

Solidarity for Human Survival



Summit. The conference examined new visions and new strategies broadcasters can pursue to address the competitive media landscape and the demands of development.



(3rd From left): Right): Dato' Sri Mohd Najib Tun Abdul Razak, Deputy Prime Minister of Malaysia

He said that the solidarity must transcend religious, national, ethnic, cultural, class and gender identities, The Malaysian leader also said " more than in any other time in history, the media today has the responsibility of fostering understanding, compassion, empathy and unity among the human family."

Prime Minister Badawi delivered this message in a keynote speech read by, Dato' Sri Mohd Najib Tun Abdul Razak, Deputy Prime Minister of Malaysia, at the opening of the Asia Media Summit in Kuala Lumpur on 27 May 2008. Some 536 delegates from more than 50 countries worldwide attended the two-day

Malaysian Prime Minister Dato' Seri Abdullah Haji Ahmad Badawi has enjoined media to foster solidarity among the human family which is vital to its survival as a species.

Harnessing New Media Technologies

In his speech, Prime Minister Badawi recommended a few strategies to harness new technologies, among them:

- Invest in expanding broadband infrastructure and ensure its advantages are not limited to a few;
- Adopt policies that offer opportunities for narrowing social and economic inequities and supporting sustainable wealth creation;
- Develop local content to remove barriers to communication;
- In the area of health, media can help spread awareness and knowledge in the

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AMS 2009 Moves to Macau

The AMS 2009 embarks on another milestone as it moves out of Kuala Lumpur for the first time and gathers more than 500 broadcasters and media experts from about 50 countries worldwide to Macau for the conference on 26 & 27 May.

Mr. Manuel Goncalves, vice chairman & CEO, Teledifusao de Macau, S.A.R., China, officially invited participants at the Asia Media Summit

2008 to come to the next Summit and see the wonders of Macau. He says Macau offers a special city with a mix of European and Asian tradition, particularly Chinese history and culture that will enrich the Asia Media Summit 2009. "You will feel a sense of Europe and Asia as you encounter a cosmopolitan and modern city with half a

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prevention and treatment of diseases and enable doctors to make better and more informed decisions;

He further said traditional media would remain at the leading edge of providing content even as it loses its monopoly on the people's attention. He called on media "not to be taken in by the bells and whistles of technology but to hold fast to your established virtues of accuracy, intelligence, fairness and grit.



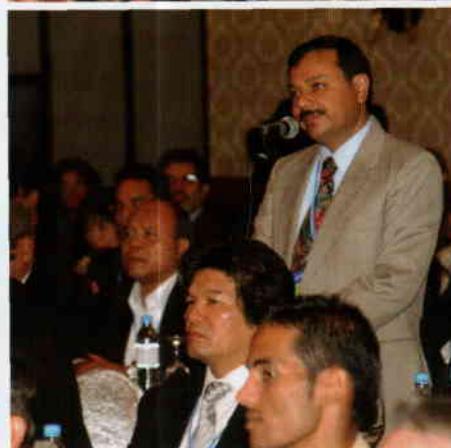
No Such Thing as Unlimited Freedom

Commenting on the discourse on responsible journalism, the Malaysian leader said that in a globalised world where news travels in the blink of an eye and is accessible to many, "cultural insensitivities and arrogance can lead cultures to clash and nations to collide."

He said that freedom of speech is a fundamental right, but it is not absolute. "The right to freedom of speech and expression cannot be used as a pretext or excuse to violate and abuse the reputation and dignity of a people, to slander and libel or to defame religious or religious symbols. If this were the case, there would be no laws of defamation or libel or laws against those who incite racial or ethnic violence," Prime Minister Badawi pointed out.

Improving Dialogue

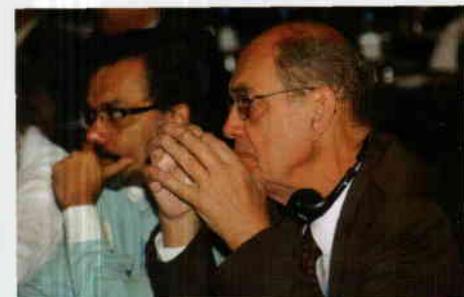
The Prime Minister said the "Asia Media Summit is well placed to improve the dialogue among the many interested parties in the universe of the media and communications. The goal of nurturing dialogue is preventive of conflict and inclusive in nature."



During a question and answer session after reading the Prime Minister's speech, Deputy Prime Minister Datuk Seri Najib Razak said that the alternative media in Malaysia has enjoyed popularity, but this should not be a green light for writers to act with impunity. He said while the government was open to

criticism, there were limits to what could be expressed.

At the Inaugural session, Ms. Ladavan Bua-Aim, executive director of the Foreign Office, National Broadcasting Services of Thailand, and acting AIBD president, delivered the opening remarks. Ms. Ladavan said the advent of new technologies has opened doors to information access and wide exchange among peoples. "If well managed, this holds enormous promise for the people of the Asia-Pacific region and the world - to improve health, trade, education, governance and ultimately, individual lives," she said.



Ms. Ladavan Bua-Aim, Executive Director of the Foreign Office, National Broadcasting Services of Thailand and President of the AIBD General Conference

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(AMS 2009 Moves to Macau)

million people and 28 million foreign visitors," Mr. Goncalves pointed out.

In an interview with the *Broadcaster*, Mr. Goncalves said that it was in 2007 when negotiations started to prepare Macau as the Summit's next venue. Delegates will be billeted at the Venetian Hotel, one of the biggest hotels in the world. He said that delegates would appreciate Macau, which was declared by UNESCO as a World Heritage site.



At the end of the Asia Media Summit 2008 in Kuala Lumpur, Mr. Goncalves invited the delegates to join the next Summit in Macau and enjoy the beauty of its people and places.

Guidebook on Asia-Pacific Approach to Public Service Broadcasting

Some 35 seasoned broadcasters from Asia-Pacific examined the first draft of the proposed Guidebook on an Asia-Pacific Approach to Public Service Broadcasting (PSB) during a two-day workshop in Kuala Lumpur on May 24-25, 2008.

Organised and funded by AIBD and the Friedrich-Ebert Stiftung, the workshop was the first of a series of roundtable discussions to provide a practical reference book that will guide countries keen to move towards setting up a public service broadcasting system.



(Extreme right) Dr. Javad Mottaghi, AIBD Director



(Middle): Mr. Jose Ma. G. Carlos, AIBD Consultant

Mr. Jose Maria G. Carlos, AIBD Consultant, made a PowerPoint presentation, highlighting the key principles that should guide the creation of PSB. These were the following:

- PSB should be for all citizens
- PSB should reflect diversity
- PSB should ensure quality content
- PSB should ensure editorial independence.
- PSB should ensure financial independence and sustainability
- PSB adheres to strong accountability practices
- PSB should promote a professional and creative human resource.
- PSB should promote strategic partnership and collaboration

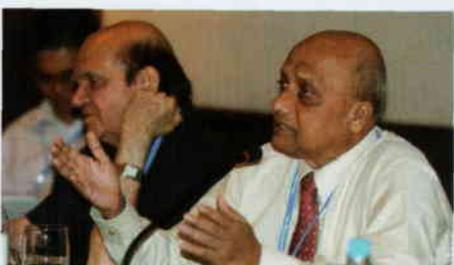
He stressed that an effective PSB requires a media literate audience able to effectively and efficiently comprehend and utilize mass media content.

The Guidebook covers other topics such as the formation of the governing and executive bodies, laws and regulations, funding sources, training, digitisation and ways to facilitate transition from state broadcasting to PSB. During the workshop, the broadcasters were



(Left): Dr. Paul Pasch, FES representative in Malaysia

organised into two panels to review the draft guidelines on these topics, presenting recommendations and new ideas to strengthen the development of PSB in the region. They adopted suggestions to list the advantages of implementing a transition stage to facilitate the creation of PSB.



(Right): Mr. Kumar Abeysinghe, former chairman of the Sri Lanka Broadcasting Corp.



Mr. Kumar Abeysinghe, former chairman of the Sri Lanka Broadcasting Corporation, who served as chairman of the workshop, said the proposed Guidebook would serve as the contribution of seasoned broadcasters to the young broadcasters in the region.

At the opening ceremony, Dr. Javad Mottaghi, AIBD Director, said the Institute has organised about 50 activities dealing with PSB over the last ten years, and the clamour among broadcasters was to set up an Asia-Pacific approach to PSB. He said there was a mandate

for AIBD to pursue this approach as reflected in the Bangkok Declaration signed by Asia-Pacific Ministers of Information and Broadcasting in their meeting in Bangkok in 2003.

Dr. Paul Pasch, FES representative in Malaysia, emphasised that the Guidebook will be useful as long as there is a strong commitment among countries in the region to implement a PSB model.



A small group will meet again in October 2008 to continue the review of the draft guidelines, which will be finalised and printed in time for the proposed Asia-Pacific Heads of State Summit in Vietnam in 2010.



New Initiative in Media for Development



The Asia Media Summit 2008 witnessed the launch of a new initiative in media for development. Asia-Pacific Institute for Broadcasting Development (AIBD) and Worldview Global Media (WGM) group presented the Global Media Centre for Development (GMCD) concept at a pre-summit event on May 26th.



The key objectives of GMCD are to:

- Design and implement media-based interventions to inform and improve the ability of societies to cope with challenges
- Establish global links and co-operation for media and communications on education and development
- Encourage creative use of ICTs to make relevant and adequate content, accessible and affordable.
- Involve and motivate media to increase the broader sharing of education and social content.

Another important announcement associated with the GMCD was the proposal to establish a repository of educational and social content. 'The Repository', powered by the latest technologies from TSI Broadcast, LogiWays and Grieg Multi-media, will be made available to AIBD members to archive, store, share and sell & buy their content.



Encouraged by the response to the concept at the pre-summit event and subsequent discussions with AIBD members, it is now proposed that GMCD will be registered as a Foundation in Malaysia. An open-to-all, free membership approach will be adopted.

As part of the launch of the GMCD an agreement including co-productions for health and education was signed between WGM and China Educational Media Group.

The GMCD secretariat is established at AIBD and can be contacted at admin@aibd.org.my

for information about the centre, membership and initiatives. AIBD and WGM are also inviting ideas on joint initiatives that can be implemented under the aegis of GMCD.



Media and Soaring Food and Fuel Prices

Food and fuel prices have gone up dramatically worldwide, adversely affecting efforts to address poverty alleviation as envisioned in the Millennium Development Goals, a blueprint to reduce poverty by year 2015.

The *Broadcaster* interviewed senior officials of broadcast stations worldwide who attended the Asia Media Summit 2008 to find out how media could play a critical role to address the food and fuel crisis.



(Left): Bijayacoomar Madhou, Managing Director, Mauritius TV Corporation

"The media has reported responsibly on how the government has taken measures to help citizens cope with rising food and fuel prices. In providing a true perspective about the crisis, media emphasized that Mauritius is not alone in facing the spectre of high prices. Even food producing and oil producing countries have had to address high prices. The impact of media is such that people now realise that the government is helping them and is allocating more resources to meet fuel and food prices."



(Left): Hanh Tran, CEO, Australian Broadcasting Corporation (Radio)

"Media should do more investigative pieces to go into the root causes of why prices are going up and examine government policies that will address measures to soften the impact of high prices. Media has the means to investigate good governance issues, the weather and other factors that keep prices up. They should ask policymakers what can be done and whether the economic policies are relevant."



Maria Ressa, Senior Vice-President, ABS-CBN News & Current Affairs, Philippines

"We knew it was coming. Before the food and fuel crisis, we did stories to get information out and alert the government of the impending problems. When the people started to feel the impact of high prices, we reported on micro issues such as how can people cope, where can they get help, and macros stories such as how other countries are being affected and are dealing with increasing prices."



(Right): Riyaz Sayed Khaiyum, CEO of Fiji Broadcasting Corporation Ltd., Fiji

"Our two PSB radio stations will launch a campaign in June 2008 to encourage listeners to grow more food, be more self-sufficient. The weekly programmes will encourage the government to rely less on imported food because the country has the land and a good climate to ensure food sufficiency."



(Right): Sipha Nonglath, Executive Director, Lao National Radio, Laos

"We in media tried to report on how people can save money and economise. We suggested how people can plant more, save on gas by encouraging our people to do more walking and use the bicycle. We encouraged them to ride the bus more and save electricity in offices and lessen use of air condition."



Benny Cheung, Head, Public & Current Affairs Section, Radio Television Hong Kong

"We believe in the market. We report the increases in food and fuel prices. We have programmes to inform the people about the difficulties. We have suggestions such as eating less expensive rice, buying more rice from mainland China, which cost 20% less than Thai rice."



Mano Wikramanayake, Group Director, The Maharaja Group, Sri Lanka

Aljazeera – AIBD Partnership



Wadah Khanfar, Director General of Aljazeera Network, Qatar

Aljazeera and the AIBD have forged a closer partnership that will provide the peoples from the Asia-Pacific region and the Arab world more opportunities to know and understand each other's perspectives on pressing regional and global events and issues.

To start with, Aljazeera has agreed to provide live coverage of the Asia Media Summit 2009 in Macau to be aired over its TV channel called 'Aljazeera Live.' At the Asia Media Summit 2008 in Kuala Lumpur, it provided a delayed airing over the same channel of the proceedings of the conference.

In an interview with the *Broadcaster*, Mr. Wadah Khanfar, Director General of Aljazeera Network, Qatar, said live coverage of the Summit would enable millions from the Arab world to understand the thinking and insights of Asia-Pacific citizens. He said there was not much coverage of the Asia-Pacific region and Aljazeera was ready to expand coverage of events and issues affecting the region. The network is deploying more correspondents in the region and expanding networking and joint ventures with Asian broadcasting organisations such as in training.

Aljazeera Live is a 24-hour channel that in the last two years has provided live coverage of various conferences and lectures all over the world.

Mr. Khanfar said Aljazeera wants to have closer cooperation with AIBD, particularly in the Asia Media Summit. He has appointed Mr. Shafaat Khan, Head of Foreign Operations, Foreign Operations Department, to be the point person to crystallize an action plan implementing the Aljazeera-AIBD partnership.



"We have a daily watchdog programme called *Action TV* that discusses pressing issues such as rising food and fuel prices and provides opportunity for viewers to voice their problems. We also do investigative journalism on economic issues and how government has tackled the economy."

SESSION 1

Emerging 'New Broadcasters,' Evolving Strategies

Chairperson:

HABIB CHAWKI HAMRAOUI

Director-General, Algerian TV & President, Arab States Broadcasting Union



(Second from the left): Chairperson of the session Mr Habib Chawki Hamraoui, Director General, Algerian TV and President, Arab State Broadcasting Union



By Ku Kay Mok

*Business Development Director,
MediaCorp TV Pte Ltd, Singapore*

"Content stays king. Whatever technology, we need content that offers generalist, thematic, ethnic, short or long programmes."

"Are the new kids in the block making money? It's easy to lose money in the new media environment, and hard to earn money. This should be looked at a long-term horizon. The way to move forward is to mitigate the risks."

"Television will still remain the most efficient medium to reach mass audiences. Television will experiment more with new ideas on product placement, contextual advertising and branded shows. They will create alliances with the new broadcasters to serve niche audiences by targeting their content and their advertising more cost effectively. Programming schedules will lend themselves to greater customisation. New media would be popular among younger viewers."

SESSION 2

Changing Newsrooms, Redefining Journalism

Chairperson:

KEN CLARK

General Manager Commercial, Fiji TV & CEO Media Niugini Limited, Papua New Guinea



(Second from the left): Chairperson of the session Mr Ken Clark, General Manager Commercial, Fiji TV & CEO Media Niugini Limited, Papua New Guinea

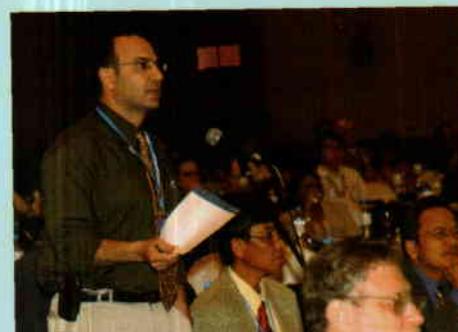
"The oppressed should seize the opportunities made available by the new electronic platforms to generate and share media content in ways that can aid in the development process of their communities as well as break the cycle of marginalisation imposed on them. Digitally active participants must understand the 'viral' nature of media content sharing. News sharing and propagating ideas and belief can benefit from the three-dimensional effects set forth by intelligently utilising the interconnected electronic media platforms and tools."

"With commercialisation, and with interest and capital, I'm scared we (media) will become a centre of power and we will lose our mission and our interest. We will become disassociated with our audience. We in the newsroom should voluntarily reduce our authority and empower more the reporters to decide what stories to explore and report."

journalism. We should aim for less superficiality in news reporting. Let us revisit the authoritarian newsroom, decentralise it, and empower the news reporters to think more about content."



By Wadah Khanfar
*Director General,
Al Jazeera Network,
Qatar*



By Saed J. Abu-Hijleh
An-Najah National University, Nablus, Palestine

"There is less brainstorming in the newsroom. We are more on the technical rather than exploring the depth of

Regulations and New Media Business Models

Chairperson:
ARLINDO LOPES

Secretary General, Southern African Broadcasting Association (SABA), South Africa



"UNESCO stands firmly behind the principle of freedom of expression and free flow of information when it comes to the guiding principles for regulatory frameworks for the media. The debate must not be locked into a discussion about 'good' or 'bad' information. While we all acknowledge that there cannot be absolute freedom of expression without limitations, it is indeed dangerous to establish hard-handed rules for the flow of information and knowledge. Not only does it hinder the free flow of ideas and opinions, but it may also force 'unwanted' ideas to be expressed exclusively underground, making it impossible to openly counter hate speech and propaganda with informed arguments."



By **Mogens Schmidt**

Deputy Assistant Director-General for Communication and Information, UNESCO

"What is the best model for users for infrastructure investment and competition? Free use of free mash-up blue tooth, wifi and wimax networks, when available; infrastructure competition where it makes economic sense for operators to invest; low barrier to entry for entrants/competitors; virtual network operators/service providers must be able to compete on fair playing field; ability to move seamlessly at the same speed in each state and support of extended supply chain/consortia using different service providers."



By **Prof. Dr. Jacob van Kokswijk**
Board Member and Secretary of the International Telecom User Group (INTUG), Netherlands

"While we consider how to defend our societies against cyber-terrorism and other Internet crime, we should be careful not to smother the global dialogue that has already opened new markets, created employment in remote areas and make us collectively smarter."

"On the business side, we should look at the toll inflicted by unrestricted distribution of pirated films, television shows, as well as music, which is hurting every country's entertainment production and industries."

"So whether we are communicating by short wave or podcast, ink or instant messaging, we must never take our eye off the essence of our mission-to inform and enlighten. Quality content. Nurture it, protect it. But make sure you produce it."

By **Governor Joaquin by F. Blaya**

Chairman, Blaya Media Inc., and Governor, Radio Free Asia, USA



User-Generated Content: Impact on Business and Society

Chairperson:
MIN EUN KYUNG

Executive Director/Head, International Relations, Team, Korean Broadcasting System (KBS), Korea



"We've moved from what critics call the Age of Information to the Age of Empowerment, and no one quite seems to know what will happen when old and new media collide – or converge. Will they destroy each other or will they complement each other? We have to define it for ourselves as journalists, understand the technology, its effects on what we do – and how all that affect the societies we live in."



By **Maria A. Ressa**

Senior Vice-President, ABS CBN News & Current Affairs, Philippines

"The impact on society of RCI Viva, a web radio offering on-demand programming, podcast and audio streaming features, has been to sensitise society to issues concerning coexistence in a multicultural environment, identify new talent within the newcomer community an encourage young film makers by providing support and visibility for their work."

By **Jean Larin**

Executive Director, Radio Canada International (RCI), Canada



"The news agenda is no longer something involuntary, forced upon us: any user can create a customised (very individual) microenvironment. Self-actualisation is important, especially from the psychological point of view since it allows a rather harmless release of negative emotions, but at the same time, the influence it might have on the society can be negative... So, new electronic media should be treated as an alternative, an additional source of information rather than an exclusive one that is capable of forcing the professional mass media out of the media sphere."



By **Alexander Babinskiy**

Deputy Editor-in-Chief, Russian News & Information Agency RIA Novosti, Russia

"User generated content is not enough. We need citizen-generated response. We need more accountability, more transparency from media. We have to begin to educate our people to become more critical of media – not to move towards trivia but move towards more development and more social change."



By **Danny Schechter**

Editor and Blogger-in-Chief of Mediachannel.org, USA

SESSION 5

Media Agenda Setting: Perspectives and Challenges

Chairperson:

MAURICE NEWMAN AC FSIA,

Chairman, Australian Broadcasting Corporation, Australia



"In order not to fall into the agenda of and be manipulated by international media organisations when covering major international news events, media organisations of developing countries, mainstream media in particular, should actively explore their own sources of information, set up correspondent stations in major countries and regions in the world, dispatch more correspondents, establish and expand their own global news reporting and editing network, and add more first-hand information into their baskets."



By Lu Weichang

Director of International News Department, China Central Television (CCTV), China

"The international audience will not accept propaganda or announcements of mere national interest of the broadcaster's country. And NHK puts emphasis on the professionalism and impartiality acquired and accumulated through many years of news and programme production as a public broadcaster in Japan. Credibility is most essential even in the international broadcasting. The international viewers are envisaged as more global minded and are citizens of open society."

By Toshiyuki Sato

Director-General, International Planning & Broadcasting, NHK, Japan



"Without an agenda in this confused and confusing global arena of the 21st century, someone will happily borrow his or her agenda and why not impose it on you. Without the readiness to articulate your own problems and issues as you see and feel them, other people will speak for you and you can be rest assured, no one can tell your story better than you, no matter how well intentioned."

By Emmanuel Wongibe

Director of Cooperation, Cameroon Radio and TV Organisation



"So, although it is tempting to adjust to copy media models from one country to the next, that template approach usually doesn't work. Ideas need to be adopted to fit the local circumstances. Emerging digital media will create new stars and branches of the media business. But we are not worried that this new platforms will make journalism obsolete. As broadcasters and policy makers, it is our job to continually search for the right balance between commercial broadcasting and ensure that both actively engage in conversation with the audience."

By Jan C. Hoek

Director General, Radio Netherlands Worldwide (RNW), Netherlands



SESSION 6

Connect Asia, Africa and the World: Bridging the Digital Divide

Chairperson:

ELIZABETH SMITH

Secretary General, Commonwealth Broadcasting Association (CBA), UK

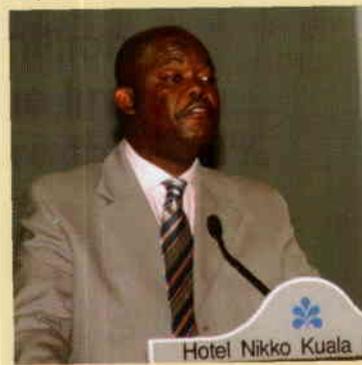


The session was chaired by Elizabeth Smith, Secretary General, Commonwealth Broadcasting Association

"Experts say African countries need additional infrastructure investments exceeding US\$100 billion in the next five years alone to close the gap. Another key point emphasizes the importance of public policy, pointing to the need to integrate the development dimension in all national strategies addressing the information society. For the first time in history, the link between information and communication technology and poverty reduction is made by developing countries at the political level."

By Phil Molefe

General Manager, International Affairs, South African Broadcasting Corporation Limited (SABC), South Africa



"ITU's Asia-Pacific regional initiatives cover telecommunication/ICT policy and regulatory cooperation in the region, rural communications-infrastructure development, next generation network (NGN) planning, the unique telecommunication/ICT needs of Pacific islands and Small Island developing states, and strengthening the collaboration between ITU-T and ITU-D."



By Aurora A. Rublo
Senior Adviser for Asia and the Pacific, International Telecommunication Union, ITU Area Office, Indonesia

Media and Responsible Practices

Chairperson:

SALAH EDDINE MAĀOUI

Director-General, Arab States Broadcasting Union (ASBU), Tunisia



The session was chaired by Salah Eddine Maaoui. Mr Maaoui is the Director General of the Arab State

"Ultimately, the Millennium Development Goals will be achieved, only if the governments are held accountable to their promises. Critical reporting on the MDG progress and access to information are two-way communications. They are essential to enhance accountability. The public awareness is vital.

The roles in which media can play are to promote governance accountability, which provide enable environment to achieve the MDGs; ensure governments' response to social and economic priorities of all citizens, especially the poor and most vulnerable; perform its role as the guardian of public interest, and pursue critical reporting on state performance and analysing the underlying obstacles and achieving the MDGs."



By Minar Pimple

Deputy Director for Asia Region,
United Nations Millennium Campaign, Thailand

"Broadcasters and other media outlets must also be concerned with institutional sustainability. Transparent and effective governance of a public broadcaster, for example, is central to its credibility in its ongoing ability to operate. For community broadcasters, participation by and accountability to their community are crucial to their success. Good practice includes holding commercial broadcasting to certain standards, including the allocation of time for public interest, programming and public service announcements."



By Kreszentia M. Duer

Programme Manager, New Bank Practices in Civic Engagement, Empowerment and Respect for Diversity (CEERD), World Bank Institute, USA

"What do the people say is the role of media in reducing poverty and hardship? Harkha Bahadur Karki, a vegetable farmer, Palung says 'in my village vegetable farmers receive enhanced bargaining power after our local community radio 'Radio Palung' started to provide the latest vegetable rates from Kathmandu. Earlier, we were exploited by middlemen who made good of the information gap. We also receive information about pesticides, farming seasons, etc, that are useful for farming."



By Steve Buckley

President, World Association of Community Radio Broadcasters (AMARC), UK

Media and Family

Chairperson:

PAM HU

Director, Community and International Relations,
Media Development Authority, Singapore



"How do we teach children good TV viewing habits? For example the number of TV watching hours can be limited by fixing hours as well as providing other distractions like books, toys, puzzle, making television a complete no-no during the meals and homework time. Weekday bans could also be tried. It will be worthwhile for parents to check TV programme schedules ahead of time and devise a family television viewing schedule for the week, which the whole family could watch together."

By Zohra Chatterji

Joint Secretary (Broadcasting),
Ministry of Information and Broadcasting, India



"There are some rules to the game. In a market where information is abundant, the customer will have to navigate for information, and only those trusted will be the pilots. The content providers who are abusing and manipulating their customers to sell ads are not trustworthy."



By Otto Evjenth

CEO, Worldview Global Media, SA, Norway

"Parents play double-cross roles in media literacy education, which are the subject of educating their children and the object of social education. Therefore, parents have to create a harmonious, healthy and interactive media contact atmosphere for their children. The value orientation of media literacy education for young children should emphasize on 'protection,' while the principle of media literacy education for elder children should rely on the initiative and creativity of children. They need to know about and participate in media cultural production activities, think about media critically and make rational choices of media."



By Professor Ronghuai Huang

Beijing Normal University, China

"The situation today is complicated further because community standards vary significantly across international borders...This presents significant challenges for governments in terms of regulating certain activities within a country with the same regulations do not exist outside it and when the exchange of information and communication occurs so rapidly and freely



across borders. Community standards not only change with the passage of time and the crossing of borders, but they can also shift in response to technological advances and significant global events."

By Olya Booyar

Deputy Director, Classification Board,
Australia

Highlights of the Asia Media Summit 2008

Day One, 27 May 2008



Inaugural Dinner, 27 May 2008

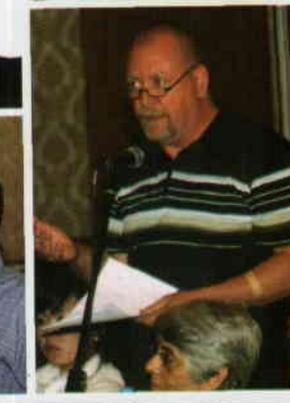
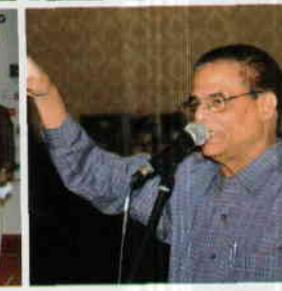
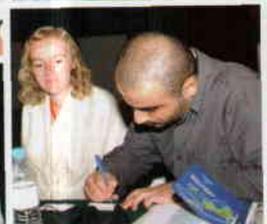


Day Two, 28 May 2008



Special Address:
Dr. Nafis Sadik, Special
Adviser to the UN
Secretary General and
UN envoy for HIV/AIDS in
Asia and the Pacific

"More than ever, we need a universal idea which offers a space in which to discuss and reconcile different interpretations of the world, and provide a basis for action. We need a concept of internationalism on one hand, and respect for individual humanity on the other, which allows respect and tolerance for diversity, even under stressful conditions. I believe that the basis already exists, in the form of the United Nations, and in the international human rights framework, which member countries have built over the last 60 years."



The Letter

Wins 5th World TV Award

By Juliette Vivier
Programme Manager, AIBD



Some 34 entries from 20 countries were received for the 2008 World TV Award for Best TV documentary promoting religious understanding and tolerance. An international jury selected as the top prize winner *'The letter,'* which was produced by Chedza Media Production and broadcasted by the South African Broadcasting Association (SABA). The jurors said "It's reality at its best. It touches your soul." The 1st runner-up was titled *"Asian Corridor to Heaven"* from the Korean Broadcasting System.

The awards selection took place in Kuala Lumpur as a pre-Summit activity. The eight-jury members from Malaysia, Korea, Egypt, Algeria, Singapore and Pakistan screened the 34 entries from Hong Kong, Syria, Vietnam, Malaysia, Iran, Indonesia, Korea, Australia, Germany, Egypt, Spain, France, Tanzania, Sweden, South Africa, China, India, and Uzbekistan.

Four entries were short-listed and the SABA entry topped the list. *The Letter* is a moving story of forgiveness and tolerance in one of the most troubled spots of the world.



Ms. Moneeza Hashmi, General Manager, International Relations, HUM TV, Eye Television Network Ltd, Pakistan

The Prize, which consists of a Trophy, a Certificate and US\$7,000.00 cash will be handed over to the producer and the director of *"The Letter"* during the AIBD General Conference on 21 July 2008 in Bali, Indonesia.

At the Awards announcement during the Asia Media Summit, Ms. Moneeza Hashmi, general manager, International Relations, HUM TV, Eye Television Network Ltd, Pakistan, gave a brief summary of the film. She said, "It was about Davis, a peace activist, a teacher at the University who had problems trying to understand why or how he could don a soldier's uniform when his heart believed in promoting peace in the region. He had learnt that from his mother. But duty took David that January morning to his check post and his death.

This documentary is the story of a close relationship that builds up between Ali a

young Palestinian man who has also lost his family members in this conflict and between David's mothers. Instead of hate and revenge these two people become close friends trying to find a non-violent solution to a violent problem. They have formed a bereavement committee trying to bring families of both Israeli and Palestinians together to promote a peaceful solution to the conflict."

"Asian Corridor to Heaven" is an amazing journey covering 2100 miles all the way over mountains, through rivers, streams; ice, snow and rain by three pilgrims who bowed and kow towed every five steps on the way to Lahasa, the roof of the world. Amazingly shot and beautifully edited, this documentary gave us an insight into the religious beliefs of these pilgrims in search of a better life after death.

All broadcasters in Asia, Pacific, Europe, Africa and North America from both the public and private broadcasting organisations and free lancers were qualified to participate in this annual World TV Award supported by ASBU, CBA, SABA, RTM, IRIB and AIBD.



Expanded Activities with the Arab Broadcasters



(From left): Abdul Rahman Alhaza from the Ministry of Information and Culture, Saudi Arabia, Dr. Javad Mottaghi, acting AIBD president Ms. Ladavan Bua-Aim, executive director of the Foreign Office, National Broadcasting Services of Thailand, and Abdulrahim Suleiman, Head of the ASBU Technical Department

The Arab States Broadcasting Union (ASBU) and AIBD have identified several projects to foster regional cooperation and enhance the partnership between the two bodies.

These projects include co-production and TV/radio exchange programmes, an Arab-Asia-Pacific Media Dialogue at the Asia Media Summit in 2009, more participation in the AIBD and ASBU organised TV/radio competition, and training workshops in Damascus and Kuala Lumpur.

The projects were crystallized during the first meeting of the Arab-Asia-Pacific Partnership (ARAP) Committee held in Kuala Lumpur on May 26, 2008. The formation of the ARAP Committee was approved during the 27th Ordinary Session of the ASBU General Assembly held in Tunis from 9 to 11 January 2008. Abdulrahim Suleiman, Head of the ASBU Technical Department, said that ASBU expects to expand its activities with AIBD, especially in training and media dialogues among broadcasters between the two regions. Dr. Javad Mottaghi, AIBD director, issued a similar call.

It was decided that the President of ASBU would occupy the post of chairman and the President of AIBD as vice chairman for the first year. In the absence of the President ASBU, Abdul Rahman Alhaza from the Ministry of Information and Culture, Saudi Arabia, served as acting chairman and said there was lots of work to be done between the two organisations in helping media development in the regions.

For the Arab-Asia-Pacific Media Dialogue, there were four suggested themes, namely: new technology such as mobile TV, cultural diversity, media and religion, and perceptions of the Arab world and Asia Pacific by the world.

The Committee members agreed to meet twice; the first will be held during the ASBU General Assembly in January 2009 in Jeddah, Saudi Arabia, and the second at the Asia Media Summit in May 2009 in Macau. They also decided to promote more participation in the ASBU and AIBD TV-radio competitions in the future.



SABA-AIBD Partnership

The 1st Meeting of the Afro-Asia-Pacific Media Partnership (AFAP) Committee initiated by Mr Arlindo Lopez took place in Kuala Lumpur on 26 May 2008 to craft an action plan that will strengthen partnership between Asia-Pacific and African broadcasters.

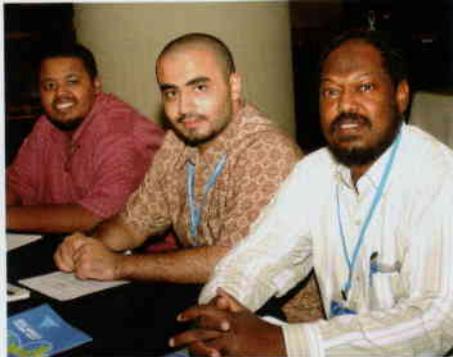
Elected chairman of the ARAP Committee for the first year was Mr Bijayecoomar Madhou, Director General, Mauritius Broadcasting Corporation, and Mrs Ladavan Bua-Aim, Executive Director, Foreign Office, The National Broadcasting Services of Thailand as its vice chairman.

Participants discussed activities dealing with human resource development, public service broadcasting, radio and television co-production, programme exchange, research, new communication technologies and in organising interactive dialogues, seminars and workshops on broadcast programme development.

The formation of the Afro-Asia-Pacific Media Partnership Committee was approved during the Annual General Meeting (AGM) of the Southern African Broadcasting Association (SABA) held in Windhoek, Namibia from 21-24 October 2007.

In the meeting, broadcasters from the two regions agreed to encourage more

participation in their respective radio and TV organisations and in programme exchange to boost the co-paration between broadcasters in Africa and the Asia-Pacific region.



Managing Change in TV Newsrooms

By Le Yee Mon
Programme Manager – IT, AIBD

Fourteen participants from Bhutan, Hong Kong, India, Malaysia, Mauritius, Pakistan, Saudi Arabia, Tanzania and Thailand took part in the regional workshop for TV News Management, a pre-summit event held on 25 & 26 of May 2008.

The two-day sessions focused on the traditional challenges and issues associated with managing the TV operation and on the impact of new media and media convergence. In a period of change and rapid development, the course examined the issues involved in managing change and the skills and techniques managers require to take their operations forward. It was jointly organised by AIBD and Thomson Foundation in Kuala Lumpur, Malaysia.

The aims of the workshop were to generate more effective news management, to skill managers to deal with a rapidly changing

industry, to promote the teamwork ethic, to understand and practice newsroom problem solving, to learn how to make higher quality decisions and to learn "people" skills.

The workshop had topics such as developing an operational structure that is fit for purpose, managing change, better understanding of the challenges of multi-skilling, media convergence, people skills, Team

management, budgets and newsroom action plan.

The course was highly inter-active and participants played a full part. At the end of the course, they produced and came up with the plans of action for improving their newsrooms. The course was conducted by Mr Gerry Thurston, Media Consultant, Thomson Foundation.



Highlights of Pre-Summit Events

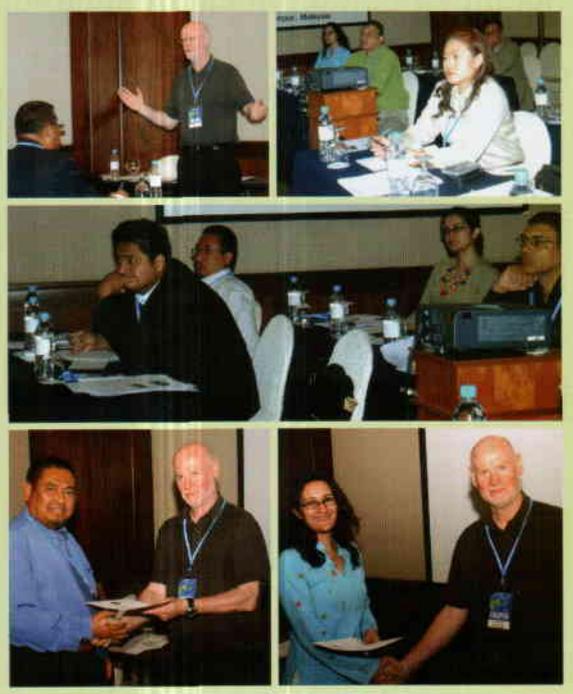
Roundtable Discussion on Asia-Pacific Approach to Public Service Broadcasting



AIBD-WRTVC Workshop on Media Quality Management



AIBD-TF Workshop on TV News Management



Workshop on Media Laws



5TH WORLD TV AWARDS



Seminar on Asia-Pacific Media Aids Initiative



Meeting of the AIBD/WGM Standing Committee on 'GLOBAL MEDIA CENTRE FOR DEVELOPMENT'



Afro-Asia-Pacific Partnership Committee Meeting



AIBD-NHK REGIONAL SEMINAR ON HDTV TECHNOLOGY



Workshop on Fighting Stereotypes: Identity, Gender



Closer Cooperation between African and Asia-Pacific Broadcasters

The African Union of Broadcasting (AUB) and the AIBD signed recently a Memorandum of Understanding to pursue closer regional and international cooperation among the members in the electronic media. The MOU aims to promote discourse and dialogue that help shape electronic media policy in the two regions.

Mr. Emmanuel Wongibe, AUBD Board member, on behalf of Mr. Lawrence Atiase, AUB, CEO, and AIBD Director Dr. Javad Mottaghi signed the Memorandum of Understanding during the Asia Media Summit on 27 May 2008.

At the signing ceremony also attended by AIBD programme managers, Mr. Wongibe said the 43-member organisation is committed to ensure a successful partnership. Dr. Mottaghi urged AUB to design an action plan to implement the MOU.

Under the MOU, both parties agree to undertake joint venture projects in training courses, seminars, workshops and professional conferences to promote electronic media, and human resource management.



(From left); Mr. Emmanuel Wongibe, AUBD Board member, and AIBD Director Dr. Javad Mottaghi sign the MOU



AIBD Programme Managers witness the MOU signing ceremony

Developing an Effective TV Newsroom - Step II

By Juliette Vivier
Programme Manager AIBD



From left: Mr. Frederic Alliot, Audiovisual Attache from the French Embassy in Jakarta, Mr. Michel Reinette, Expert & Chief-Editor from France Television, Ms. Juliette Vivier, PM AIBD, Dr IGN Arsana, President Director of TVRI, Mr. Dimitri Mendjisky, Regional Audiovisual Attache from the French Embassy in Singapore and Mr. Gatot Budi Utomo, Head of TVRI Training Center during the opening ceremony

In December 2007, AIBD in collaboration with the French Ministry of Foreign affairs and Canal France International (CFI) launched a three-part regional workshop on "TV Newsroom Management" aimed at enhancing the management of a more efficient newsroom. This objective is crucial in getting the public better informed.

This project covers three parts that will follow through the performance of six participating chief editors during a seven-month period.

The 1st workshop was held in Phnom Penh, Cambodia in December 2007, the 2nd one in Jakarta, Indonesia from 26-28 March 2008 with the support of TVRI and the French Embassy in the Indonesian capital. The same six chief-editors from Cambodia, Laos, Nepal, Sri Lanka, Bangladesh and Indonesia attended these workshops.

Michel Reinette, Chief-Editor from France Television conducted the training workshop.

Various issues were dealt with during this workshop. The main one covered the prediction document, which is the key success for managing a newsroom. The prediction document is central to forecasting the editorial line and the human & technical resources requirements.

Then, participants had collectively set up a Special News Edition focused on some subjects related to the "hot news" during the workshop. They conducted production exercises to explore the reporting process so as to improve the news content & structure, the angle, the duration, the design, the teamwork, the reporting preparation and the continuity script elaboration.

The third and last part of this three-part regional workshop will be held in France beginning of June 2008. It will be practical oriented so as to involve participants from the editorial conference to the TV news broadcasting.



Participants prepare for a full day of news reporting

Commitment to Quality Management



The AIBD and the Media and Society Foundation recently presented a special award to Dr. S.K. Ishadi, president and director general of PT Televisi Transformasi (TransTV) Indonesia, for being the world's very first broadcaster to be certified for his quality management. This means that the viewers of their television programmes can be assured that they are produced according to the best practices universally recognised by media professionals all around the globe. TransTV has been a major source of information and entertainment in the Asia-Pacific region.

At a pre-Summit lunch on May 26, 2008, Mr. Guillaume Cheneviere, director of the Media and Society Foundation, presented the plaque to Dr. Ishadi in recognition for this remarkable and pioneering achievement.

"What we are celebrating is not only your vision and commitment to quality, but the fact that you have started a global movement for media professionals to defend their values and establish universal quality standards," Mr. Cheneviere said.

In his brief remarks, Mr. Cheneviere thanked Dr. Ishadi for sharing his experience and expertise with other colleagues in the AIBD-WRTVC Workshop on Media Quality Management held on May 25, 2008.



To fast track the transition from the post-industrial to the information age, media must serve as a source of enlightenment to reduce the knowledge divide in societies. With its vast reach to many audiences, broadcast media can serve as an important catalyst to make people aware, understand the changes taking place, and empower them to act.



Mr. Otto Evjenth, Executive Director of Worldview Global Media, made the comments in an interview with the *Broadcaster* during the Asia Media Summit.

In the realm of health, Mr. Otto cited that because of people's mobility, health diseases spread fast and fiercely, and the strategic way to inform people and empower them to act fast and prevent the disease spread is through the media. In many countries diabetes is hitting a large percentage of the population. He pointed out that had media performed its role in empowering its listeners and viewers in dealing with this health problem, the incidence of diabetes could have been reduced in these countries. "It's a phenomenal task for media, but one that can help change habits, attitude and behavior to address this health problem," Mr. Otto stressed.

Asked why media is not performing this key role, Mr. Otto said that it's because of the revenue stream, which comes mostly from advertising, and this is not enough to enable media to invest and fulfill this role. He cited the need to find new sources of revenues so that owners and key players of media are able to bring content to the public and get paid for it.



Right Facts and Full Context

Giving the full context of a conflict and telling the facts without creating hatred are some of the ways journalists can play a positive role in the drive for peace.

Ms. Alison Weir, Executive Director of *If Americans Knew*, made these comments in an interview with the *Broadcaster* at the Asia

Media Summit. She said that for media to gain the trust of the public, they must report the facts even if these are not to their liking.

She pointed out that media must report the correct situation without creating hatred, giving the whole picture.



Ms. Weir also stressed that media must provide the full context of any conflict reporting and this is important in Asia-Pacific. She said media portrayal must be factually correct and balance to prevent cultural and religious divide.

(Left): Ms. Alison Weir, Executive Director of *If Americans Knew*

Scholarships for WOMEN JOURNALISTS

The International Association of Women in Radio and Television (IAWRT) is keen to establish a closer partnership with AIBD to offer scholarships to women in radio and TV in Asia-Pacific.

Ms. Olya Booyar, IAWRT president, said two or three scholarships would be offered to young women interested in media and journalism. She cited the importance of education in "breaking the ceiling so that would-be women journalists can join the industry and advance in management."

"We want to focus more on capacity building initiatives in Asia-Pacific, thus our interest to network with broadcasters from the region through the AIBD," Ms. Booyar told the *Broadcaster* during the Asia Media Summit 2008.

Formally established in 1951, IAWRT has undertaken capacity building for women in media throughout the world. It is currently in the process of producing two films, namely: one on trafficking of women and children along the border of Kashmir, Nepal and India, and two, on half-widows in Kashmir whose husbands have officially disappeared, depriving them of their right and properties and of any legal recourse to regain them.

IAWRT has chapters in the Philippines, Nepal and India. It will expand its presence in Malaysia and Thailand. It has about 300 members from more than 50 countries worldwide.



Ms. Olya Booyar, IAWRT President



Ms. Jai Chandiram, AIBD Consultant and former IAWRT President

Ms. Jai Chandiram, AIBD consultant and former IAWRT president from 2000 to 2005, has laid the foundation in involving the organisation in media affairs in Asia-Pacific.

Web Journalism Strategies

By Le Yee Mon
Programme Manager - IT, AIBD

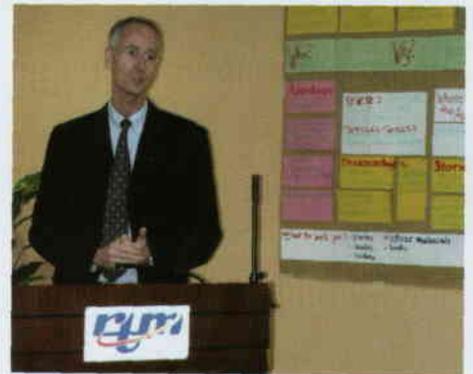
The basics, ethics and strategies for web journalism were the core subjects of a regional workshop attended recently by ten participants from Maldives, Mongolia, Myanmar, Nepal, Philippines, Thailand and Vietnam. Jointly organised by AIBD and Deutsche Welle (DW-AKADEMIE) the workshop began on 25 February 2007 and ended on 14 March 2007 in Kuala Lumpur, Malaysia.

The workshop covered the following areas: Journalism in Society, Journalist ethics, the basic principles of Web Journalism, writing online articles, the lead-principles of writing news, planning a website, writing and creating online dossier, how to do online research efficiently with tips, tricks and strategies, compiling a photo gallery and news articles, how to produce videos for the internet, producing a video and news articles, how to produce audio for the internet Pod casts and audio-blogs, group discussions, exercises and presentations.



The workshop raised concerns about media ethics in the online world. It also discussed the following questions: What differences are there between online articles and newspaper articles or radio scripts? What do the users expect? What elements does an online article have? How do you write a good online article? And: what does "Web 2.0" mean for our work as web-journalists?

During the workshop, the trainers used Metaplan techniques, group work, discussions and role-play. These methods attracted the participants' interest all the time and kept the lessons lively. The group discussions were interesting as participants shared ideas and knowledge. They felt the workshop gave them confidence to engage in web journalism, describing it as a success.



The media trainers and consultants were Mr. Thorsten Karg, Project Manager / Media Trainer, Mr. Kyle James, Media-Trainer / Journalist and Mr. Daniel Hirschler, Media-Trainer / Journalist from Deutsche Welle (DW-AKADEMIE).

New Priorities of UNESCO-IPDC

The UNESCO-IPDC is prioritising initiatives to craft indicators that will develop media successfully and to address the safety of journalists across the globe.

In an interview with the *Broadcaster*, Mr. Walter Fust, newly elected chairman of UNESCO-IPDC, said these two priority areas were decided in its Paris meeting in March 2008. "AIBD can play an important role in crystallising the programmes to address the demands of the two priorities," Mr. Fust pointed out.

He said that the Asia Media Summit, which has gained a tradition of sharing information and knowledge building among media specialists around the world, should continue and IPDC will enter into a dialogue with broadcasters and media experts to examine new approaches to build a more professional media. He said that IPDC would also focus not only on upgrading the skills of journalists, but also of managers in quality management.



(Left): Walter Fust, Chairman of UNESCO-IPDC

“A Call for Gender Equality”

By Manil Cooray
Programme Manager, AIBD



A strong call for media initiative was echoed by those who participated at the workshop on “Fighting Stereotypes: Identity, Gender” organised by AIBD as a pre summit event to the 5th Asia Media Summit 2008 in Kuala Lumpur, Malaysia.

This workshop held on 26th May was supported by UNIFEM and UNESCO brought together 36 media practitioners, academicians, representatives from UN Agencies, non governmental organisations from around the world who shared their views on a common theme – Gender stereotyping in the media, particularly in TV. They deliberated on possible initiatives to enhance professionalism in the media through the promotion of gender equality in media organisations and gender sensitivity in media practices.

The discussions also focused on the possible strategic need to locate the issue of gender in the media within a wider spectrum of diversity among various countries. There was a general consensus on the importance of building upon the past experiences of AIBD and to project its present efforts through the institute’s five-year action plan covering the period 2008-2012, using its research, and the continuance of training and advocacy to help achieve gender mainstreaming in broadcasting organisations.

Some light was shed on the need towards an integrated plan of action which will provide direction to generate momentum to such efforts so that they can lead to positive and sustainable change within the media organisations and the media environment.



The facilitator was Ms Jai Chandiram, Executive Director, Fortune Institute of Communication and Television, India with a session chaired by Dr. Nawayah Che Lah, Head of TV Training, Radio Television Malaysia. The renowned panel of speakers who presented their thoughts on key issues related to gender equality were:

- Mr Yousouf Oomar, Resident Representative – UNICEF and Coordinator for UNDP Malaysia,
- Ms Alison Weir, Executive Director, “If Americans Knew”, USA
- Ms Dudu Mwelase, General Manager for Corporate Communications South African Broadcasting Corporation, Johannesburg, South Africa.
- Dr. Gilda A. Glasinovich, United Nations Representative, Special Technical Adviser on Gender & Immigrant Populations, USA,
- Datuk Dr. Raj Karim, Regional Director, International Planned Parenthood Federation – IPPF ESEAOR, Malaysia,
- Dr. Jean D’cunha, Regional Programme Director, UNIFEM ESEARO, Bangkok, Thailand
- Ms Nandini Prasad, Free Lance Researcher and consultant, India,
- Ms Moneeza Hashimi, General Manager, HUM TV, Lahore Pakistan
- Dr. R Sreedher, Director, Commonwealth Educational Media, Center for Asia (CEMCA), India and
- Dr. Kiranjit Kaur, Associate Professor, Faculty of Communication & Media Studies, Universiti Teknologi MARA, Malaysia.

To achieve UN’s third Millennium Goal on Gender Equality, should we not in the media contribute to gender mainstreaming by the media for the media with a strong call for affirmative action

To initiate

- Address the deconstruction of misleading stereotypes and prejudices of gender in the media
- Constructive dialogue between parliamentarians, the media owners and practitioners



- The process legislation from a gender perspective and gender responsive policy for Media organisations
- Ensure codes of conduct, advertising standards
- Institutionalised gender training, with gender sensitive curriculum and content including censorship and editorial policies
- Increased equal, non-discriminatory representation of both men and women in all areas of programming in the media.
- Co-productions on gender-based themes and topics, within Asian countries and in the Asia-Pacific region as a whole and to promote and develop gender mainstreaming within the media organisations.

Undoubtedly, television in particular holds a mirror to the society and reflects as a powerful medium in shaping cultures and ethics where men and women should contribute equally to the society. Are we way behind from integrating gender sensitive systems in the media rather than way forward? The question remains; Is developing a new thinking on fair gender portrayal in television; A reality or just an Utopian dream?



Some 20 managers from Myanmar Radio and Television (MRTV) in Yangon, Myanmar participated in the first ever in-country workshop on Management Skills in Broadcasting from 18 to 21 March 2008.

Management Skills in Broadcasting

By Le Yee Mon

Programme Manager - IT, AIBD

Instead of focusing heavily on the theoretical aspects of management, the workshop looked at the skills and techniques required for senior managers, such as developing people and teams, communications, negotiations, managing conflict, public and international relations, networking and relationship management and resource management.

This workshop helped managers examine the issues and concerns that affect their professional development in their own organisation, as well as their own strengths and weaknesses. It was stressed that managers have the responsibility to recognise the gaps in their own attitude, knowledge and skills, and take the necessary measures whether in the short term or medium term, to remedy these gaps and upgrade their own knowledge and skills.

The participants were enthusiastic, engaged and dedicated throughout the workshop. They displayed full commitment to the learning process and were diligent in their own work and assignments. All participants contributed much in terms of their ideas and experiences in their small groups, to add to the pool of knowledge during the workshop.

Those who attended the four-day workshop came from several units and sections of MRTV, MRTV 3 and MRTV 4. It was jointly organised and sponsored by AIBD and FES,

The resource persons were Ms. Shanta Nagendram, Principal Consultant of SkillFocus Consultancy, Malaysia, and Mr. U Win Maw, Chairman of the Forever Group and Consultant to the Ministry of Information of Myanmar. Ms. Shanta is currently an international management consultant and trainer who has conducted training in more than 20 countries including USA, China, India, South Africa, Cyprus, Thailand, Vietnam and Brunei.

The workshop topics included Strategic Management and Organisational Effectiveness, Current Challenges for Media Organisations, Teamwork and Developing People, Communications, Leadership, Resource Management, Relationship Management, Conflict Management, Negotiations Skills, Presentation Skills, Public Relations, Networking and International Linkages.

It was also pointed out that the change process had to begin with themselves first, in terms of self-assessment of their priorities, their goals, and their responses, and then start to narrow the gaps caused by their own lack of skills. Managers need to realise their own potential with regard to the changing environment and new challenges in Myanmar and internationally.



Beyond HDTV

By Parabinda Das

Programme Manager, AIBD



AIBD and NHK jointly organised a regional seminar on HDTV Technology on 26 May 2008 in Kuala Lumpur as a Pre-Summit event to Asia Media Summit-2008. The seminar was attended by 42 delegates from 16 different countries. The NHK professionals made an excellent presentation on HDTV technologies covering studio and news production to transmission. The presentations were supplemented by demonstrations on HD production and HD equipment. Besides NHK, MDA, ASBU and GS Productions also contributed, covering various aspects of HDTV.

of ISDB-T system over ATSC and DVB-T. With 1125 scanning lines, 9:16 aspect ratio, 30 degree viewing angle and 3 H viewing distance, the depth of vision of HDTV won the hearts of most delegates present at the seminar. But there was something beyond HDTV that surprised most of us. With 4000 scanning lines, 7680x4320 pixels, 0.75 H viewing distance and 100 degree visual angle, the Super High Vision technology was found to be the key focus of attraction. It was sheer dedication and research work of NHK professionals that successfully developed this wonderful technology which will be demonstrated to the world during the BroadcastAsia 2008.

Based on the Brazilian test report, NHK was able to prove the robustness and superiority

Promoting Legal Awareness Among *Media Practitioners*

By Venkat Iyer*



Recent years have seen a sharp increase in the interest that broadcasters and other journalists have been showing in media law. Part of the reason for this is, obviously, the upsurge in the incidence of media-related litigation around the world, including in the Asia-Pacific region. There have been a number of high-profile law suits and prosecutions filed against media defendants on such grounds as defamation, contempt of court, breach of parliamentary privilege, sedition, lese majesty, and breach of public morals.

These legal actions can have serious consequences for the individual journalists and media organisations concerned. Many a newspaper has, for example, been bankrupted into closure by swingeing defamation damages. Concerted legal attacks by motivated plaintiffs, whether repressive governments or powerful business groups, have also led to a "chilling" effect on the freedom of the media across whole societies. This has far-reaching implications, especially when considered against the depressing reality that fewer than half the countries in the world enjoy truly free media.

Not surprisingly, therefore, there has been much attention paid of late to the relationship between the law and the media, and to the need for media practitioners to familiarise themselves with the legal environment in which they operate. AIBD, like a number of other professional organisations worldwide, has been engaged in promoting the spread of legal knowledge and awareness, and as part of this effort it organised a two-day workshop on Media Law for Broadcasters and Journalists in Kuala Lumpur between 25-26 May 2008.

The workshop, held as a precursor to the 2008 Asian Media Summit, attracted a huge

amount of interest and significant participation from media practitioners, academics, regulators, and legal advisers across Asia and beyond. Exceeding all the expectations of the organisers, it saw more than 35 delegates in attendance.

Three specific issues were taken up for consideration during the two days of deliberations, viz. defamation, contempt of court, and hate speech. Each of these issues was discussed intensively, and a number of case studies dealt with. The case studies – which required the participants to break out into small groups – involved diverse scenarios of a kind that media practitioners would often encounter in the course of their professional lives, and these challenged the participants to apply the principles and the precedents that they had learnt about in the lectures/discussions that preceded the small group work.

The substantive sessions were followed by two panel discussions in which a small number of selected experts were invited to offer their views on certain topical issues that were directly relatable to the themes of the workshop. The first of these panels consisted of William Ampem-Darko, Director-General of

the Ghana Broadcasting Corporation, Gopal Sreenevasan, a practising lawyer from Malaysia, Dr Jacob van Kokswijk, a legal researcher from the University of Strathclyde, and Steve Buckley, President of the World Association of Community Radio Broadcasters. This session allowed the workshop participants to learn about cross-country experiences in the fields of defamation, contempt of court, and hate speech, and to explore possible solutions to many of the recurring problems encountered in more than one jurisdiction.

The second panel discussion involved two experienced media figures, David Barlow and Robert Beveridge, who spoke on the broad theme of 'Journalism Ethics in the Era of Media Convergence'. Mr Barlow has been associated with the British Broadcasting Corporation in many different capacities (including as Secretary to the Corporation), while Dr Beveridge is an academic attached to Napier University in Scotland and a Director of the UK's well-known media campaign group, the Voice of the Listener and Viewer. Together, they addressed a number of issues dealing with the ethical challenges facing journalists in the post-converge world, including those posed by sting operations involving sophisticated technology, chequebook journalism, and the implications of putting content on the web which may fall foul of the laws/customs of other countries whilst being acceptable in the host country.

A particularly noteworthy feature of the workshop was that it was highly interactive, with participants being at all times ready and willing to pose questions, debate issues, and share experiences which to me, as the consultant to, and leader of, the event, was most encouraging. The post-workshop feedback received from participants was also very positive, with many of them expressing the hope that similar events covering other aspects of media law would be organised in the near future. This bodes well for AIBD's continuing involvement in this highly interesting and important field.





In spite of media houses in different regions of the world slowly closing ranks and forming partnerships to contain the pandemic, the virus is still spreading. There is a need to re-consider the media strategies aimed at bringing about behavioural and social change, to put evidence-informed decisions as the basis of media campaigns and to link the initiatives of media to those of governments, non-governmental organisations and the private sector.

and AIDS in Asia said: "AIDS is just as real as an earthquake or a cyclone. What makes the difference when tragedy strikes is what countries do in response: whether governments and civil society can mobilise their own resources to help their people, and call for assistance when it is needed. Unlike earthquakes or cyclones, HIV is predictable and largely preventable. The means of prevention are already available. They are affordable, and they are highly cost-effective."

In less than 3 decades, HIV has infected more than 33 million people. A tiny little virus has become a threat to human development and the control of its spread is now listed as one of 18 targets of the development goals for the millennium.

A regional seminar was organised by the Asia-Pacific action arm of GMAI in Kuala Lumpur on 26th May, as a pre-Summit event. The seminar was attended by GMAI representative Stephen Massey and was a joint initiative by AIBD and ABU acting together as the secretariat of AMAI. David Astley, Secretary General of ABU also spoke at the event. The event was supported by GMAI, UNAIDS and UNESCO.

The seminar discussed such issues as mainstreaming HIV in media, monitoring and measuring the messages, the issue of quality in HIV communication and the need to give voices to the infected and affected. The seminar saw heated discussions between broadcasters and AIDS activists. Insensitive language and images used by media raised concern amongst the participants.

In the absence of a cure and preventive vaccine, Media is the frontline attack against the virus. Although the media environment is normally highly competitive, media has responded to the call of the UN and UNAIDS to join hands and co-operate with each other in the fight against AIDS. The Global Media AIDS Initiative (GMAI) was born in 2004 and has subsequently grown regional action arms in the effort to contain the spread of the virus.

About 90 participants from 18 countries, mainly radio and TV broadcasters along with representatives of AIDS activists, HIV positive groups participated in the seminar.

The need for capacity building of broadcasters in the region to deal with HIV and AIDS related issues in a manner, which is accurate and ethical, became evident during the seminar. The need for setting up mechanisms to monitor, evaluate and provide feedback on the broadcasters' response to HIV also became apparent.

Addressing the gathering, Dr Nafis Sadik Special Envoy of the Secretary-general for HIV

AMAI Board Meeting

The 1st Board meeting of the AMAI took place on 26th May 2008. The board members were Ms Moneeza Hashmi, General Manager International Relations, HUM TV Eye Television Network Limited, Pakistan, Mr Ken Clark, General Manager, Commercial Fiji Television Limited, CEO Media Niugini, Mrs Zohra Chatterjee, Joint Secretary, Ministry of Information and Broadcasting, India, Ms Min Eun Kyung, Executive Director/ Head of International Relations, Korean Broadcasting System, Korea, Ms. Desi Anwar, GM Marketing, METRO TV, Indonesia, Mr Aboutalebi Mohammad Masoud, Vice-President for Education and Research, IRIB, Iran, Mr Cao Yin, State Admin of Radio, Film & TV, Peoples' Republic of China.

Consultant & Deputy Director, Asian, African and Latin American Affairs Division, SARFT, China Mr Sato San, Director-General, International Planning & Broadcasting, Japan Broadcasting Corporation also attended as an observer.

Mr Stephen Massey welcomed the board members on behalf of Adv. Dali Mpofu, chairman of the GMAI Board and thanked the secretariat for mobilising activity and setting up the board and assured the board of GMAI's continued support for the AMAI. The board members elected Ms Moneeza Hashmi as the chairperson and Mr Ken Clark as the Vice chairperson.

Ms Moneeza Hashmi expressed her concern about the issue of HIV in Asia and called upon



the board to provide leadership in the response of media. The board expressed satisfaction about the steps taken so far by the AMAI secretariat.

Mr Cao Yin was represented by Chang Jin,



TRAINING OF TRAINERS in the South Pacific Islands

By Manil Cooray
Consultant / Programme Manager, AIBD



Mr Mesake Nawari, Group CEO Fiji TV opening the workshop



AIBD recently organised the first Training of Trainers workshop in the Pacific Islands. The course content covered the standardised structure and curriculum suitably oriented to meet the specific needs of the participants for effective transfer of knowledge and skills with evaluation measures.

Hosted by Fiji TV, the two-week In-country workshop on Training of Trainers was held in Suva in March/April 2008 with the partial support received from the Commonwealth Broadcasting Association.

Presently, Fiji TV is in the process of formalising the establishment of its Learning Center in Suva. Therefore, it was vital for Fiji TV to train a homogeneous group of potential trainers to strengthen their skills to function as a faculty of trained trainers who are able to carry out training in their own environment in Fiji. This was the first Training of Trainers workshop organised by AIBD in the Pacific Islands. The course content of AIBD's Training of trainers has a standardised structure and curriculum suitably oriented to meet the specific needs of the participants for effective transfer of knowledge and skills with evaluation measures to ascertain effectiveness of the training. The genesis and the development of structured methodology to establish an adult learning approach as opposed to the traditional teacher centered pedagogical approach was demonstrated throughout the training by providing new knowledge and application of a variety of techniques through experiential learning techniques. The course dealt with the concepts and philosophies of adult learning and their application as well as instructional techniques and instructional systems design. These application of the techniques demanded rational thinking, active inquiry, logical approach and consistency in the

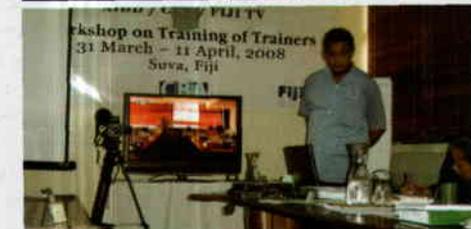
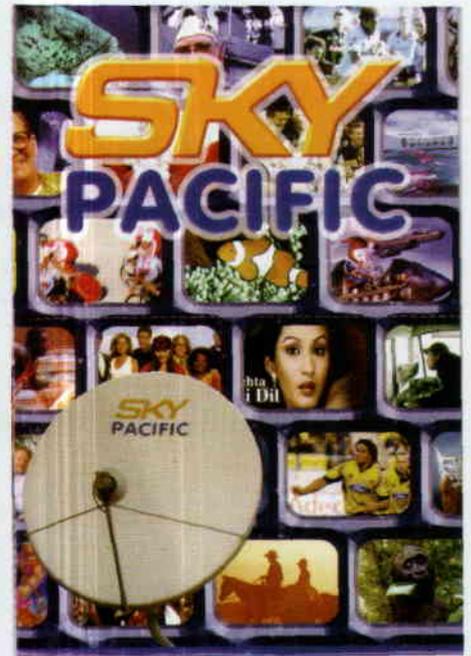
planning, implementation and evaluation stages by 'Learning by Doing', through structured practical projects where the learners responded positively.

All the nine participants were engaged throughout the two-week training, attentive and highly motivated in presenting the group exercises and the individual projects diligently. With the exception of the participant from Solomon Islands all others were from Fiji Broadcasting Corporation Limited (FBCL), Ministry of Information and Fiji TV. They had years of experience in their own fields of specialization, which ranged from marketing, radio and television production, production of commercials, radio presenters to ICT specialists. Their individual achievements were found to be very promising.

At the conclusion of the training, they showed preparedness to contribute to their organisations in conducting in-service training, which will bring about positive changes to human resource development in their respective stations. It is now the management's call to utilise this group of trained trainers to train their peers either formally or on-the-job.

The Training of Trainers is one of the most important areas in strengthening human capital. Its effectiveness is unquestionable when the methodologies are applied appropriately to suit the target learners. There is no doubt that these aspiring trainers will find the new approaches, principles of adult learning techniques challenging and will be an asset to the new Learning Center of Fiji TV.

The 'Outrigger on the Lagoon' with its blue ocean view, the uniqueness, the quiet surroundings, its warm and friendly people



and their gracious hospitality were the fond memories of this beautiful Fiji Islands in the South Pacific.

Local Area Network Technologies

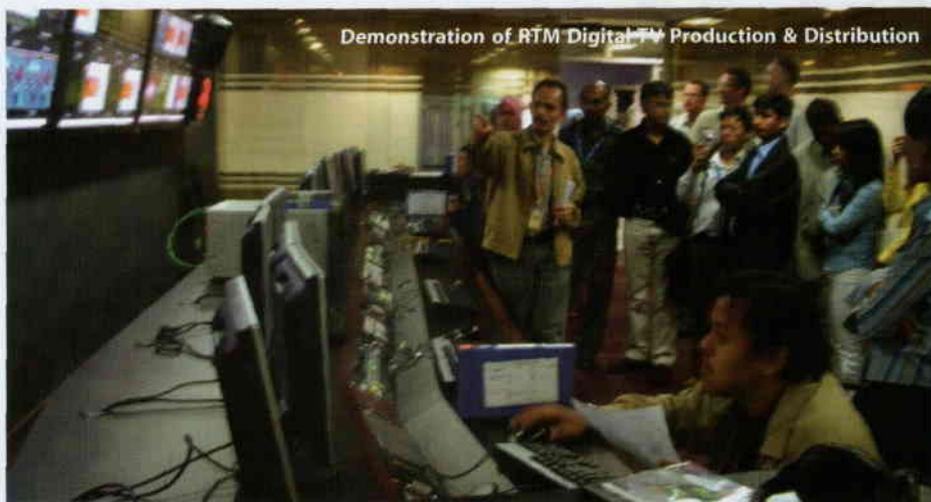
The AIBD and Deutsche Welle organised a regional workshop on Local Area Network Technologies on 3-21 March 2008 in Kuala Lumpur. It was attended by 13 participants from 9 countries to include Bhutan, Mauritius, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka and Vietnam. The participants were engineers involved in planning, operation and maintenance of computer network and computer applications in their respective radio and TV stations.

During the three-week training workshop, detailed discussions were made on Local Area Network basics, Ethernet technology, passive and active network components, setting up a Computer Network, Local Area Network planning and design, virtualisation, classification of IP address, Iping, Subnetting and Routing, the Internet Protocol Stack, TCP/IP troubleshooting tools, setting up a Computer Network, the Network game, planning a New Network, Wireless LAN, Voice over IP, basics of LAN Operating Systems, Windows Server 2003, introduction to LINUX, OpenSUSE Linux, and Linux Internet security.

The participants were provided with independent computers with relevant software in a networked environment. They learned and implemented how to install various software and configure various modules.

An added feature of the workshop was a visit to the Digital broadcasting system at RTM, where they observed the digital production system and digital transmission system through computer network work.

Participants found the workshop useful as they imbibed the concept of computer networking, gained confidence and oriented themselves technically sound to plan, maintain and troubleshoot computer networks of their broadcasting organisations.



Demonstration of RTM Digital TV Production & Distribution



Demonstration of RTM Digital TV Transmission



Network Game – Network Layer



Network Game – Link Layer



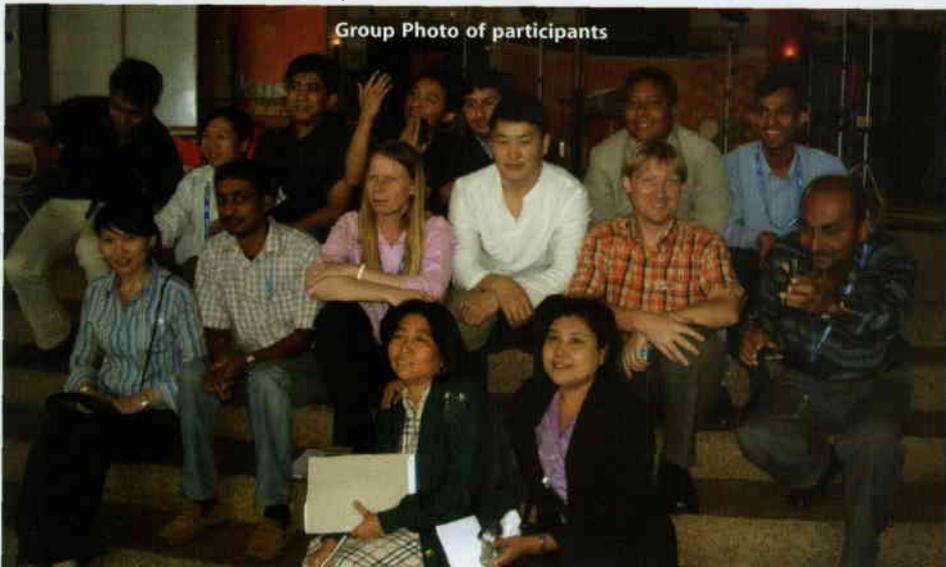
Practical LAN workshop



Practical LAN workshop



Practical LAN workshop



Group Photo of participants

Fiji TO HOST 2009 AIBD CONFERENCE

Fiji will host the 35th Annual Conference of the Asia-Pacific Institute for Broadcasting Development [AIBD] and its associated meetings next year.

The Cabinet based its decision on a submission by the Prime Minister, which was presented by the acting Prime Minister, the Minister for Foreign Affairs, International Cooperation and Civil Aviation, Ratu Epeli Nailatikau.

The 35th Annual Conference of the AIBD is expected to be attended by more than 120 overseas participants from the 26 member Governments in the Asia-Pacific region as well as representatives of affiliate organisations and donor agencies.

Mr. Ratu Epeli said that Fiji has been a long serving and well-established member of the AIBD having officially joined the organisation on 26th March 1981.

"The benefits of Fiji's AIBD membership over the years have been manifested in the areas of human resource development and training programmes for broadcasting industry professionals in both radio and television. These programmes have been provided

locally and externally with Fiji becoming a third country training provider for South Pacific AIBD members at regular intervals," Ratu Epeli pointed out.

He also said "organisations and institutions that have benefited from AIBD training programmes include local affiliate members Fiji Broadcasting Corporation Limited, the Fiji Television Limited and the Communications Fiji Limited."

He said that a planning and coordinating committee comprising of representatives of the Department of Information, Fiji Broadcasting Corporation and Fiji Television Limited has commenced with preliminary planning details.

During the Cabinet meeting, Ratu Epeli explained that the AIBD is a regional inter-governmental organisation serving countries of the United Nations Economic and Social Commission for Asia and the Pacific [UN-ESCAP] in the field of electronic media development.

He said "the AIBD's core responsibility is to achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region

through policy and resource development." He added that it fulfils this responsibility by mobilising the intellectual and technological resources available within the national broadcasting organisations of its member countries as well as regional and international bodies through a well-established infrastructure and networking mechanism, which includes government agencies, non-government organisations, institutions of higher learning, and the private sector and individual professionals.



A Fijian lady with a rare species of endangered iguana found only in Fiji



Senior Broadcasters in Fiji where AIBD General Conference 2009 will be held



"Fijian Bure" A typical Fijian hut

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