – Tuesday, 29 May

Inaugural Session



Ban Ki-moon

United Nations Secretary-General

"I urge you to tell the sustainable development stories of this region – the successes that can serve as a model for the way forward, the breakthroughs that give us hope, the ideas that may seem radical today but which can offer solutions for tomorrow."



Thepchai Yong

Managing Director, Thai Public Broadcasting Service, Thailand

"New media technologies are changing the media landscape and also posing an unprecedented challenge to traditional broadcasters while persistent issues of development and conflict, media literacy, and public trust continue to demand the media to examine their role."



Mariyam Mizna Shareef

AIBD General Conference President & Minister of State for Tourism, Arts and Culture, Department of Information, Maldives

"As media companies migrate towards the digital platform, there is a need to dialogue and share best practices to facilitate adoption of the best technology and standard and cost-effective management of capital and human resources."



Dr. Surin Pitsuwan

ASEAN Secretary-General

"As Asia-Pacific has increasingly become important in the global community because of its dynamic economic growth, the region needs media's 'watchful eyes' to ensure that it is moving in the right direction for the future and that the people in the region benefit."



Zhao Houlin

Deputy Secretary-General, ITU

"ITU will keep its commitment to work with media in bringing the benefit of modern technology to all people of the world," he said. He also said the media is a critical sector for people to communicate, reflect development and share common values."



Irina Bokova

Director-General, UNESCO

"The rise of social media is opening new ways to share knowledge and transmit information. They can be vital in contexts of emergency and disaster. UNESCO welcomes the democratization of communication as a way to enhance the engagement of all members of society."



Dr. Noeleen Heyzer

United Nations Under-Secretary General & UNESCAP Executive Secretary

"The problem isn't about finding the right language to make sustainable development newsworthy – the problem is connecting the dots, every day, between the stories about our biggest local, regional and global challenges and ensuring that we are able to build the future we want."



Poldej Pinprateep
 Chairman, Board of Governors
 Thai Public Broadcasting Service, Thailand

“We strongly believe that the media can be a crucial instrument for development, for bridging differences in times of conflicts, uniting people with diverse and sometimes conflicting views. But the key to meeting these expectations comes with the ability of the media to gain public trust.”



Yang Binyuan
 Director, AIBD

“As a propeller and direction provider of society, media will have to raise the bar to create impact and better serve its business, people, environment and society.”



**Plenary Session 1:
 Media Development and Conflict:
 Can Media Make a Difference?**



Chairperson: Moneeza Hashmi
 President, Commonwealth Broadcasting Association and General Manager, International Relations, HUM TV, Pakistan

Speakers:



Zhao Houlin
 Deputy Secretary-General
 International Telecommunication Union

“In the dense online forest of social media, e-media and m-media competing for our attention, we need more, and better trained professional reporters and journalists than ever before, to guide us through the woods – assessing content, authenticating sources, and promoting the most important stories.”



Sameh Khader
 Director General of International Relations & Training, Palestine Public Broadcasting Commission, Palestine

“Media is no longer showing the conflict but media is now shaping it. It is everywhere. Simply media is where people exist and this is a great difference.”



Liu Cong
 Deputy Controller, CCTV News, China Central Television (CCTV), China

“But in many cases, the media can be more active in helping prevent and settle conflicts. This does not contradict the basic rule of the media; on the contrary, it emphasizes the media’s social nature as a responsible entity of society.”



Etienne Fiatte
 Director General, Canal France International (CFI), France

“How can media exert influence in post conflict conditions? First, media must win audience trust. They need to focus on the collective memory so that nobody forgets what happens especially if an explosive conflict takes place.”



**Plenary Session 2 :
 Building a Media-Literate Public**



Chairperson: Nathalie Labourdette
 Head, EBU Training

Speakers:



Dr. Kamolrat Intaratat
 Associate Professor, School of Communication, Sukhothai Thammathirat Open University, Thailand

“Media literacy is important in any media content and format. It can help people see clearly negative and positive impact.”



Ricardo Saludo
Managing Director, Center for Strategy, Enterprise & Intelligence, Philippines

“So how about users instructions on media? Clothes have washing labels; cigarettes carry mandatory health warnings. Newspapers, magazines and news programs should also run messages promoting media literacy.”



Prof. Dr Laode M. Kamaluddin
President, Universitas Islam Sultan Agung (UNISSULA), Indonesia

“With media literacy, the public can make use of more leverage with the media so it can be useful to themselves and others such as information on health and education. Additionally, media literacy makes people able to think more critically in consuming media, and filter the information conveyed by the media.”



Prof. Art Silverblatt
Professor, Communications and Journalism, Webster University, USA

“Media literacy is developing a critical thinking skill. Perspective is important. Media literacy helps people how to think not what to think. We should go to homes to educate children and incorporate media literacy in the family. Learn how to discuss media content with kids.”



Parallel Session 1 : 2003 Bangkok Declaration : What Next



Chairperson: Jose Maria G. Carlos
Media Consultant, Philippines

Speakers:



Herve Michel
Director of International Affairs, France Televisions, France

“To promote cultural diversity, public broadcasters could increase the number of journalists, TV hosts and staff with diverse cultures; improve news treatment to communicate diversity effectively.”



Anothai Udomsilp
Director of Academic Institute of Public Media Thai Public Broadcasting Service, Thailand

“It is not enough to have a PSB. People must also understand how PSB works and how new technology works. PSB must ensure that the content it produces is attractive and benefits people.”



Dr. Eun-Ju Kim
Regional Director, ITU Regional Office for Asia and the Pacific, International Telecommunication Union

“We need to encourage to introduce and implement a code of conduct to ensure moral and ethical contents, especially when using social media; encourage light-handed rules of practices which encourage protecting copyright, providing protection for consumers, and investing in innovative and creative products and services in traditional and social media.”



Soondaree Devi Soborun
Deputy Director General, Mauritius Broadcasting Corporation (MBC), Mauritius

“I cannot but stress the importance of setting up a media accountability system, which will depend on each country’s conditions and peculiarities.”



Abubakar Bobboyi Jijiwa
Director General, Voice of Nigeria (VON), Nigeria

“What instrument then guarantees that when the Bangkok Declaration 2003 + 10 is effected, it becomes effective? Should government fail, for example, what happens?”



Parallel Session 2: Building Sustainable ‘Small’ Radio and TV Stations



Chairperson: John Maguire
Director, International Development of Audiovisual Exterieur de la France (AEF), France

Speakers:



Dr. Ahmad Jailani bin Muhamad Yunus
Deputy Director General (Strategic) Radio Television Malaysia, Department of Broadcasting Ministry of Information, Communication and Culture, Malaysia
 “Malaysia does not have ‘community radio’ to focus on local voices, depicting a diversity and a vibrant civic culture; however, the ‘smaller’ regional stations (10) function like a ‘community radio. For example, the regional station in Miri broadcasts program for the Kenyah/Kayan community in Sarawak’s northern region.”



Min Bahadur Shahi
President, Association of Community Radio Broadcasters, Nepal



William Parkinson
Managing Director, Communications Fiji Limited, Fiji



Executive Director, Foundation for Media Studies, Thailand



Dr. Kalinga Seneviratne (first from left)
Head, Research and Capacity Building Asian Media Information & Communication Centre (AMIC), Singapore

Archana Kapoor (second from left)
Filmmaker and Founder of Community Radio Station Radio Mewat 90.4 FM, India

AHM Bazlur Rahman (first from right)
CEO, Bangladesh NGOs Network for Radio and Communications, Bangladesh



**Parallel Session 3:
 Women and Children Issues:
 Is Media Doing Enough?**



Chairperson: Mark Whitehouse
Vice President, IREX, United States

Speakers:



Kim Dalton
Director of Television, Australian Broadcasting Corporation (ABC) and Chair of Freeview, Australia
 “Public broadcasters must build content and audience strategies around key issues such as women and children. The answer to these questions must be appropriate to each individual country and culture.”



Mariko Saeki
Senior Manager, International Planning and Broadcasting Nippon Hoso Kyokai (NHK), Japan
 “Disabled people find they have lots of common experiences and problems in their life. They can share their laughter and tears and connect each other to tackle the problems they face, by uniting themselves. Television works as a glue.”



Alaa Nemea
Manager, Abu Dhabi Theater & Cinema Al Cornishm Break-water United Arab Emirates
 “According to a recent statistic presented by (SawaSya), a website specializing in monitoring violence against women, there are twenty thousand murder crimes per year that are committed by a family member against one of its females for honor-related purposes. What has media, whether old-fashioned or recent, social or governmental, done towards this phenomenon? Answer: Nothing at all.”



Firdoze Bulbulia
President, International Center of Film for Children and Young People & Chairperson, the Children and Broadcasting Foundation for Africa, South Africa
 “Disabled people find they have lots of common experiences and problems in their life. They can share their laughter and tears and connect each other to tackle the problems they face, by uniting themselves. Television works as a glue.”



Cait McMahon

Manager Director, Dart Centre for Journalism and Trauma, Asia, Pacific, Australia

“In understanding one’s own reactions as a reporter to traumatic stories, we help keep the story focused on the survivor, give more depth to a story, produce quality journalism and create trauma literacy.”



Judy Tam

Executive Vice President and Chief Financial Officer, Independent Television Service and Input President, United States

“Most public broadcasters globally are not doing enough about the struggles and suffering of women and girls.”



Day 2 – Wednesday, 30 May

**Plenary Session 4:
Public Service Broadcasting:
A New Approach, A New Beginning**



Chairperson: Dr. Javad Mottaghi

Secretary-General,
Asia-Pacific Broadcasting Union

Speakers:



Sun Wei

Controller, International Channel Shanghai, Shanghai Media Group (SMG), China

“Our mission at ICS is to create a public sphere for fair communication and free exchange of opinions between international residents and the local people in Shanghai. Different cultural perspectives are treated equally with openness and respect.”



L.D. Mandloi

Director General, All India Radio, India

“It is said that ‘radio keeps languages alive.’ All India Radio has a great diversity in terms of broadcast languages and dialects, which also makes narrowcasting possible.”



Lord Michael Williams

International Trustee, BBC, United Kingdom

“ All broadcasters across the globe – particularly public service broadcasters – are facing testing times ahead, both in funding terms and in adapting to changing technology and evolving landscape. But the message from the BBC: as we face all this head on, we are absolutely at our best when we are grounded in our fundamental mission and values.”



Cathy Gogue

General Manager, PBS Guam/KGTF Channel 12, Guam

“For public service broadcasting to survive a fast and changing media landscape, integration of communication technologies should be the new approach to a new beginning and as we continue to grow we also continue to innovate.”



Salah Eddine Maouli

Director General, Arab States Broadcasting Union

“ASBU provides training resources, offers members with resources, experience and infrastructure. ASBU is mobilized to give impetus to, and coordinate solidarity among its members, among those who need support and assistance and those willing to contribute to an enriching experience for all.”



Sally-Ann Wilson

Secretary-General, Commonwealth Broadcasting Association

“What public service broadcasting needs is a renewal. To build and sustain viewership, PSBS must be honest with their audience, schedule the digital space with care-think of brand and credibility, be independent and be seen to be independent, provide challenging content and link content and action across platforms.”



Plenary Session 5: Harnessing Social Media and Content Delivery



Chairperson: Dr. Mike McCluskey
CEO, ABC Radio, Australia

Speakers:



An Jung Moon
Deputy Director, Contents Business Department,
Korean Broadcasting System (KBS), Korea
“The rules of KBS World SNS are to pull communication, create new customer experience, serve as content production platform, and as windows of content delivery.”



Sarah A. Chase
Director, International Distribution Rural Media
Group, United States

“We are on the verge of a paradigm shift, the next evolution in technology one so fundamental that it will be looked back upon as the dawn of a new era. Not to sound too Nietzsche here, but TV is dead in the hearts of the young, killed by social media and technological progression.”



Dr. Claire Wardle
Director, Development & Integration, Storyful,
United Kingdom

“Adopt, adapt, improve. Look at what others are doing. Take the best examples and make them better. You don’t have to start from the very beginning.”



Amy Kunrojpanya
Google

“Social media allows journalists to explore new talents and expand their skills. Journalism is not just writing anymore. Explore new ways of storytelling through images and videos.”



Suthichai Yoon
Editor-in-chief, the Nation Group, Thailand

“The newsroom is no longer the center of news. The newsroom is everywhere you are. This is revolutionary change in our career. Journalism as we know it is over. Social media is at the heart of our operation.”



Plenary Session 6: Towards a Stronger Public Trust in Media



Moderator: Yang Rui
Host & Managing Editor of Dialogue, CCTV News,
China Central Television, China

Speakers:



Dr. Mike McCluskey
CEO, ABC Radio, Australia

“What is worthy for us is to improve what we are doing and look for truth and plurality of views. We are also looking for plurality in the way we gather information.”



Ahmad Mohamed Al-Shaikh
Advisor to the Chairman of the Board, Al Jazeera
Network, Qatar

“The role of the newsroom and its editors are to put story into the limelight, analyze and explain its impact. Social media cannot do that; it can enhance our work as another source. That is good for us in news, but what we have to do is verify stories and not put them on air until they are verified.”



Andrey Shirokov
Bangkok Bureau Chief,
ITAR-TASS News Agency, Russia

“Society cannot live without media. People look for curiosity and news. Integrity of contemporary media depends on the group of journalists working for media.”



Riyaz Sayed-Khaiyum
CEO, Fiji Broadcasting Corporation

“We must be clear about whether we want to be entertained or informed. Is it in the public interest? Is it relevant? We must keep our role honest and consistent. To do that, that’s the way we can build public trust. We must know the fundamentals of good journalism.”



Nigel Baker
Chief Executive, Thomson Media Foundation, United Kingdom

“News organizations are trained in reporting straight facts. That’s an important value and journalists and audiences will appreciate organizations that report facts in a straightforward and balanced way. Balance, fairness and honesty are values important to reporting.”



Supinya Klangnarong
Commissioner, National Broadcasting and Telecommunications Commission (NBTC), Thailand

“We need to find a balance between press freedom and national security. Still it is very difficult to find that balance. The Thai society and regulators are struggling.”



Maria Mercedes Robles
Secretary General, Asian Media Information and Communication Centre, Singapore

“The education sector plays a big role in professionalizing the ranks of media. We must teach properly the principle of good journalism. Journalists must also help develop the media curriculum.”



Peter Horrocks
Director, BBC Global News Division, United Kingdom

“Audiences turn to organizations that have a long record for accurate information on a regular basis. People will turn to social media if they don’t get reliable source, and they will test whether social media can be trusted.”



Closing Ceremony



Thepchai Yong
Managing Director, Thai PBS, Thailand

“As host of AMS2012, we trust that your presence and participation has been fruitful and enjoyable. We hope you found Bangkok not only a place for discussions and networking opportunities, but also for experiencing its unique warmth and hospitality that truly made AMS an unforgettable event.”



Freddy Tulung
Director-General, Public Information and Communication, Ministry of Communication and Information Technology (MCIT), Indonesia

“The city of Manado in North Sulawesi, Indonesia will be host of AMS 2013. We express our deep appreciation for this honor. We have the pleasure to welcome all participants to come and enjoy our hospitality in this city of ecotourism and smiling people.”



Yang Binyuan
Director, AIBD

“Let us adopt a watchful eye and strengthen the core values that are important to us, to the industry and to society. Let us promote honesty, fairness, relevance, credibility and trust to build and connect to more audiences; innovativeness and adaptability to exploit the opportunities of various delivery platforms, and social responsibility to ensure more people share the benefits of growth and development.”

Inclusion of Community Radios in the MDG Goals

We, the participants and speakers of the parallel session on “ Building Sustainable ‘Small’ Radio and TV Stations” at the Asia Media Summit 2012, Bangkok together felt that we should use this platform to draw your attention towards community radio stations and their increasing presence in areas that are otherwise hard to reach.



We hereby formally call on the Asia Media Summit to lend its support to efforts by the community radio sector for funds from multi-lateral bodies, NGOs, INGOs, corporate and public sectors.

The community radio movement has come up in a very big way in Asia. The governments of a number of countries are now looking at community radios to reach out to marginalized populations, but are unable to provide financial support to them.

The community, as you are aware, operates community radios, which are mandated to serve the community with the involvement of the community. Community radio helps in creating awareness. It promotes freedom of speech and works towards laying the ground for achieving social and economic prosperity. These radio stations are looking at meeting the social, cultural and financial needs of the community by providing information about how they access the resources available in their immediate environment. It is a process of empowering communities, bringing development to their doorstep and all this without compromising on their cultural identity.

We believe that the MDGs have been developed keeping in mind a large mass of our audience and listeners. It is the communities with which we work that need to be served through information that they can use to fight the huge challenges of poverty, inadequate health services, hygiene, literacy, environmental hazards, etc.

We therefore feel that community radio stations can assist in reaching out to the audience on whom the MDGs are focusing and targeting. It is especially important to note that this audience is one that is totally or substantially left out of access to traditional

public or other broadcast platforms. Surely no one can argue that the audience doesn't need targeted addressing.



We are looking at support at two levels : content and funding.

We can assure you that the results will be not only comprehensible or perceptible but also far quicker as CRS' adopt targeted intervention.

Remember when the lights go off the friendly neighborhood community radio is ultimately the only link with the outside world!

*Broadcasters who attended the parallel session on 'Building Sustainable Small Radio and TV Stations' on 29 May 2012 drafted this petition to UN agencies for inclusion of community radio stations in the MDG goals.

ITU's DTTB Roadmap Project

The ITU has identified six more countries from Asia-Pacific it will assist in facilitating their DTTB transition and building resource capacity based on the digital roadmap guidelines it has developed. These are Fiji, Indonesia, Myanmar, Papua New Guinea, Thailand and the Philippines.

The digital migration roadmap plan has the support of partners like AIBD.

Dr. Eun-Ju Kim, Regional Director of ITU Regional Office for Asia and the Pacific, said so far out of the 40 countries in the region, only ten countries have clear plans for digital migration. “Many of them do not have any plan, thus our aim at the start is to raise awareness for the need to establish a digital transition roadmap,” she pointed out.

In an interview with the Broadcaster, She said ITU would continue to help countries in the region to meet the timetable for the digital migration in 2015 and even beyond.

ITU has assisted on a continuing basis the first five countries in the region to include Bhutan, Cambodia, Nepal, Mongolia, Sri Lanka and Tonga. These countries have participated in workshops supported by partners like AIBD and the Korean Communication Commission (KCC). ITU has initially raised half a million US dollars for the awareness campaign, but will need to source other resources to be able to help more countries migrate to digital.

Dr. Kim said Japan through the Ministry of Internal Affairs and Communications (MIC) has expressed interest to help, a welcome development the ITU Regional Office for Asia and the Pacific is working on. She said the real challenge is for these countries to start implementing the roadmap to be able to eventually switch off the analogue system, which will need much fund.

She also stressed that ITU does not favor any digital broadcasting standard, but in its engagement with the broadcast stakeholders in the region, it presents all types of standards and leave the choice to each country based on its local circumstances and preference.



(Right) Dr Eun-Ju Kim with Joe Ma. Carlos, Broadcaster editor

Open-minded and Curious Asian Media Leaders Can Create Great Changes

By Mr. Henrik Keith Hansen,
Director of HKH Communication, and Member of the Faculty of trainers of the European Broadcasting Union

Vibrant, energetic, ambitious. And one of my greatest experiences as a trainer.

Running the Master Class "Leading Change in the Newsroom" at the Asia Media Summit 2012 was an intriguing look into Asia at its best.



Henrik Keith Hansen speaks before Master Class participants in Bangkok

In a state of euphoria immediately after my Master Class, I wrote on my Facebook page: "I am tanked up and firing on all my cylinders. Everything is vibrating here in Southeast Asia. I have never experienced such a focused, curious and open group of participants, who just wanted to learn, learn, learn."



After this eye-opening experience I feel that I have a more profound understanding of those who talk about Europe being turned into a museum of complacency - once in the lead, but now being run over by the Asian tiger economies and the very ambitious Asian workforce.

But it's clear to me, those Asian media leaders - like so many other media leaders in the world - lack tools to lead, develop and change their organizations. Often those who are being promoted in their media companies are the best journalists, who show some talent of leading others. They can achieve much with their journalistic talent, their ideas, their will and their courage. But they are not able to go all the way and successfully lead the big changes that media organizations face today simply because they never received any proper leadership training.

This is a shame, because the relevant leadership tools are already there. They just need to be put into a media context and adapted to the specific challenges that modern media are facing.

It was a big wake up call for myself, when I discovered the change management tools of John P. Kotter, Professor at Harvard Business School. When I read one of his first books "Leading Change," I understood that there were easily understandable and easily applicable tools like Kotter's 8-step model of change, which could make the life of stressed up media leaders a lot easier when used in the right way.

Based on his analysis of hundreds of change processes in big companies Kotter developed his 8-step model to better understand what real change is about; how to plan change processes; how to execute the strategy and how to consolidate and root the changes in an organization.



One of Kotter's big achievements is his strong emphasis on the often underestimated steps you have to take to prepare the ground for big changes: Creating a sense of urgency among your staff, identifying the right change agents of your organization who will actively support your vision as daily frontrunners, formulating a powerful and appealing vision for the change you want and supporting it with new, courageous strategic steps and then communicating it all passionately for support among your employees.

All these steps you will have to take before you start implementing the changes. When you have come to the phase of implementation, you must empower the staff to act differently than they used to do and remove barriers that are working against your vision. The final step

of Kotter's model is to consolidate and root the changes in the daily work routines and the culture of your organization.



Having understood these steps it is much easier for any leader to get the overview of what is needed. When we are faced with big challenges, we can successfully overcome them if we profoundly change the way we think and work like i.e. the gigantic changes most media leaders around the globe are faced with when trying to integrate their different media platforms like TV, radio, web and new social media.

Unfortunately I did not read Kotter and other leading experts on leadership while still active as a media leader. I read it because I was asked to run a workshop on media leadership. Today I know a lot more about leadership than I did when I was a leader myself.

But I am happy to combine reflections on my own practical management failures and successes with some of the best theoretical leadership works of the world, which can be easily applied to the challenges we face in the media industry. I have found out that this structured step-by-step approach, where I test my own leadership experiences on the model developed by John P. Kotter is often a great relief for my leadership colleagues in the media industry around the world.

These tools will not guarantee them success, but they will make their jobs a lot easier.

I hope that the participants of the Asia Media Summit 2012 left my Master Class with a similar feeling.



Change Is the Only Constant

– Keep on Educating Yourself

By Mr. Henrik Keith Hansen,
Director of HKH Communication, and Member of the Faculty of trainers of the European Broadcasting Union



Shortly after I had read “The Heart of Change” more than two years ago, I noticed something that embarrassed me. I glanced at my bookshelves and suddenly found I had two copies of the exact same book: John P. Kotter’s “Heart of Change.” I was puzzled.

I picked up both books. One of them was full of my own notes and remarks. The other one was blank. I had never opened it before. So, I opened it and discovered a personal greeting to me from my former executive news director at the Danish Broadcasting Corporation, the most visionary and strongest change leader I worked for. She thanked me for showing strong leadership in my first year as editor in chief and head of the national TV News. She wrote that I would become an even better leader if I read “The Heart of Change.”

I want to share an embarrassing experience with you.

A few years ago I discovered John P. Kotter, the American professor at Harvard Business School. This was just a few months after I moved out as leader of the national public service broadcaster in Denmark, DR, after almost nine years. When I read one of John P. Kotter’s first books, “Leading Change”, his sharp analysis of change processes and his efficient and easily understandable 8-step model of the ideal change process thrilled me.

I wanted to read more of his books and got hold of “The Heart of Change.” This book added new layers to his first findings, because it focused on the need of leaders to be more aware of emotions and feelings among their staff, when they were changing their organizations. His point was that if the staff can’t feel the need for change deep down in their hearts they won’t change, even though you present them with the sharpest analysis.

But I never opened the book. I was too busy. I felt I was already a strong leader. I was not open and curious enough to learn more. Shame on me! I could most certainly have improved my leadership skills, if I had just read that one book and a couple of other books on leadership.

My point is: You must constantly educate yourself as leaders. Don’t just make the machine run. Don’t become too much of a manager and too little of a leader. You must get new inspiration every now and then. Study articles, read books, and attend leadership training.

It is all about constantly educating yourself to handle the changes we face everyday. As the Greek philosopher Heraklit said 2500 years ago: “The only constant is change.” Wise words. Remember them!



In Dialogue We Trust

The beginning of the 21st century saw dynamic development of the media industry in the broad Asia-Pacific region to document the rise of the Asian hemisphere. China and ASEAN were able to set up the 10+1 free trade area to further the burgeoning regional economic integration amidst the slow global recovery. These and other issues of regional concerns need to be covered objectively by local media. This remains the daunting task of the Asia Media Summit, a forum that was launched back in 2004.

On May 28, 2012, two representatives from CCTV News attended the two-day pre-Summit Master Class in Bangkok. They hammered home the message that in a multipolar world, public opinions get empowered and diversified as universal values prevail. They argued at the workshop that along with its size comes the responsibility when China is viewed as a major stakeholder in an age of globalization. The media in developing countries need to portray their own social transformation to balance the negative

reports by Western media. Here cultural plurality and respective national conditions, social and economic alike, have to be taken into consideration as the US-led pivot to Asia start to generate headlines.



AIBD Director Mr. Yang Binyuan presents a memento to Ms. Liu Cong, Deputy Controller of CCTV News

In her presentation about the image of developing countries, Liu Cong, Deputy Controller of the English Channel of China Central Television, came up with the Three D stereotypes about Africa in Western media: disaster, disease and destruction.

On the surface, the rise of new media is closing the gap between developing countries and OECD nations. The digital gap, however, has added to the income disparity

between the north and the south as the financial meltdown of 2008 wreaked havoc with low-income countries, especially sub-Saharan countries in Africa, and complicated the implications of the Arab Spring.

Yang Rui, Host and Managing Editor of Dialogue, an influential daily current affairs talk show of CCTV News, says at the plenary session that he moderated that public trust would remain the principle and hallmark of media’s social responsibility. But challenges do exist, he argued, since people are held hostage by their own values, education, personal experiences and family background.



Dialogue needs to be promoted to mitigate the negative impact arising from the re-emergence of major powers such as China.

Media Literacy Programs in ASEAN

As a result of the recent Asia Media Summit 2012 in Bangkok, US-based Webster University is pursuing a comprehensive collaborative partnership with UNESCO and Thai PBS, to build a more media literate public in the ASEAN region.

In its proposal, Webster University said the partnership is consistent with one of the goals of the Bangkok Declaration 2003 + 10, to promote media and information literacy in Asia Pacific. The Declaration is now being revised to reflect the current evolving media landscape and emerging global realities.



The Bangkok Declaration 2003 + 10 is a list of recommendations on how broadcasters in Asia Pacific can deal with the changing media landscape and emerging global realities.

A key component of the partnership is for the proponent to leverage UNESCO's relations with Thai PBS and 2,400 ICT centers in Thailand and its network of communities in ASEAN in providing fundamental

media literacy education in the region. It also plans to establish Webster University Thailand as a hub for formal and informal media and information literacy education in Southeast Asia. It will establish a campus in Myanmar and offer a BA in Journalism.

UNESCO has identified Webster University in St. Louis, Missouri, USA, which has international campuses in Thailand, Japan, China, the Netherlands, London, Geneva, and Vienna as a partner in the development and implementation of programs to promote the discipline of media literacy.

The partnership will open windows of opportunity for scholarship, employment of teachers, the development of curriculum and teaching resources in media literacy programs and the production of programs using various delivery platforms.

Webster University Professor Art Silverblatt, an authority in the field of media literacy education in the U.S. and around the world, spoke of the need for greater emphasis in media literacy programs at the Asia Media Summit 2012.



Leading Change in the Newsroom : The Way to Put All Media Platform Together

By Ms. Cosmalinda Simanjuntak, Programme Planning Manager, TVRI Training Centre

Becoming a visionary leader toward convergence newsroom is not as easy as what I thought before attending the Master Class: Leading Change in the Newsroom, one of the pre-summit events of the AMS 2012 in Bangkok this May. In reality, it is more than setting the vision, strategy and execute planning in usual manner, but how to put all the efforts toward having a well blended newsroom in a multiplatform environment – convergence newsroom working accordingly. It needs extra energy to put the vision into reality, starting from creating a climate for change then engaging and enabling staff to change till implementing and consolidating change. It is a kind of a long journey, difficult but exciting, and puts the endurance, passion and integrity to the test.



Some experts say that a single media platform is a headache and multimedia platform, multiple headaches. Fortunately, the experts

were Mr Henrik Keith Hansen and Head of EBU Training Ms Nathalie Labourdette, who lead the workshop in an easy going manner. So even though we were discussing very serious issue and complicated things to do, I personally enjoyed the class, because as usual, when journalists gather it is fun, lively and with a high spirited atmosphere.



As a workshop participant from a TV station with a traditional newsroom, I felt nervous. When we are still wrestling with the lack of everything in terms of editorial vision, national newsgathering system, creative plan to journalistic capability, the convergence newsroom is there, just like "tomorrow come today" and it has come too early. Fortunately we learnt from best practices, because the expert Mr. Hansen has real experience towards the issue. He led transformation to convergence newsroom

for Danish Broadcasting Corporation during his term as Project Leader years ago.

Now it is time for us to think about how to plan and lead the transformation for the future of our newsroom. We can do it based on best practices of the other broadcasters, that is what we gained from the workshop. I will keep in mind Mr. Hansen words, "Leading change is not only to think about transformation of the system, but the most important thing is how to change the attitude and behaviour of the people accordingly. So it touches the heart of the team and entire staff not only their brain." It is so deep.



Thanks to AIBD, EBU and CCTV for conducting a remarkable workshop during AMS 2012.

Nurturing PSB Values

To sustain their existence and growth in the fast changing media landscape, public service broadcasters need to build authority, honesty, trust, credibility, and a sense of mission.

In his message at the Asia Media Summit 2012 plenary session on “Public Service Broadcasting: A New Approach, a New Beginning,” Lord Michael Williams, International Trustee of the BBC, UK, said BBC has stayed at the top of its game because it holds to its values of impartiality, accuracy and trust.

As broadcasters across the globe are facing testing times ahead, both in funding terms and in adapting to changing technology and an evolving media landscape, he said the BBC’s experience has been “to be grounded in PSB’s fundamental mission and values.”

Mr. Sun Wei, Director of International Channel Shanghai (ICS) of the Shanghai Media Group, talked about sharing local and global cultures critical for building a media organization’s strength and authority.

Ms. Sally-Ann Wilson, Secretary-General of the Commonwealth Broadcasting Association, emphasized relevance and trust as values for public service broadcasters.

“Public service may not need new beginnings and new approaches, but a renewal and a refocus on the important values they need to nurture,” she said.



NUST and MMU Join AIBD Family



The Department of Mass Communication, National University of Sciences and Technology (NUST), Pakistan, has become an AIBD affiliate member. It is one of the newly established teaching institutes of NUST having an FM Radio and a Television studio to facilitate learning of students with technical know-how of production in electronic media.

NUST, based in Islamabad, was established in 1991 to promote higher scientific education in the country by providing a stable and disciplined academic research environment.



Another new AIBD affiliate member is Myanmar Media United Co., Ltd. (MMU). Founded on 4 November 2011, MMU is a consortium of 25 small and medium size local media companies in Myanmar.

MMU focuses on providing TV content, production of local TV programs and drama series to five new digital channels of Myawady Television. It also supplies the station’s broadcasting equipment.

Setting Trends and Opening New Avenue for Striving Media Professionals in Pakistan

The Department of Mass Communication (DMC) at the National University of Sciences and Technology (NUST), Islamabad, Pakistan is a leading institute that attunes students to global needs embodying the values of excellence, belief in evolution and spirit of empowerment with integrity. The department provides students with practical and innovative experience by establishing linkage with different national and international media professionals and organization.

The AIBD affiliate membership is one of the steps towards enriching academic culture. We appreciate efforts of AIBD Director Yang Binyuan for including DMC-NUST in the AIBD family. The cooperation with AIBD will not only provide a platform to exchange knowledge and expertise with members but will also broaden the horizon of intercultural discourse in media dialogue, broadcast development and training. In collaboration with AIBD, the department has also planned a workshop for students to provide them practical and hands on experience in the field.



The department aims at producing competent media professionals who will meet their professional demands in media and communication technologies. It is the only department in the country that has experienced and foreign qualified faculty in this discipline. To keep pace with advancements in the field, the department

focuses not only on the infrastructure, but also on orchestrating visits of the different experts in the fields.

The Department of Mass Communication at NUST is a trend setter in Pakistan by providing opportunities for learning and research in communication excellence audio-visual, verbal and written competencies corresponding to emerging challenges in a rapidly evolving digital age.



With consistent support and keenness of Engineer Muhammad Asghar, NUST Rector, the department will be expanded into a School of Mass Communication (SMC) that will be the first of its kind in the country. The SMC will offer specialization at postgraduate level in five different areas: print media, electronic media, advertising, public relations and animation.



AMS 2012 Photo Highlights





AMS 2012 Photo Highlights





AMS 2012 Photo Highlights





AMS 2012 Photo Highlights



Media Leadership in Crisis, Disaster and Emergency

From April 22 to 25, 2012, some 200 public service broadcasters from around the world gathered in Brisbane, Australia for the 29th CBA General Conference under the theme - Media Leadership in Crisis, Disaster and Emergency.



The Commonwealth Broadcasting Association (CBA) is the largest global association of public service broadcasters, creating the leading forum for exchange of knowledge and supporting members through digital transition.

Public service broadcasters of every size and shape were in Brisbane: rich, poor, large, small and everything in between. Everyone involved in the sector realizes that times are tough financially but all are focused on what matters most: audiences. The conference has reinforced what we already know: that at times of crisis, people turn to PSBs. It also reminded us that there's nothing better than meeting face-to-face. Some broadcasting professionals will have shaken hands for the first time in Brisbane, and new friendships can now develop. Similarly countries within regions have formed new partnerships, alliances and forums out of this conference. People have been sharing information and swapping experiences but it's been hard to listen at times, because it's been about life and death scenarios, and coping after trauma.

There have been standout moments, most of them captured by heart-breaking audio and footage. One broadcaster from Japan even described how his station, NHK, kept on asking himself after last year's tsunami, "Could we have done more to save lives?" The audience felt sad and reflective, but it drove home the relevance of PSBs. You had the sense that those broadcasters who hadn't been through the kind of traumas experienced in Japan, Thailand, New Zealand and Indonesia for example, were thinking how lucky they were, quickly followed by a key question: "If something like that happened to us, would we be prepared?"

AIBD Director Yang Binyuan attended the Brisbane conference hosted by the Australian Broadcasting Corporation, where he took time to meet AIBD members and partners.



AIBD Director Yang Binyuan with Pacific broadcasters at the CBA Conference

With meaningful and inspiring discussions, public service broadcasters have left the Brisbane conference with the feeling that there's more that unites them than divides them.

Legal Awareness in an era of Media Convergence

By Dr. David Mould, Consultant

Can a TV channel and its journalists be sued for libel under the laws of another country? Are web hosts and Internet Service Providers liable for "blasphemous" comments posted on blogs, Facebook or YouTube? What rights do TV journalists have to use copyrighted materials?

These were some of the issues analyzed and discussed at the AIBD/IPDC-UNESCO Sub-Regional Workshop on "Training of Journalists on Legal Awareness in an Era of Media Convergence," held in Kathmandu, April 23-27, 2012 and hosted by Nepal Television.

The workshop began with a session on how international law defines freedom of expression, and then moved to the fast-evolving field of Internet law and regulation, where authorities use economic, legal and technological tools to restrict access, censor content and monitor users.

Libel suits—or the threat of them—are considered one of the major legal dangers



Seventeen journalists participated; 14 were from SAARC countries—Nepal (6), Sri Lanka (3), Bangladesh (2), Malaysia (1), India (1), and Bhutan (1); three were from Indonesia (2) and China (1). The workshop was led by Dr. David Mould, Professor Emeritus of Media Arts and Studies at Ohio University (U.S.A.), who has over 15 years experience in journalism training and consulting in Central, South and Southeast Asia.

to journalists, especially with the growth of "libel tourism," the bringing of suits in another country with stricter laws. The use of "insult" laws, including Thailand's "lese-majeste" law was also examined.

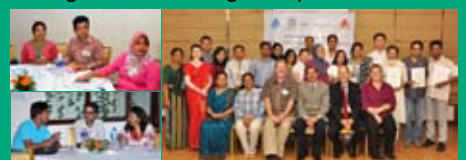
Other sessions examined how media development indexes are used to assess the legal environment, religious speech and



blasphemy laws, freedom of information acts and international copyright law.

Participants completed several exercises, including a mock libel trial and an analysis of regulations for conflict reporting. They contributed ideas for the first draft of a "Legal Survival Guide for TV Journalists" on the practical challenges TV journalists face in their work. This project will be continued at a second workshop to be held in the Maldives in late September 2012.

Mr. Axel Plathe, Head of the UNESCO Office in Kathmandu & UNESCO Representative graced the closing ceremony. Also present were Ms. Terhi Ylikoski, Adviser for Communication and Mr. Deepak Mani Dhital, Acting General Manager, Nepal Television.



Pushing the Boundaries

Acknowledging that media in Asia Pacific can do much more to report abuses against women and children, Judy Tam, CEO and COO of Independent Television Service, Inc., USA, has challenged public broadcasters to bring forward and push the boundaries on what is accepted as issues for the society to discuss and consider.



Speaking before a parallel session on 'Women and Children Issues: Is Media Doing Enough,' at the recent Asia Media Summit in Bangkok, Ms. Tam said most public broadcasters globally are not doing enough about the struggles and suffering of women and girls.

"In the United States, that is not very different. The issues cover a spectrum. They are about gender equality in the workplace, political arena, and society as a whole," she said.



Mr. Alaa Neme, Manager of the Abu Dhabi Theater & Cinema Al Cornishm Breakwater, also spoke at the session, and said Arabic media, at least those covered by his research (10% of the 650 Arab satellite channels) in the Arabic media scene, have not done much, for instance, to report honor related crimes.



According to a recent statistic presented by (SawaSya), a website specializing in monitoring violence against women, there are twenty thousand murder crime per year that are committed by a family member against one of its females for honor-related purposes.

"What media, whether old-fashioned or recent, social or governmental, did towards this phenomenon? Answer: Nothing at all. This crime is absent from newscasts in official and private televisions," he said.

Recent statistics show that the ratio of illiteracy in the Arab World is 36%. Most of the illiterates are children, he pointed out, and Arab media have addressed this issue by importing cartoon movies, which make them live the virtual world.

Media's portrayal of women and children in the Arabic Spring revolutions has also been wanting, he said. "We didn't see the image of Arab children and mothers, victims of the fatal violence in these revolution, unless from a political perspective," he pointed out.

Ms. Firdoze Bulbulia, President of the International Center of Film for Children and Young People told session participants that ABC Nigeria has provided children and the youth the opportunity to tell their own stories that affect them through radio and television.



Among them are TGIF- "Thank God its Friday" that brings entertainment and language lessons into the studio, augmenting the learning experience in an entertaining environment, with cultural taboos presented in Pidgin English; and "Youth Time," a program where youth issues are debated- from local and presidential elections, to issues pertaining to school and college fees, corruption, social norms and misdemeanors, etc.

Another speaker, Mr. Kim Dalton, Director of Television, ABC Australia, said his organization promotes the rights of women by hiring women across management and executive positions including creative and craft and technical positions. "We also ensure a diversity of stories and images and actively promote areas and activities ignored by commercial media," he pointed out.

He also said ABC has two dedicated children's channels, one for school age children daily and another for pre-school children daily.

Ms. Cait McMahon, Director, Dart Centre for Journalism and Trauma, Asia-Pacific, Australia, recommended some guidelines in reporting children and women:



Reporting on children

- Create reporting opportunities for journalists to become 'specialists' in this area and learn strategies to do 'no further harm' (respectful and sensitive treatment of survivors).
- Create news organization policies around whether to name children and juveniles, and in what circumstances.
- Does the pictorial editor have policies around photographs of children in sensitive situations?
- After a disaster do not rerun the same graphic material (visual or audio) over and over again. Run "graphic content" warnings.
- Following communal tragedy becomes a vehicle of education about how parents can assist their children to deal with trauma. Source expertise to help explain practical strategies to assist the wellbeing of children.
- Find hopeful stories of survivors rebuilding their lives.
- Avoid turning one child into the "poster child survivor" when many have suffered loss. This also avoids one child becoming the survivor "hero."
- Look for follow-up stories that go beyond the immediate traumatic event. There is usually a much broader story than the actual event.

Reporting on woman in violent situations

- Use accurate language: Rape or assault is not "sex" — even when the attacker is the victim's spouse.
- Avoid language that suggests the victim is somehow to blame for the crime.
- Avoid undue focus on the socio-economic status or ethnicity of the victim or perpetrator: domestic violence is a public health problem that crosses all lines of race, class, and culture.
- Domestic violence is, in general, poorly understood by the public and under-reported by mainstream media. Take the opportunity to inform your readers with statistics and context.
- It may take time to build trust with victims and family members. Explain the type of story you're planning to write. Show old clips of stories you're proud of.
- Consider letting victims read portions of your story before publication.
- After reading — and seeing evidence of your intentions — they may decide to share more of their story with you.
- When describing the assault, try to strike a balance when deciding how much graphic detail to include. Too much can be gratuitous; too little can weaken the victim's case.
- Include information that can help others avoid assault.
- Provide contact information for agencies that assist survivors and families.

These guidelines are sourced from The Dart Centre.

Creating an Enabling Environment for PSB

By Ms. Sally-Ann Wilson, Secretary-General, CBA

Sharing ideas, experience and knowledge is central to the work of the CBA [Commonwealth Broadcasting Association] and this was the core aim of the workshop run prior to the Asia Media Summit in Bangkok, Thailand. Thirty five delegates from across South Asia attended the day-long event run by the CBA in partnership with UNESCO and the AIBD. The aim was to debate the relationship between Public Service Broadcasting (PSB) and the digital world; focusing particularly on creating an enabling environment for PSB in South Asia.

During event, participants and panellists discussed topics such as the role of PSB in fostering democratic participation; types of government and state intervention in PSB; and changing PSB policies in the face of new technologies.

The aim was for participants from countries including Bangladesh, Brunei, Pakistan, Sri Lanka, Bhutan and the Maldives to share their experiences and ideas. Many delegates gave thought provoking presentations explaining how PSB operated in their own countries.

The session was begun by setting out some of the key aspects that are common to many Public Service Broadcasters, factors that are also central to building a pluralistic, inclusive, liberal and open civil society.



During the day delegates were set a number of challenges and asked to consider what citizens needed from PSB today and what they would need it to deliver in 2020. They were also asked to identify any potential barriers to effective PSB.

Delegates agreed that a high point in the day was a presentation by Dr. Palphol Rodloytuk, Thai media academic and

adviser to the Thai PBS. One particular element of Dr. Rodloytuk's presentation was mentioned later by numerous delegates and that was his emphasis on involving citizens in creating and evolving models of PSB. Digital media increasingly makes this possible and furthers a sense of public ownership of the PSB.

Dr. Rodloytuk identified five types of citizen participation and civil society engagement in his presentation and these were:

- A) To create a 'Friends of PSB';
- B) Local, Non-Profit and Educational Organizations Connected to State Broadcasting Service (SBS) with PSB Programming Processes and Models;
- C) Broadcasting Councils;
- D) PSB Providing Assessment Mechanisms;
- E) Ombudsman

In the final session of the day participants worked in small groups to design a 'PSB from scratch', planning how it would be governed, structured and regulated.

Redefining the PSB Mandate

Participants to the AMS pre-summit AIBD/CBA/UNESCO Seminar on 'Creating and Enabling Environment for Public Service Broadcasting (PSB)' identified some recommendations to help public service broadcasters redefine their mandate for the future and ensure they offer relevant content and earn the trust of audiences to survive and grow in the digital landscape.



In seeking the best funding model, they suggested a mix model where resources could be sourced from government, advertisers and international organizations.

Regarding PSB's regulatory structure, broadcasters emphasized a PSB established through legislation that would include a charter guaranteeing management, financial and editorial independence. Such structure should also protect free expression, and guarantee good governance and PSB accountability to the people.

Participants also recommended numerous programs they should focus on, namely, national culture and values, women and children's issues, manufacturing and fishing, religion and civic action, among others. These programs, they said, should be produced in a distinctive, attractive and entertaining manner.

To gain people's trust, they suggested interacting with them regularly, for instance, through social media, and providing them with platforms for feedback and complaints.

Ms. Sally Ann Wilson, CBA Secretary-General, served as the workshop consultant. In her message, she stressed the need for a

common shared public space where public service broadcasting could share defining moments and triumphs in music, culture, and sports, among others. She said such approach could help audiences find relevant content, engaging them to ponder on programs that are meaningful to their lives.



Another speaker was Ms. Sultana Siddiqui, President of HUM Network Ltd, Pakistan, who said that they would focus on expanding access to new media and help in improving media literacy in the country.

Mr. TMG Chandrasekara, Director at Sri Lanka Rupavahini TV Corporation, also spoke and highlighted the need for more relevant educational programs in public service broadcasting.

Mr. M Hamid, Director-General of Bangladesh Television, reminded participants to focus, among others, on protecting language and culture in the age of globalization.

"Out of 10,000 languages across the globe, we have lost 4,000 already, and we should stop this decline," he said.

Ms. Noora Ali, Secretary-General of Maldives Broadcasting Commission, stressed the need for educating the public and the people within the public service broadcasting about the nature and purpose of this mode of broadcasting.

Preparing for a More Robust Myanmar Media

Public demand for more information, free flow of information, and freedom of expression has made Myanmar media more robust. The development of ICTs has also boomed. A new print media law drafted by officials, stakeholders and foreign experts is being readied for submission to Hluttaws (Parliaments) for their approval. The proposed broadcast law (1st draft) has also been completed and will also be subjected for review and approval by the Parliament.

TV channels are preparing for the forthcoming 27th SEA Games, which have opened up opportunities for cooperation in capacity building and business related to provision for satellite transponders and other equipment.

Five TV channels currently dominate Myanmar's airwaves. These are Myanmar



TV Channel's MRTV3 (Myanmar International), MRTV4 using DVB-T system, Myawaddy TV Channel, MRTV5 using DVB-T system, Sky Net TV Channel using DTH.

Myanmar Radio and Television and its programs use the local language. MRTV3 (Myanmar International) is semi-government, jointly run by MRTV and private media giant, Shew Than Lwin Media Co. Ltd. MRTV4 and MRTV5 are also semi-government and jointly run by MRTV and one of the media giants,



Forever Group Co. Ltd. The Ministry of Defense operates Myawaddy TV Channel. Sky Net TV Channel is solely run by Shwe Than Lwin Media Co. Ltd.

Myanmar TV Channel, MRTV3 and some of the MRTV4 and Sky Net channels are free to air channels. MRTV4, MRTV5 and Sky Net channels are pay TV channels which boast of more attractive and liberal programs. Myanmar TV Channel is a bit conservative with a niche audience. The younger generation prefers MRTV4, MRTV5 and Sky Net channel. The overseas Myanmar community enjoys MRTV3, which focuses more on informative and edutainment programs about Myanmar culture and tradition. As an international channel, MRTV3's programs are in English.

Officials, media stakeholders, UN agencies like UNESCO and other foreign specialists have worked together to help develop a dynamic media industry in the country.

Both MRTV3 and MRTV4 are members of AIBD.

Thailand's Broadcast Regulations out this Year

The National Broadcasting and Telecommunication Commission of Thailand (NBTC) is eyeing to complete the draft regulatory framework that establishes the criteria for licensing, content regulation, technical standard, consumer rights and competition for the broadcast industry by the end of the year. Its implementation is expected in 2013.

Ms. Supinya Klangnarong, NBTC Commissioner, told the Broadcaster that some 23 subcommittees composed of external experts and NBTC staff members have been working on the framework guidelines, which will then be sent to the Commission for review. Once completed the draft will be subjected to the people for review and comments through public hearings and online platforms. NBTC will subsequently approve the final version.

"We hope to implement the regulatory framework and guidelines by next year. What is important is to ensure good governance, a clear set of standards and ethical conduct that will benefit the industry" she said.

Before being selected as NBTC Commissioner in October 2011, Ms. Supinya was an official of the Campaign for Popular Media Reforms; an NGO devoted to the protection of communication and consumer rights.

In her job as a public official, she said she tries to keep a balance between the demands of human rights, freedom of expression and a free press, principles she has upheld for many years, vis-à-vis the concerns for national security, reverence for the royal family, religious harmony and stakeholders' needs.



(Left): Ms. Supinya Klangnarong, NBTC Commissioner, with Joe Ma. Carlos, Broadcaster editor

Under the Constitution of Thailand 2007, NBTC has the duty as an independent regulatory body to distribute the frequencies and supervise radio and television broadcasting and telecommunication businesses. Its mandate is to ensure that public interest takes precedence in all its work, maximizing public benefit at national and local levels in education, culture, state security and other public interests including fair and free competition.

More Media Training in Myanmar

Mr. Khin Maung Htay, Director of Forever Group, Myanmar's major private broadcaster, says the broadcast industry faces big challenges as the country continues to open up; one critical challenge is to improve capacity building in delivering good programs and services to audiences.



(3rd from left): Mr. Khin Maung Htay, Director of Myanmar's Forever Group

"The media industry is going so fast that we need to train more people in broadcasting. Even our own people have been pirated by new media organizations being set up in the country," he said.

Mr. Khin Maung Htay remains optimistic about media developments in the country, particularly the loosening up of media censorship and the enthusiasm of many young people interested to take up and join the broadcast industry.

Khin stressed that the media reforms and developments are supported by the Myanmar Government and Mr. U Kyaw Hsan, Myanmar's Minister of Information and Culture leading a large delegation from



Mr. Yang Binyuan, AIBD Director welcomes Mr. U Kyaw Hsan, Myanmar's Minister of Information and Culture at the AMS 2012

Myanmar to the Asia Media Summit 2012 was a good example.

Mr. Khin Maung Htay is one of the four founders of Forever Group, which operates 14 channels including two free-to-air channels that feature a wide array of information, education and entertainment programs. Established in 1995, the company employs some 1,300 personnel.

In 2009, it jointly organized with AIBD the Myanmar Media Development Center (MMDC) to train their radio and TV staff and, in 2012, MMDC allowed others interested in media and communication study to enroll.

According to Khin Maung Htay, the government and media stakeholders are working on a new media law to regulate print and broadcast. "The new law is expected to be passed by Parliament in a few months," he said.

TV Needs a Strong Brand

Ms. Cecile Chavepayre, TV Artistic Director of CFI, France, encourages broadcasters to create a brand that is recognizable and consistent. "Moreover, she said they must brand strongly or speak loudly to differentiate the station from the rest and make consumer buy your products and services.

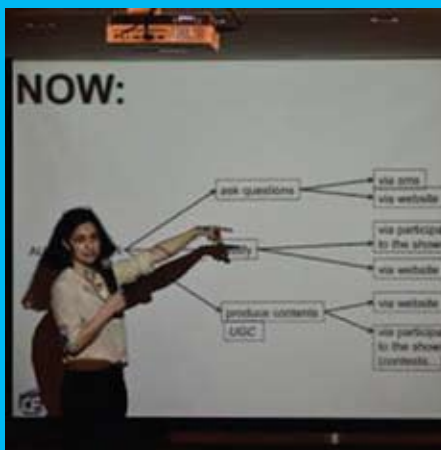


(From left): Herve Michel, Director International Affairs at France Televisions, Cecile Chavepayre, TV Artistic Director of CFI, France and Joe Ma. Carlos, Broadcaster editor

A brand identity expert, Ms. Chavepayre served as consultant of the AIBD/CFI/ French Government Regional Workshop on TV Branding and Visual Identity in Bangkok.

She was one of two consultants conducting the three-day workshop; the other was Mr. Herve Michel, Director International Affairs at France Televisions.

Some 26 delegates from 13 countries, mostly from the marketing, sales and promotions units of private and public



service broadcasting organizations attended this workshop.

In her presentation, Ms Chavepayre identified the different elements of TV branding such as logo, headlines, credits, set design, auto promotion and sound. She said creating a brand should take into consideration values and context.

Values refer to those that matter to a station; for a public service broadcaster it is the idea of sharing, of gathering people and being close to the audience; for the private station, it has to do with being entertaining, innovative and commercial.



"Context refers to whether or not you are a public service broadcaster or a private station, the history of the organization, your competitors, and the political regime you're operating in," she pointed out.

She cited two obstacles in building a successful brand, the lack of a clear strategy in which the station hardly knows its direction, and an organizational structure that does not adapt to the need to build a brand.

A major benefit of branding, she said, is enabling audiences to be exposed to so many things in the media environment to belong.



TV Branding and Visual Identity

By Mr. Hervé Michel, Director International Affairs at France Télévisions

Canal France International (CFI) is a subsidiary of French public broadcaster France Télévisions in charge of the worldwide cooperation with the financial support of French Government (through the Ministry of French Foreign Affairs). CFI has enjoyed a long-term relationship with AIBD, cooperating, amongst other things, on a vast number of trainings all around Asia.



This year, AIBD and CFI had decided to co-organize a three-day workshop pertaining to the important matter of “TV Branding and Visual Identity”. This question was not that essential a few years ago maybe, but has grown until today to a situation where, in our fragmented TV world with so many new outlets being created and mushrooming every day, differentiation, identification and brand names become most prominent! For every brand and for television channels too.

How do you make your channel recognizable and different from the one next-door? How do you create, through trailers, logos, visual identity the proper environment that the programming of your channel reflects? How do you build up a brand territory and a brand vision that are consistent? These were some of the questions that were on the agenda of the workshop.

To debate on these important matters, two French persons: Cécile Chavepayre and myself. Haven't we been in France and for quite some years, would I humbly dare to suggest, a bit specialized in brand identity through our famous fashion brands, wine chateaux and luxury goods industry?

Before recently moving to Arte (the Franco-German channel) Cecile has been for quite a while the artistic director, in charge of the visual identity of one of the favorite – if not THE favorite French channel, France 5, the documentary channel of France Télévisions. She was therefore most qualified to lead our work.

The programming, logos and destination of France 5 programmes have so much varied over time for this network that Cecile has been travelling through many different evolutions of the channel and was able to offer her expertise to the many participants. Last year she had come already to work with Thai PBS and its teams on this very exercise of channel brand identity.

On my side, I have had a lot of pleasure introducing the works of Etienne Robial, the creator of the French term “Habillage” (Visual Identity). This incredibly ingenious and creative man has



participated, since inception, to the success of Canal +, the French pay-TV channel that expanded its programming, success and image all over Europe. We also reviewed and studied how the names and logos of some PSB's around Europe, namely RAI, BBC and France Télévisions had developed changed and evolved since decades.

The very aim of this workshop was to make a very important statement about Branding and particularly TV Branding: Branding is a matter of Identity and Identity cannot be disconnected from the general strategy, moreover: it is part of the General Strategy. From this on, it becomes obvious that TV branding has to be consistent. We wanted our participants to be actively involved, and so we invited them to share their experiences, successes and difficulties all along the workshop. We also tried to give them tools in order to succeed in brand-building. Participants of all the Southeast Asian region and further away, about 25 persons in total have been actively participating and exchanging experiences about their own TV branding, including an exciting overview from Anothai Udomsilp, Director, Academic Institute of Public Media, Thai PBS, on the recent evolution of the visual identity, names and logos of his television.

In essence, it has been a very rich and interesting workshop for participants. Not only because they were all coming from so many different countries scattered all around Asia, but also because they didn't hesitate to ask questions, or to give their individual points of views: they all accepted to share their experiences.

We thought that it could be also most interesting to make a 2nd workshop next year, a kind of sequel to this year's experience where participants could come and introduce some of their works following our wide exchanges. So we could continue to share points of views, constructive critics and also find solutions to problems that have been met.



Digital Switchover Techniques & Policy

The Korean Communications Commission (KCC) and the Korea Internet & Security Agency (KISA) in partnership with AIBD organized the "Digital Switchover Techniques & Policy Course" from 9 to 17 May 2012.



The course was the first collaboration course with AIBD this year, and 20 participants from 16 AIBD member countries were invited by KISA. The countries invited include Bangladesh, Bhutan, Cambodia, Fiji, India, Indonesia, Iran, Laos, Malaysia, Maldives, Micronesia, Myanmar, Nepal, Sri Lanka, Thailand, and Vietnam.

Trainees attended lectures regarding digital switchover techniques and policies by Korean ICT experts and professors. They showed great interest in their participation, and were proactive and enthusiastic by asking many questions. During the course, attendees presented country reports dealing with the state of broadcasting and communication in their respective countries. A cultural experience was held on the weekends while field tours were arranged at the Namsan N Seoul Tower and the Digital Pavilion.

On 15-16 May 2012, participants attended the 8th annual Korea Communications Conference at the Coex Center. The theme of this year's conference was "Smart Communications: Revolution and Evolution. Speakers included Korean industry key players like the CEOs of KT, Korea's largest telecommunications company, Nokia Siemens Networks as well as the president of Bell Labs Korea.

Mr. Saqib Sheikh, AIBD Programme Manager, represented the Institute at the course.

Best Wishes

AIBD took time out recently to host a get together party in its Kuala Lumpur headquarters for its staff who celebrated their birthdays during the second quarter of 2012:

April



(From left) : Ms. Noraini, Mr. James Sinclair and Ms. Hamidah

May/June



(From left) : Ms Radhika and Ms. Thajinderjit Kaur (Amar Gill)

Broadcast Concerns

By Mr. TMG Chandrasekara, Director, Research and Training, Sri Lanka Rupavahini TV Corporation

The recent Asia Media Summit held with the participation of regional and international journalists and media personnel was a great success. This was an opportunity for participants to share new knowledge and deal with work stresses. The pre summit workshops were also beneficial.

Topics like social media were highly appreciated and AMS organizers should look at other concerns that face broadcast organizations in developing countries. Among them, ways for public service broadcasting to deal with competition from commercial stations; management skills for journalists who have become media managers; in-house research methods for viewers' ratings; and new technological development in broadcast that may be featured at the AMS.

As the Asia Media Summit is developing day by day, it is important to pay attention in selecting the practical topics further.

We should be thankful to AIBD for organizing the summit and the presummit workshops, and hopeful that this will develop like the American NAB summit where more than 100,000 people attend.



Winners of the World Television Awards 2012

Winners of the World Television Awards 2012 were officially announced at the recent Asia Media Summit in Bangkok.

In the Humanity category for the Best TV Documentary “Promoting Religious Understanding and Tolerance,” the winner was “Dharma – Where does happiness lie?” directed by Chan-Gyu, Yun and Geun-Young, Choi and broadcast by KBS ITV, Republic of Korea. Runner-up was “Two women – A shared tragedy” directed by James Pastouna and broadcast by ARD – Germany.



“The Ozone,” directed by Rehan Ahmed and broadcast by HUM TV-Pakistan, won the top prize in the Science / Environment category for the Best TV Programme “Preserving the Ozone Layer and Protecting the Earth.”

Runners-up were “Phase out HCFs which are safer for the ozone layer” directed by Khvay Atitya and broadcast by TVK, Cambodia, and “Preserving the ozone: from happy people” directed by Sonam Phuntsho and broadcast by BBS, Bhutan.

Ms. Moneeza Hashmi, President of the Commonwealth Broadcasting Association (CBA) and General Manager, International Relations, HUM TV, Pakistan, announced the winners before some 600 participants to the two-day Summit from 29-30 May 2012.



She chaired the jury that met in Kuala Lumpur on 7-8 May 2012 to evaluate some 32 entries from 18 countries in the Humanity category. For the Science/Environment category, the jury viewed a total of 24 entries from 14 countries.

The top winners received a cash prize of US\$5,000, a certificate and trophy each.

The Asia-Pacific Europe Partnership Committee initially designed the World TV Awards. In 2004, AIBD recommended to adopt two main themes “Religious understanding” and “Conflict resolution”.

This year, AIBD continued the World TV Awards category on Science & Environment launched in 2011, in collaboration with UNEP OzonAction (United Nations Environment Programme, Division of Technology, Industry and Economics (UNEP DTIE), OzonAction Programme).



ITU's 'Girls in ICT Day'



The world celebrated the ITU's 'Girls in ICT Day' on 26 April 2012. In Malaysia, AIBD and Universiti Utara Malaysia (UUM) held ITU's 'Girls in ICT Day' program under the auspices of the International Telecommunication Union-Universiti Utara Malaysia Asia Pacific Centre of Excellence for Rural ICT Development (ITU-UUM ASP CoE).

The event, which is celebrated every year on the fourth Thursday of April, honors girls' interests and strengths, and encourages them to choose a career in information and communication technologies.

The one-day program comprised various activities for the edification of the participants from over 300 students from UUM and several secondary schools around the Kubang Pasu district in Kedah. Among the activities were talks on ICT awareness by James L. Sinclair, AIBD Programme Manager for Broadcast Engineering, on soft skills development by Huraizah Abdul Rahman, Manager of the Desa Balik Pulau Internet Centre, Penang, and on ICT careers by Dr. Azizah Ahmad, a lecturer at UUM. Students also participated in a quiz on ICT and a creative video contest.

Ybgh. Tn. Che Azemi Haron, Deputy Secretary-General (Communication), Ministry of Information, Communication, and Culture, officiated the opening of the event at the Seminar Hall of the School of Computing, UUM. In his remarks, he said ICT was fast becoming integral to every aspect of the world of work, practically paralleling the pivotal importance of the

economic factor in the advancement of a developing nation.

He said many countries around the world were now facing a dearth of suitably qualified personnel in the fields of mathematics, science, engineering, and computing. To meet the increasing demand for such personnel in the workforce, he said big corporations were vying with each other in the recruitment of qualified women in this sector.

“This fortuitous phenomenon has presented highly qualified women in the technical field the golden opportunity to carve for themselves a place in the sun in terms of their career development and prospects. At present, at the global level, there is a need for an estimated two million ICT professionals. This huge imbalance in the supply-demand dynamic of this field is largely due to the glaring want of awareness among students, teachers, and parents concerning career prospects in this area,” he said.

In light of this, he hoped that ITU's 'Girls in ICT Day' program would be duly appreciated as another invaluable contribution by ITU-UUM and AIBD in raising consciousness among the people concerning the importance of ICT to national development, cautioning them against ICT abuses, and educating them about the rapid advancements and career prospects in this field.



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Note: regulators are offered preferential rates to attend the IIC Regulators Forum and the Annual Conference. Both meetings can be booked at the same time when you register.

Learn more at www.iicom.org



FBC TV: The Difference is Clear

The Fiji Broadcasting Corporation (FBC) is on the front line of broadcasting in Fiji, with over ninety percent coverage over some three hundred islands. Its radio and TV services are the most widely and easily available in the country.



Riyaz Sayed-Khaiyum, CEO, FBC

As the newest television broadcaster, FBC has set the benchmark in quality transmission and content to suit all ages and groups. Riyaz Sayed-Khaiyum, CEO, said the Fiji Broadcasting Corporation TV has become number 1 with viewers' already reaching homes and remote villages which never before had television services.

Only six months in the running, FBC TV features commercial content, talk back shows, documentaries and foreign language programs. Radio talk-back shows in English, iTaukei and Hindi have proved a big hit.



FBC also launched TV banner advertisements on May 2, 2012. TV Banner Ads are targeted to the small and new businesses that cannot afford regular TV advertising. FBC focuses on

contributing to the business community and assisting owners in growing their businesses. Fiji was recently hit with massive floods that impacted various towns and small businesses. The TV Banner Ads assist them in getting back on their feet with affordable advertising in order to reach Fiji's largest audience.



The Fiji Broadcasting Corporation launched its first ever TV news service on April 15, 2012. Radio news reporters went through intensive TV news training to become multimedia journalists who shoot, write and edit their own stories. These reporters are the first in Fiji to perform multiple roles which until now required a team of people with different skills. The news program is kept to only 30 minutes and in that time, it captures news, sports, and in a very creative way – the weather news.

The young, energetic news presenters at FBC have done a superb job with the news presentation. Viewers tune in every weekday at 6pm to see news anchor Jacqueline Speight, sports anchor Jamie Toro and Fiji's first ever weather presenter Genevieve Sukhdeo. On the weekends viewers are kept up to date with our weekend anchor Amrita Priyadarshni.

FBC TV's success has been evident in the feedback received from viewers either visiting the refurbished office, writing in from the far corners of the country or calling up to congratulate the FBC team on a job well done.

Following years of planning and a

substantial investment, the company now boasts high tech radio and television broadcasting equipment – making it the market leader for broadcasting. The company is serious about building local content and featuring issues directly related to Fiji's people forming the vision for future programming. Plans are already drawn up on how to gradually introduce compelling local programs – be it studio talk back, documentaries or commercial shows.

As a government owned commercial entity, the Fiji Broadcasting Corporation is also committed to becoming a successful business. This is already bearing results as it has been able to turn around previous years of poor performance under the leadership of Chief Executive Officer Riyaz Sayed-Khaiyum.

In a recent report by Fiji's Finance Ministry, the company was named as one of the top performers having improved by over a hundred percent on yearly financial turnover.

The Fiji Broadcasting Corporation has grown in leaps and bounds – from a small government owned radio station to a leading media house, growing from stride to stride.

It is these inspiring reactions which encourage the Fiji Broadcasting Corporation to take on new challenges.



(From left): Genevieve Sukhdeo, Jamie Toro, Amrita Priyadarshani, and Jacqueline Speight, FBC's TV news presenter

Swift Action Called on Digital Migration in Southern Africa

The recently concluded two day SABA DTT workshop in Johannesburg has called on governments of the SADC region and individual broadcasters to play a meaningful role in the realization of the digital broadcast standard in the region.

The two-day gathering has seen Chief Executive Officers of regional broadcasters, Technical broadcast experts, broadcast Engineers from all over the Southern African Development Community, SADC, meeting vendors and digital solutions suppliers in the region.

The main purpose of the meeting was to analyze the digital migration project in the region, determine shortfalls that would hinder smooth transformation to digital standards and design common interventions to make the transformation process beneficial to all. The meeting has also identified broadcast content as the common denominator to the digitization of broadcast standard as well as the roll out of the technology in southern Africa.

SABA President and Director General of the NBC Albertus Aochamub has called on regional broadcasters to move fast as possible in the implementation process of the digital broadcast technology. He added that such process would ensure a smooth, painless transformation process from analog to digital broadcasting format.

A lot has to be put in motion if southern Africa has to complete its migration process from analogue to digital broadcasting by 2013 – which is a deadline set for southern Africa.

Creative Content Conference at Broadcast Asia 2012



The third Creative Content Production Conference, a pillar of the BroadcastAsia2012 event, was successfully held in Singapore on 20 - 22 June 2012 through the joint collaboration of AIBD and Singapore Exhibition Services (SES).

The conference focused on the editing of content for film and TV productions and the various strategies for developing and distributing content across different media platforms. Among the speakers invited included producers, writers, TV directors and other professionals associated with creative content generation in the industry, and a total of 160 delegates attended the speaking sessions. The conference generated lively and provocative debate among the speakers and participants on issues such as latest FX advances in the industry and the relationship between advertisers and creators of content in the production process.

AIBD also presented the organization's profile and past activities to all delegates at the exhibition hall of BroadcastAsia2012. AIBD Programme Managers Marcel Gomez and Saqib Sheikh represented the Institute at the conference.

Regional Workshop on Media and Elections

The three-day Regional Workshop on Media and Elections supported by the tripartite partnership of AIBD, Arab States Broadcasting Union (ASBU) and Asia-Pacific Broadcasting Union (ABU) came to a successful conclusion in Kuala Lumpur on 27 June 2012.

The workshop was conducted by Savyasaachi Jain, who is with the University of Westminster in London. It was attended by 15 participants from Algeria, Bahrain, Bangladesh, Bhutan, Cambodia, Indonesia, Myanmar, Nepal, Oman, Palestine, Saudi Arabia, Sri Lanka, Sudan and Vietnam.

During the three days from June 25-27, a number of topics were covered. These included the role of media in democracy, country-specific election scenarios, understanding election regulations and electoral systems, what politicians and citizens expect from the media during elections, media coverage during various stages of an election, ethics and codes of conduct, and planning election programming. Special attention was paid to the safety of journalists during elections and in violent situations. The consultant, Savyasaachi Jain, also used game theory and conflict theory to explore various aspects of the media's role during elections.

During the workshop, the participants worked on laying down ethical guidelines and producing codes of conduct in teams. They also prepared and presented individual programming plans suited to their own country-specific situations, and there was a great degree of cross-fertilisation and exchange of ideas.

The consultant, Savyasaachi Jain, said: "It was a very interactive workshop and the participants – even those from countries where democracy is in a nascent stage – displayed a great understanding of the role that the media can and should play during elections. The codes of conduct and the programming plans developed by the participants showed great insight. I am confident that many of the participants will make a difference to the coverage of elections by their organisations in the future."



AIBD Members and Partners

Bangladesh Betar has a new DG



Kazi Akhtar Uddin Ahmed joined Bangladesh Betar as Director General on 26 April, 2012. Previously he worked in the Ministry of Home Affairs as Additional Secretary. He succeeds AKM Shameem Chowdhuri.

Mr. Ahmed was born on 1st March 1958 in Patuakhali district. He completed his Master's Degree with honors in English in 1982 from Jahangirnagar University. He joined Bangladesh Civil Service in 1982.

Mr. Ahmed worked in different positions of the Government of Bangladesh. He is now Additional Secretary to the government.

New President Director of TVRI



Dr. H. Farhat Syukri has been appointed the new President Director of TVRI, Indonesia.

Born in 1963, Mr. Farhat joined TVRI in 1982 as operator Technik Studio in TVRI Station Palembang, South Sumatera. Before being appointed as TVRI's President Director, he was the Head of TVRI Station in Central Java in Semarang (2007-2012) and Director of General Affairs (2006-2007).

As a career broadcaster, Mr. Farhat concerns have focused on efforts to develop TVRI's production in meeting the public need for information, education and entertainment programs. His commitment is to increase the participation of all stakeholders in strengthening the position of TVRI as a public television institution in digital era.

ABC Appoints New International CEO



Lynley Marshall has been appointed to head ABC's International Division, replacing Murray Green who retired earlier this year.

The ABC's convergence strategy will see Radio Australia, Australia Network and News 24 working more closely. Marshall will seek to identify other opportunities to take existing ABC content into international markets.

Prior to her role in ABC Commercial, Marshall led the Corporation's then New Media and Digital Services team in creating many innovative projects including the ABC's first broadband and mobile services and the establishment of its first digital television channels.

Marshall came to the ABC from a career in radio, television and new media in New Zealand.

Moneeza Hashmi Re-elected as CBA President



Moneeza Hashmi, General Manager of International Relations, HUM TV Pakistan, has been unanimously re-elected for a second term as President of the Commonwealth Broadcasting Association (CBA).

Ms. Hashmi's electronic media career spans more than four decades. She headed the programming division of Pakistan Television Corporation before joining HUM TV in 2005.

She is the first Pakistani and the only female President of CBA in its 60 year old history. She has represented Pakistan in many national and international forums and is a well respected figure in the Pakistani media.

Ms. Hashmi has chaired the judging panel of the World Television Awards organized by AIBD and its partners in 2011 and 2012.

New Executive Director at ACORAB



Rabindra Bhattarai is the new Executive Director of the Association of Community Radio Broadcasters (ACORAB) Nepal and he has taken charge of his position in April 2012.

Mr. Bhattarai has a social science background with special knowledge on law. He has considerable understanding on human rights, development and media. He has worked in various institutions in project implementation and management.

Mr. Bhattarai has worked for benefit of the disadvantaged communities through projects. He has worked as Project Director in Kathmandu School of Law, National Legal Aid Network and Nepal Bar Association.



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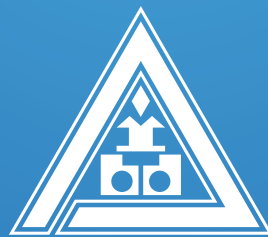


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Editor
Jose Maria G. Carlos

Editorial Assistants
Geraldine Mouche
Saqib Sheikh

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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