

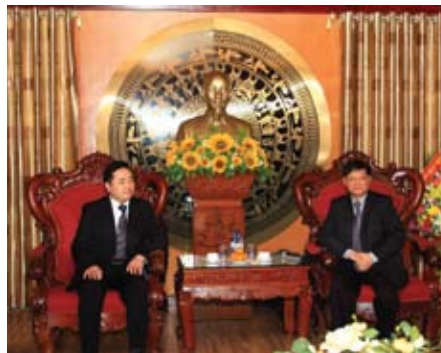
Delivering More and Better in the Digital World



To deliver more and better results is a critical challenge media professionals in Asia-Pacific and beyond now face as they reposition broadcasting in the digital world. At the Asia Media Summit in Hanoi, broadcasters will have a platform to examine opportunities and strategies to deal with technology innovations, content production and distribution, changing media consumer behavior, and the pursuit of new business models and effective organizational performance.

Host Vietnam is ready to welcome to the Summit some 500 CEOs, Presidents and other high-ranking representatives of broadcast companies, and academic and

development institutions from about 50 countries and regions across the globe. This is the 8th year AIBD is organizing this event, to be held for the first time in Vietnam on 24-25 May 2011.



(From right): Prof. Dr. Vu Van Hien, VOV President and AIBD Director Yang Binyuan

The Voice of Vietnam (VOV), AMS 2011 host, said they are looking forward to a productive and meaningful conference.

During the recent visit of AIBD Director Yang Binyuan to Hanoi, Prof. Dr. Vu Van Hien, VOV President, said they have created a local steering committee with

the participation of relevant agencies in implementing thorough preparations for the Summit (which they call AMS 8).

With the theme "Digital Media Everywhere: Repositioning Broadcasting," the two-day Summit will feature eight plenary sessions covering technology trends, content creation, programming policies, management strategies and new business models to sustain growth and sustainability. There are seven pre-Summit events highlighting discussions on other media issues. Participants will also witness the launching of the Mediahub, a new initiative of the Global Media Center for Development, which is a joint venture between AIBD and Swiss-based Worldview Global Media Holding.



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Mongolia Prepares for AIBD General Conference 2011

Preparations are underway for the AIBD 37th Annual Gathering and 10th General Conference & Associated Meetings to be hosted by the Mongolian National Public Radio and Television (MNB) in Ulaanbaatar on 25-28 July 2011.

AIBD Director Yang Binyuan visited the Mongolian capital from 13-16 February 2011 to confer with MNB officials led by Mr. Naranbaatar Myanganbuu, General Director of MNB, on the conference venue, facilities and services as well as on MNB plans to ensure a successful event. "MNB will do its best to make the AIBD GC 2011 a great success," Mr. Naranbaatar said.

Mongolia has established a Radio and Television Academy aimed at upgrading Mongolian broadcasting to meet international standards. The Academy is working with radio and television organizations as well as universities in Mongolia to implement its mission. Mr. Naranbaatar, who is also President of the Academy, said the Academy is ready to work with AIBD in raising the capability and competence of broadcasters in the country.



(Left): Mr Naranbaatar with Mr Binyuan at the MNB office.

Asia Media Summit 2012 in Bangkok

AIBD and the Thai Public Broadcasting Service (Thai PBS), host of the Asia Media Summit 2012, recently met to discuss preparations for the Summit in Bangkok on 28-30 May 2012.



(From left): Director Yang Binyuan with Mr. Thepchai Yong

Discussions focused on the guidelines to ensure a successful conference. Mr. Thepchai Yong, Managing Director of Thai PBS, informed AIBD Director Yang Binyuan that they have set up an organizing committee and working groups that will coordinate with AIBD for the conference preparations. He said they are ready to work for the success of the Summit.

Mr. Binyuan thanked Thai PBS for

agreeing to host the Summit. The visit afforded the two officials opportunities to expand other areas of cooperation.



At the Studio of Thai PBS's New Headquarters

The Thai PBS team headed by Anothai Udomsilp, Director of Academic Institute of Public Media, as well as Mr. Marcel Gomez, AIBD Program Manager, attended the preparatory meeting on AMS 2012 at the Thai PBS' new headquarters in Bangkok on 25 April 2011. Among the concerns taken up were possible topics for the Summit and pre-Summit events, proposed conference venue, logistics and other requirements.



AIBD and Thai PBS Teams meet on AMS 2012 preparations

Mr. Anothai Udomsilp said they will ensure that the delegates will have a "Simply Thai, Absolutely Different" experience during the conference in Bangkok.



Mr. Anothai Udomsilp explains Thai PBS working groups' roles for AMS 2012.

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Expanding ASBU – AIBD Relations

The Arab States Broadcasting Union Training Center (ASBU TC) and AIBD will carry out four training programs in 2011 covering digital radio broadcasting, 3D TV technology, LINUX for broadcast stations, and DVBT technology and planning networks. These activities implement the cooperation agreement previously signed by both institutions to expand their growing relations in media development.

AIBD Director Yang Binyuan discussed this Agreement during the 1st ABU/ASBU/AIBD Media Partnership Committee Meeting in Khartoum, Sudan on 16 December 2011. Newly elected ASBU President Mohamed Hatem Suliman chaired the meeting, which was attended by ASBU Director General Slaheddine Maaoui, and ABU Secretary General Javad Mottaghi, along with around 20 delegates from ASBU member states.



(From left) Mr Yang Binyuan, Mr Slaheddine Maaoui, Mr. Mohamed Hatem Suliman, and Mr Javad Mottaghi



Briefing on AIBD Activities

They took up a proposal for ASBU to host the Asia Media Summit in 2014, which ASBU Director General Slaheddine Maaoui described as an excellent platform with strong impact on the broadcast industry. He called on ASBU member countries in Asia to consider hosting the AMS in 2014. Out of the 21 ASBU member states, 12 are in Asia, of which six are Gulf States, namely, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates.

Also in the agenda was the international co-production in 2010/2011 on "I am..." a series of short TV programs for children aimed at strengthening cultural diversity. The project contributes towards a better understanding among children about various cultures and schools of thought. ASBU which has supported the project will need funds to support the production of the Season 3 series of "I am..."

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Support from prominent organisations

"...it is therefore natural that we associate ourselves with Mediahub's launch to expose our brands, diversify our revenues and expand our network." *Patrice Bégay, General Director of France 24 Advertising*

What is MEDIAHUB?

Mediahub is to Youtube what LinkedIn is to Facebook. Primarily a business-oriented video-sharing website on which producers can upload, share, expose their trailers, demos or pilots to more than 140 registered high profile costumers ready for content acquisition. This frontier-breaking platform is designed to ease entry to the emerging markets of Asia-Pacific and the Middle East. With one simple click, Mediahub enables effortless, secure and private networking, connecting buyers and sellers directly. In the upcoming months, our extensive group of professionals will comprise 300 international broadcasters and producers.

Mediahub's user-friendly, distraction free interface makes it possible for any registered member with an Internet connection to grow and sustain their business through five key services:

- Content Acquisition
- Trailer Production
- Marketing and Promotion
- Capacity Building
- Educational Certification



Initiated by Global Media Centre for Development (GMCD) and based in the capital of Malaysia, Kuala Lumpur, Mediahub is a joint venture between the Asia-Pacific Institute for Broadcasting Development (AIBD) and Swiss Worldview Global Media Holding (WGMH SA), two major media developers of the Asian-Pacific region.

FREE ACCESS OF MEDIAHUB TO AIBD MEMBERS!



"AIBD members are mostly broadcasters from the Asia-Pacific region and due to limited resources, they often face difficulties to reach out to the international market. MediaHub is the answer and will support our members to either expand their business worldwide or acquire original content from leading content providers."
Yang Binyuan, Director of AIBD

Since MediaHub has been set up in order to expand services to AIBD members, it is only fitting that they should get free access. As content providers, they will also enjoy a 50% discount on all subscription packages.

THE LAUNCH OF A FUTURE TITAN!



Open to all Broadcasters, producers, distributors and creators of audiovisual content, the site will be officially launched on May 24th 2011 in Hanoi Vietnam during the Asia Media Summit. The event is a perfect meeting place of more than 500 movers and shakers of the international media community.

Big names like France Télévisions Distribution (FTD), France 24, YaTV (Sri Lanka) and Media Prima (Malaysia) are some of the first prominent organizations as content providers to join Mediahub's efficient, cost effective and secure network.

PRE-SUMMIT SEMINAR



On the 23rd of May 2011, participants of the Asia Media Summit will get the chance to test Mediahub live and witness the power of its platform in a premiere event. Chairman of WGMH SA, Switzerland and GMCD, Hugues B. d'Annoux, with Director of AIBD Yang Binyuan, who are hosting and launching the Mediahub at the AMS and presiding the pre-summit seminar.

Savings

"Compare to the regular way of doing business, it would save us a lot in terms of cost, because we don't actually -physically- have to keep going out to the markets." *Azhar Borhan, General Manager, Content and Industry Development for PRIMEWORKS Studio sdn bhd, Malaysia*

Fast and Easy

"Mediahub is an excellent platform, its online, at our finger tips, readily accessible and it really addresses our needs in determining and acquiring content on a very immediate sort of basis." *M. Zulkifli, General Manager, Content, Brand and Marketing for ALT MEDIA, Malaysia*

Getting out There

"Mediahub? Exciting! {...} Benefits? Definitely in exposure of our content to so many markets in one spot..." *Marini Ramlan, Manager, Business Development for PRIMEWORKS Studio sdn bhd, Malaysia*



FOR A BETTER WORLD

Following UNESCO's guidelines of ethical education, Edumonde is collaborating with Mediahub on an innovative educational certification destined for the broadcasting industry.

The intention is to create a standard of excellence for the development and production of educational audiovisual programs, increasing broadcasters capacity and skills, while also empowering academics with modern tools of pedagogical teaching.

Developing Entertaining Radio Talk and Game Shows

by Manil Cooray, Deputy Director, AIBD

AIBD in collaboration with the Islamic Republic of Iran Broadcasting (IRIB) organized an in-country workshop on entertainment programs for Radio in Tehran: one on talk shows which was held from 07 to 12 January 2011 and another on game shows from 15 to 19 January 2011.

During the five-day workshop on talk shows, 30 radio announcers and producers of IRIB learnt how to improve the quality of their radio talkback programs. They discussed talkback formats used across the world and explored different ways of delivering their program content. Covered in the course were audience research, active and passive listening trends, and getting connected with listeners beyond the telephone.

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Delivering More and Better in the Digital World



VOV and Vietnamese media interview Mr. Yang Binyuan on the AMS preparations

Mr. Binyuan described his visit from 30 March to 2 April 2011 as fruitful, during which he received confirmation of the attendance of the Vietnamese Prime Minister. In an interview with Vietnamese media, he emphasized the relevance of this year's Summit, highlighting the demands of digital migration in Asia Pacific in terms of content, technology, capacity building and business operation. He said the AMS should be a fitting platform for broadcasters in the region to engage with their counterparts from all over the world on how best to address this transition.



Melia Hotel in Hanoi, Summit main venue.

As new media proliferate, Mr Binyuan urged radio and television in the region to tap these platforms in pursuing public service broadcasting.

The AIBD Director thanked Prof. Vu for VOV's engagement as AMS host and for their efforts to ensure a successful Summit. He said AIBD was committed to work closely with VOV in making the conference a meaningful platform for discussion and engagement on media issues.



On 31 March, 2011, AIBD and VOV held a final preparatory workshop at the VOV headquarters. Mr. Yang Binyuan and Mr. Dao Duy Hua, Deputy General Director of VOV, chaired the meeting and addressed program requirements and logistics of the Pre-Summit & AMS 2011.



(From left): Mr. Yang Binyuan, Mr. Dao Duy Hua, Deputy General Director, and Mr. Nguyen Tien Long, Director International Cooperation Department, both of VOV.



Mr. Tran Binh Minh, VTV Vice President, and its President as of 1 May 2011, welcomes Mr. Yang Binyuan at VTV.

Mr. Binyuan also met with Mr. Tran Binh Minh, Vice President of Vietnam Television (VTV), who was appointed as its President on 1 May 2011, to strengthen collaboration between the two institutions. He thanked VTV for agreeing to host the welcome dinner for AMS delegates on 23 May 2011.



Mr. Marcel Gomez, AIBD Program Manager, joins Mr. Binyuan in inspecting Melia Hotel and Mercure Hotel, second venue for other Summit participants.

Gender Equality: Diversity through New Partnerships

By Jai Chandiram, Consultant

'I felt like a schoolgirl, ready to be scolded and play pranks.'

'Renewed my energy, enthusiasm and zeal to serve my constituency with relevant, imaginative participatory programs that reflect diversity.'

'We must meet the competition with new ideas and partner with government departments and NGO's more actively to achieve programs that will have an impact.'



(Standing from left): Ms. Jai Chandiram with the participants

These comments came after a five-day workshop on Gender Equality: Diversity through New Partnerships for AIR and Doordarshan production staff. Held from 06 - 10 December 2010 in India, the workshop introduced the 'gender lens' to all programs and issues. Programs must reflect the diversity in our multicultural society, which is in transition. It is important to make 'visible' the contribution of women in all fields, technology, politics and economy, and examine the representation of women not as 'victims' but as 'survivors'.

Gender Stereotypes

The perceptions and myths in gender equality were carefully examined through the key findings of the Global Media Monitoring Report on India 2010. A session on advertisements and PSA's traced the changes in stereotyping and changing roles of women. The recent PSA's, more balanced in their depiction



of women as decision makers, is a heartening trend.

Situational analysis, mind mapping, and the use of non-discriminatory language introduced the participants to think through programs with greater precision for impact. Analysis of health communication for behavior change and gender representation in serials were illustrated with exciting new participatory trends in designing programs to engage audience more holistically.

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Mongolia Prepares for AIBD General Conference 2011

Binyuan's visit at the MNB headquarters in Ulaanbaatar provided AIBD and MNB opportunity to identify areas for an expanded bilateral cooperation. He thanked Naranbaatar for MNB's preparations in ensuring a successful GC and offered to conduct a training project for the MNB staff this year.

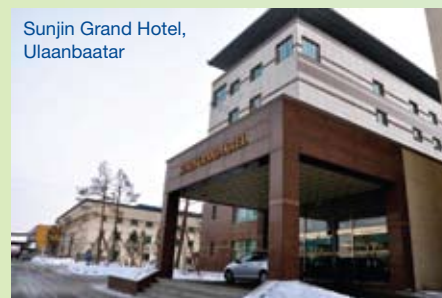


MNB TV Studio

He invited MNB to become a full AIBD member and discussed the possibility of Mongolia becoming a regional training hub for Central and North Asia.

Naranbaatar spoke highly of the Asia Media Summit that has become a useful

social networking platform. The recent three-year partnership project reached between MNB and DW-Academie was an outcome of the AMS.



Sunjin Grand Hotel, Ulaanbaatar



Both AIBD and MNB agreed to hold the GC at the Sunjin Grand Hotel. GC delegates will be treated to an excursion program at the Chinggislin Khuree Tourist Camp, a showcase of Mongolian traditional livelihood and culture during the 13th century.



Chinggislin Khuree Tourist Camp

During his visit, the AIBD Director also met Mr. Gantumur Damba, Member of the National Council in charge of International Relations and Member of the ABU Planning and Strategy Group. They discussed AIBD's strategic plan in the coming years and community-based broadcasting in Mongolia.



(From left): Mr. Yang Binyuan with Mr. Gantumur Damba

“I will redesign programs incorporating issues that address gender equality more realistically” was an affirmation by a participant. Two very enthusiastic and committed men attended the workshop. One male participant who had never been to his kitchen was softly persuaded and promised to make tea for his wife!

The Commonwealth Broadcasting Association, Prasar Baharati, AIR, and AIBD supported the workshop, which was held at the Staff Training Institute in India.



TV Scheduling Strategies and New Media Content

By Geraldine Mouche, Programme Manager, AIBD

How can broadcasters tap TV scheduling strategies and new media content to expand audience reach and improve revenue generation?

AIBD, Canal France International and the French Government will organize a three-day workshop on this subject as a pre-summit AMS event in Hanoi from 21-23 May 2011. The workshop will provide an overview of current broadcast practices and where technology and digital content can be exploited to meet future challenges in the industry.

Featured speakers include Ms. Françoise Tassera, Director of FTA Media and former Program Director at France 2 (the French public channel), who will share her expertise on programming strategies, revenue structures, editorial line, legal constraints, and business intelligence; and Mr. David Botbol, Deputy Managing Editor for Sports and News Magazines at France Televisions, who will focus on new media as a strategic asset for broadcasters and editors to find new ways to communicate and interact with an audience whose expectations have dramatically evolved over the past few years.

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Expanding ASBU - AIBD Relations

Mr. Binyuan briefed the participants about AIBD's new project “I Got it” in the Asia Pacific region to be launched in 2012, the World TV Awards on Science and Humanity, ASBU's participation in the AMS 2011 and the training needs analysis AIBD conducted in Yemen, Sudan and Syria in 2010. He called on ASBU members to continue supporting the AMS.

The “I Got It” project is a unique co-production and capacity building activity featuring an edutainment magazine for children. State and public broadcasters from nine Southeast Asian countries will participate in this co-production project undertaken by the Goethe Institute with support from AIBD.

The 2nd ABU / ASBU / AIBD Media Partnership Committee meeting will be held on 23 May 2011 in Hanoi prior to the Asia Media Summit.



ASBU General Assembly

While in Sudan, Mr. Binyuan attended the 30th ordinary session of the Arab States Broadcasting Union (ASBU) General Assembly held from December 14-16, 2010. Around 100 delegates from ASBU member states and international observers including ITU, UNESCO, EBU, DW, ABU and AIBD, took part in the meeting.



Seminar on Arab-African Cooperation

The meeting re-elected Mr. Slaheddine Maaoui as Director General for a second, four-year term. Mr. Mohamed Hatem Suliman, Sudan's head of the national TV Corporation, was elected as the new ASBU President, while Dr. Riadh Kemal Najm from Saudi Arabia, was chosen as first Vice-President and Syria's Ma'an Hayder as second Vice-President.

Sudan TV and Sudan Radio hosted this year's ASBU General Assembly on the occasion of the golden anniversary of the Sudanese Television.



Deutsche Welle news team interviews Mr. Binyuan

The conference featured professional discussions including the seminar on Arab-African Cooperation and the inauguration of the MENOS Sudan project.

In Khartoum, Mr Binyuan was interviewed by DW on the Global Media Forum on “Human Rights in a Globalized World, Challenges for the Media”, scheduled in June 2011 in Bonn, Germany, and by Sudan TV on AIBD and ASBU cooperation.



Interview by Sudan TV

China Radio International Delegation Visits AIBD

China Radio International (CRI) will pursue more initiatives with AIBD and ABU and actively engage with broadcasters in the Asia-Pacific region to address the challenges of rapidly developing communication technologies and competition from new media platforms.

A six-member CRI delegation, led by Prof. Dr. Li Zhongshang, CRI Deputy Editor-in-Chief, made known this commitment during a visit to AIBD in Kuala Lumpur on 6 April 2011. They met AIBD Director Yang Binyuan and discussed ways to strengthen the existing relationship and pursue cooperation in training, conference, research and publication.

CRI underwent restructuring in the new media landscape, taking the new name 'China International Broadcasting Network' (CIBN). For the past 30 years, it has been actively involved in AIBD and ABU activities. It will celebrate its 70th anniversary in December this year and plan to hold several activities to mark the event.

While in Kuala Lumpur, the group paid a courtesy call to ABU Secretary-General Javad Mottaghi and visited Radio Television Malaysia (RTM) where they met with Dr. Ahmad Jailani Muhamed Yunus, Director of Strategic Development. They also toured the network's radio studios.



AIBD Director Yang Binyuan with CRI Deputy Editor-in-chief Li Zhongshang



Director Yang Binyuan with the CRI delegation

Building a More Gender Sensitive Media

By Sabine Franze, Programme Officer, FES, Kuala Lumpur

AIBD and the Friedrich-Ebert-Stiftung (FES) have developed from 2007 a set of 'broadcasting for all' guidelines that will help Asia-Pacific broadcasting organizations deal with a key challenge facing media work: the gender gap.

You might think now "Oh no! Not again about gender". And indeed, the word 'gender' has been quite overused and can be rather dreary. But hold on – what if gender equality can make really good editorial and business sense in broadcasting media? What if balanced portrayal and program content can contribute in eliminating discrimination and stereotyping? What if a gender-friendly workplace can increase the employees' satisfaction and commitment to their respective organization?

Wouldn't you be interested?

The Gender Guidelines bring together important and useful ideas that provide broadcasting organizations a roadmap towards more diverse program content, gender-sensitive and balanced production perspectives and a gender-friendly workplace. They propose a way around the jargon-ridden minefield of gender concerns.

Compiled by a working group composed of specialists from Asia-Pacific countries, this document will be presented and examined during an AMS Pre-Summit workshop in Hanoi on 23 May 2011. Entitled "Broadcasting for All – Focusing on Gender", the workshop aims to engage participants in building on these guidelines through interactive sessions and generate regional perspectives and experiences from experts in the field of media and gender.

AMS in APB Website

The Asia Media Summit 2011 is featured on the website of Asia Pacific Broadcasting, official publisher for BroadcastAsia in Singapore. APB brings to readers news of groundbreaking events, views and interviews of the industry's movers and shakers, reviews of the hottest development impacting the industry as well as tracking the latest technology trends.



China Radio International

Your bridge to China and the world.

- has a history of 70 years
- broadcast in 61 languages
- more than 50 FM/AM stations around the world

CRI
CHINA RADIO INTERNATIONAL
中国国际广播电台

CIBN
中国国际广播电视网络台
CHINA INTERNATIONAL BROADCASTING NETWORK

CRI.CN

曼谷
Bangkok
FM 103.0

额尔齐斯
Erdenet
FM 101.4

达尔罕
Darchan
FM 103.7

坎大哈
Kandahar
FM 102.2

乌兰巴托
Ulan Bator
FM 105.0

CRIENGLISH.COM

科伦坡
Colombo
FM 102.0

金边
Phnom Penh
FM 96.5

万象
Vientiane
FM 93.0

雅加达
Jakarta
AM 738

埃里温
Yerevan
FM 106.5

M.CRI.CN

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Developing Entertaining Radio
Talk and Game Shows

In addition, they examined broadcast techniques using new media, e-mails, sms and social networking interaction with radio talk shows. The participants completed a series of practical exercises using a range of techniques, as the talkback format differs depending on whether there is a guest, an expert or the announcer simply talking directly to the audience.

Dealing with Radio listeners

One participant commented: "I learnt new ways to get people to call into my program," while another, who had too many callers to deal with, said: "we saw how to use some new methods to control the interaction and pace of callers so that we could get them to the point quickly while still being polite and fit more callers into each program."



(Third from left): Mr Steve Ahern with participants during the Talk Show Training



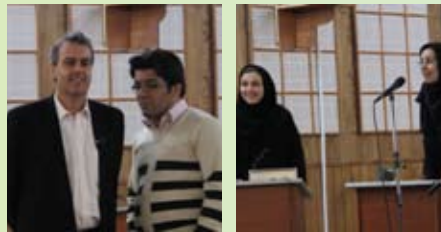
The technically minded broadcasters in the course were delighted to hear about new technologies such as digital delay and VOIP multiline phone systems. Mr. Steve Ahern, Founder and Managing Director of Ahern Media and Training, Australia, provided guidance, practical explanations and technical briefings, sharing tricks

such as how a good first call can start an avalanche of great talkback, and insights into handling difficult callers.

The structure and flow of talk programming and the most effective way to get responses from listeners were also examined.



Participants of the radio game shows



Presentation and production personnel from IRIB participated in the workshop on game shows, which had two parts. Part 1 identified content and presentation techniques for phone-in entertainment programmes while Part 2 covered content, planning, and presentation and production techniques for producing radio game shows.

During the five-day workshop, the participants were able to analyze formats, conceptualize content, and identify better techniques for presentation, planning and production of game shows. They held interactive and lively discussions focusing on how to understand the audience and manage the discussion with the audience. They also developed new performance styles for game show formats.

Mr Steve Ahern, an experienced announcer, reporter, producer and specialist in broadcast training, developed and delivered both the courses for AIBD. He is a recipient of the Order of Australia Medal, which honors outstanding citizens for their significant accomplishments in Australia and overseas. Mr. Hassan Zaryabi, Director, Educational Communications Office, organized the training at the IRIB Training Center in Tehran.



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Asia Media Summit 2012 in Bangkok

Visit at the ITU Regional Office for Asia and the Pacific

While in Bangkok, Mr. Binyuan visited the ITU Regional Office for Asia and the Pacific on 26 April 2011 and met Dr. Eun-Ju Kim, Regional Director, and her team. They discussed the ITU-AIBD joint events in 2011, including the ITU-AIBD-ABU-FES Regional Workshop on 'Strengthening Digital Broadcasting Experience' scheduled in Hanoi during AMS 2011. They also explored other areas of cooperation and agreed to jointly raise funds for regional projects with ADB, KCC and AUSAID.



Mr. Yang Binyuan with Dr. Eun-Ju Kim

Visit at UNESCO Bangkok

At the Unesco Bangkok Office, which Mr. Binyuan visited on 26 April 2011, Ms. Susanne Ornager, Adviser for Communication and Information in Asia, briefed him on the restructuring of the UNESCO Communication and Information Sector in Paris and reaffirmed the support of the UNESCO Bangkok office for AIBD projects.

Mr. Binyuan updated Ms. Ornager about AMS 2011 and 2012, and thanked her for the continued UNESCO support for AIBD. He requested her help in inviting the UNESCO Director-General to speak at the AMS 2012. He also submitted to her the proposed list of AIBD projects, including IPDC projects that UNESCO Bangkok may wish to support.

Ms. Dararat Weerapong, Communication and Information Program Assistant, attended the meeting.



UNESCO Bangkok Office

Are You Ready for the Digital Switch Over?

Dr. Armal Punchihewa, Consultant in Broadcast Engineering

“Are you ready for the digital switch over? What is the impact of the migration process from analogue to digital to stakeholders of TV broadcasting? These were some of the key issues participants examined during the online course titled “Digital Terrestrial Television Broadcasting Technologies” jointly organized by the ITU Asia-Pacific Centre of Excellence in Bangkok and AIBD from 4 October to 14 November 2011.

The course addressed digital transition from the perspectives of broadcasters, regulators, manufacturers, viewers and governments. Given its technology focus, the course emphasized the technical aspects of digital broadcast technologies and the concepts related to them. The purpose was to enable participants to contribute positively to the implementation of a smooth transition from analogue television services to digital terrestrial TV transmission in their respective countries as well as globally.

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“Capacity Building and Training Strategies in the Digital World”

By Sabine Franze, Programme Officer, FES, Kuala Lumpur

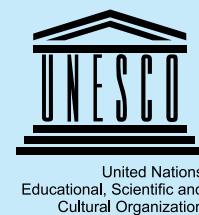
In the digital media landscape, the rapid pace and complexity of technological changes require media practitioners to adapt and re-adapt themselves throughout their challenging careers. Capacity building initiatives are, therefore, critical and call for moving beyond the parameters of traditional teaching concepts to modern delivery systems to enhance knowledge and competence.

To assist its members in human resource development, AIBD together with UNESCO and the Friedrich Ebert Stiftung (FES) will conduct the AMS presummit seminar on “Capacity Building and Training Strategies in the Digital Media Landscape” in Hanoi on 23rd May 2011. This activity will allow broadcasters to examine the rapid changes in the digital media landscape and work towards a holistic approach to capacity building initiatives for their staff.

CEO’s, Head of training departments and institutes of broadcast organizations will examine best practices and strategies in training media practitioners, including some of the following themes:

- Training and development in the digital media environment.
- Adopting training methods for capacity building programs to take advantage of technology and content
- Strategies and challenges to impact a proactive and performance driven workforce for capacity building initiatives
- Effective mechanisms for stakeholders, members and partners’ to provide feedback on capacity building initiatives of AIBD to further strengthen institutional capacity of training departments and institutes

AIBD and its partners, UNESCO and FES, are confident that this pre summit seminar will contribute towards developing a multi skilled, proactive and a resourceful workforce responsive to the challenges of the digital environment.



“Quality Management Starter kit” and “Click-N-Manage” Management Software for Media

As broadcast organizations face stiffer competition, technology challenges and changing media behavior, quality management becomes more and more a critical factor to ensure growth and sustainability, the subject of an AMS pre-summit workshop on 23 May 2011.

The quality management workshop will feature two new practical tools that will facilitate the day-to-day implementation of quality techniques. The first tool is the “Quality Management Starter Kit” which gives the rules of implementation of a quality management system in a media organization, whatever its size, step by step. The second one is a management software “Click-N-Manage,” which handles automatically all the critical components of a quality management system, namely: documentation, distribution of information to the staff via a dedicated Intranet, performance indicators, follow-up of audience satisfaction, and risk management.

Prof. Dr. Louis Balme, Consultant, Senior Vice Président, International Standardization & Accreditation Services, Geneva, will conduct the workshop in Hanoi.

Job Well Done

The members of the AIBD family recently tendered two separate farewell parties for four of their colleagues who completed their stint at the Institute.

Mr. Yang Binyuan, AIBD Director, thanked Mr. P. Das, Ms Juliette Vivier and Mark Lin for their contributions in media development as program managers over the last few years. At the farewell party for Mr. Das and Ms. Vivier on 25 March 2011, he said: " We never say goodbye to colleagues who have served AIBD. They will always belong to this small family, no matter where they are."

Mr. Das joined AIBD in March 2007 following his release from All India Radio on an attachment basis. He returned to his parent organization in India in April.



Das receives a gift from Director Binyuan.

Asked to describe his four-year stay at AIBD, Mr. Das said: "I consider my AIBD stint rather brief when I see the enormous requirements needed to develop and grow broadcasting in this region. I will, however, continue to contribute even after returning to my parent organization. I thank the Government of India, Prasar Bharati and AIBD for giving me this opportunity to serve media in Asia-Pacific."

Ms. Vivier who was with the Institute from June 2007 has taken up a new appointment as the Deputy Director of Edumonde, an affiliate organization of AIBD based in Kuala Lumpur.



Ms. Vivier shows appreciation for the unique memento from AIBD.

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Making Business and Economic News More Attractive and Understandable

By Jean-Paul Chapel, TV News Editor, Canal France International

Learning skills and techniques in producing business news in a more understandable and attractive approach was the subject of a recent workshop among 50 editors, reporters and anchors from China Central Television (CCTV).

Held in Beijing from 23-25 March 2011, the workshop covered business news treatment and format analysis, comparison between business and economic reports and other genres, sourcing information, report preparation, defining the essential message or finding the angle, and approaches to choose the appropriate language, illustrations and graphics to make business and economic news more understandable and catchy.

Canal France International and AIBD organized the three-day workshop. It featured discussions on shooting and editing rules, and the legal aspects of the "hidden camera", a technique used in some cases to obtain pictures and sounds. The workshop's format allowed for the presentation and analysis of case studies, France 2 TV reports and some CCTV programs participants produced.

Participants had the opportunity to examine methods and approaches various TV organizations employ in handling business and economic news. Throughout the workshop, they showed much enthusiasm and interest, and wanted

to understand and benchmark more experiences and techniques prevailing in other countries. They also discussed the need to take into consideration cultural differences in adapting to foreign techniques and pursuing editorial choices.

Among their recommendations was a workshop to improve interview approaches and techniques, and to handle editorially official data, for instance, on environmental issues.



• • 12 • (Standing left): Jean Paul Chapel interacts with a Chinese journalist



Media and Disasters

By Chu Pui Hing, workshop consultant

An AIBD/CBA in-country workshop on disaster reporting for broadcast journalists and executives was held in Islamabad between 3 and 6 Dec 2010. It was against the background of widespread devastation caused by the flooding in Pakistan in 2010 that this workshop had been planned.

Delivering accurate and speedy information remains a core function of the media. In areas affected by a disaster, the performance of the media may help eliminate panic and confusion.



© UN Photo/Evan Schneider, A view of heavy flooding caused by monsoon rains in Punjab Province, near the city of Multan, Pakistan.

When covering a disaster, reporters and broadcasters are often criticized for being partial, distorting the message, getting in the way, and having no sense of responsibility. To get the work done, the media has to co-operate with the relief agencies and other organizations in the disaster areas.

There is no doubt that the media's central concern remains its audiences. It needs to build trust with viewers and listeners. It needs to reflect their sentiments in a disaster situation. Often the question is raised whether the media might, by the nature of its work, have taken on an advocacy role.

There are many management and editorial issues to be examined by a workshop on disaster reporting. The interactive nature of the workshop facilitated exchanges, which would help the participants in their work in any future emergency situation.

I was invited as the workshop resource person. Planning and preparation went smoothly, and our host in Islamabad, Pakistan Broadcasting Corporation (PBC), did an admirable job providing all the support required.

Nineteen participants turned up for the workshop. They came from not only Islamabad, but also other parts of Pakistan. About half of them worked for the national broadcasters, with the remaining half in private media. A very good mix indeed!

I went into the first day of the workshop with feelings of trepidation. After all, this was my first visit to the premises of PBC/Radio Pakistan. However, my unease dissipated rather quickly. The participants turned out to be active and responsive, warming up to the discussions after the first hour or so. As the day went by, the flow of discussions took on a fairly brisk pace. Interventions and questions came voluntarily and naturally in the sessions.



© UNHCR/H. Mehboob, Waiting for the food package in Jalozal camp.

In the four days, we went through topics including "Role of media in a disaster situation", "Editorial principles", "An emergency broadcast plan", "Hurricane Katrina and the lessons learned" etc. Ample time was set aside for participants to present, and share their experiences dealing with the recent flooding in Pakistan.

The participants were tasked with drafting plans for the mobilization of a broadcasting organization in the (fictitious) event of a natural disaster striking a remote part of the country. All the four sub-groups did well in their presentations, producing many ideas, which would be useful in future, management planning exercises in their own organizations.

PBC, our host, proposed a visit to the Lok Virsa Museum, which we all welcomed. We spent two hours in the museum, which had an impressive display of Pakistani heritage from early days to the present time.



© UNHCR/W. Schellenberg, Men digging up the remains of their home in the Asakhel Refugee camp, near Peshawar

The visit gave me the opportunity to talk to the participants outside of the classroom. They showed excellent knowledge about the exhibits and were my "unofficial" guides for the tour.

So it was four days, which went by very quickly. The workshop had provided a rare opportunity for practitioners in both the public and private media to engage in debates and discussions. I was impressed by the wealth of experience this particular group had demonstrated during the sessions, and the excellent presentations they had produced.

I should add my gratitude to all those who had provided assistance, and to all the participants, all of whom so enthusiastic and good-natured.

Overall, I think we had a successful workshop, and the feedback from the participants asked for more of such training opportunities. Our hosts, too, showed that they were keen on building human resource capacity. PBC's Director General, Mr. Murtazar Solangi, personally hosted both the opening and closing ceremonies. When the certificates were handed out, it was the happy conclusion of four days of useful work by all concerned.



Broadcasting House, Pakistan Broadcasting Corporation

Future Digital Radio Broadcasting in Iran

The Islamic Republic of Iranian Broadcasting (IRIB) is well prepared for the introduction of DRM (Digital Radio Mondiale). With more than 100 MW- and over 40 SW-Transmitters, it has a huge network for the introduction of DRM. As most radio listening happens in cars, IRIB is keen to get DRM-car receivers ready for the market. Iran produces about 400,000 car units yearly, and introducing DRM in the car radios will be an excellent starting point.

Mr. Peter Senger, a DRM specialist and former Deutsche Welle staff, gave this comment as he concluded an AIBD-IRIB workshop on Digital Radio Technology in Tehran, Iran on 12-15 February 2011. Some 32 IRIB personnel from the Departments of Transmitter Planning, Network Planning, Research & Development, Transmitter Operation and Management of Radio Development & Media Technology joined the workshop. He said he was surprised at how much and how well the Iranian engineers were

informed about DRM in theory and partly also in practice.

Mr. Senger, former Chairman of the DRM-Consortium set up in 1998, was assisted by Mr. Christian Hoerlle, Transradio expert, both of whom prepared the agenda in consultation with IRIB.

The agenda covered, among others, DRM standards and DRM information for broadcasters, DRM transmitter parameters at the output of transmitters, planning parameters and reception specifications, audio quality comparison with different bit-rates of AAC+SBR, DRM receiver situation, especially for cars, required modification of transmitters and antennas and DRM developments across the globe.

Participants' feedback on the workshop was positive. They suggested another one that would have practical applicability on the transmitter site, lab and in the field. This could assist them resolve some of the

issues involved in IRIB's MW-transmitter in Tehran, modified for DRM and tested by a third party outside IRIB. Participants said the test results and resolution of the issues were unsatisfactory. The consultants suggested some ideas on how to resolve them and encouraged IRIB engineers to do the testing themselves.



(Standing) Mr. Christian Hoerlle

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Are You Ready for the Digital Switch Over?

Over 100 participants registered and more than 50 actively participated in the online course including all its components such as pre-course evaluation, chat, discussion, quizzes, formal evaluations and assignments. These activities were carried out using the ITU course delivery and management system based on Moodle. Most of the participants found the training course useful and rewarding, which offered opportunities to learn from participants from all over the world.

Participants were mostly broadcasting and telecom professionals from ITU and AIBD members with engineering background associated with planning, implementation and maintenance of digital TV broadcasting stations in their countries.

I served as the course facilitator, instructor and the evaluator, working on line live in New Zealand where all the stakeholders are working hard to meet the deadline

of analogue switch off by September 2012, according to the national television broadcaster TVNZ.

The course objectives were to educate broadcast engineers and their respective authorities on the need to plan for the digital switch over, and to upgrade the knowledge of broadcast engineers and other stakeholders in the digital transition process.



Some of the topics that were discussed in the course included an overview of Digital TV; Spectrum Planning and Management; Compression Technologies; Advanced Coding Techniques; Advanced Modulation Techniques and Next Generation DTTB

Technologies to foster discussion between broadcasters and spectrum regulators.

As a facilitator, I found useful the meaningful discussions and chats with the broadcast engineers and other participants who had varying interests in the main topic area of digital terrestrial television broadcasting technologies.

Special thanks to the people who assisted in this online course including Mr Ashish Narayan, the ITU Coordinator from the Asia Pacific Centres of Excellence Broadcasting Node in Bangkok, Mr. Padaabinda Das of AIBD, and the ITU staff who reviewed the course materials and provided constructive feedback to improve them.

(Dr. Amal Punchihewa is a Senior Lecturer and Researcher at the School of Engineering & Advanced Technology, Massey University, New Zealand.)

First Media Training College in Myanmar

The first media training college will soon be set up in Myanmar. Mr. U Winn Maw, Chairman of Forever Group, CEO of MRTV-4 and Adviser of Ministry of Information, Myanmar, said that the Myanmar Media Training College (MMTC) will be an in-house training center for MRTV-4 staff and in the long run a full-fledged broadcast training college. AIBD Director Yang Binyuan attended a planning meeting for the establishment of MMTC, which was organized by Forever Group and MRTV-4 on 28 April 2011.



(2nd from left): Chairman Maw with visiting officials attending the MMTC planning meeting

At the meeting in Yangon, Mr. Khin Maung Htay, Director of MMTC, provided the background and detailed proposal for the MMTC. Mr. Binyuan informed

Myanmar officials that AIBD could support the college in the areas of curriculum, instructional design and training of trainers. The parties also discussed the next steps in pursuing MMTC.



Future site of MMTC in Yangon

Also in attendance at the meeting were Mr. Henning Effner, Regional Director of FES's Malaysia Office and Mr. Sharad Shadhu, ABU Technical Director.

During his stay in Myanmar, Mr. Binyuan discussed with Forever Group/MRTV-4 updates on the AMS 2011 and AIBD GC 2011 in Mongolia. Expanding bilateral cooperation was also in the agenda. He visited the potential site for the college and MRTV-4 facilities.



On the sidelines of the meeting, Mr. Binyuan discussed with Chairman Maw the possibility of Myanmar hosting the Asia Media Summit in 2014 and AIBD General Conference in 2013, which received very positive response from him and Forever Group.

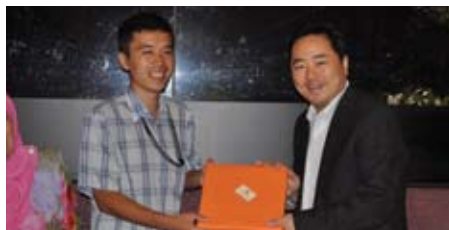
The AIBD Director visited a couple of hotels in Yangon, which could serve as a possible Summit venue. Sedona Hotel Yangon is a likely candidate.



Sedona Hotel Yangon

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Job Well Done

Mr. Mark Lin has returned to his mother company, SARFT Training Center (SARFT-TC) in China, which released him for two years to work at AIBD as a program manager.



Mr. Mark Lin accepts a souvenir gift from Mr. Binyuan.

Ms. Musalmi who served the AIBD for 28 years before retiring in December 2010 was also honored during the party at the Grand Seasons Hotel, Kuala Lumpur on January 28th, 2011.

Another honoree was Ms Mpho Thebe, a student of Mass Communication at the Limkokwing University, Malaysia,



Ms. Musalmi receives a souvenir gift from Mr. Binyuan.

who spent three months at AIBD as an intern and helped enhance the new AIBD website. Mr. Binyuan thanked her for the hard work she undertook in editing and uploading articles, books, videos and pictures for the website.



The AIBD Director with Mpho Thebe

The luncheon party was also an occasion for the AIBD staff and colleagues from Friedrich Ebert Stiftung (FES) and the Global Media Centre for Development (GMCD) to get together to celebrate the Lunar New Year.



NOC at the Heart of Digital Radio

By Doug Iles, Broadcast Australia Engineering Systems Consultant

The launch of digital radio services represents a significant new milestone in Australia's broadcasting history—perhaps the biggest since the launch of digital television in 2001. And, just as the television industry pooled its resources nearly a decade ago to make the transition to digital, so too has the implementation of digital radio been a largely collaborative affair.

Since the timeline for digital radio launch was first announced, industry body Commercial Radio Australia, along with public broadcasters Australian Broadcasting Corporation (ABC) and Special Broadcasting Service (SBS), have taken an industry-wide and national approach. This has led to an integrated industry deployment, with both public and commercial broadcasters launching services almost simultaneously (from commercial services in May, to public services in June and July) in Sydney, Melbourne, Adelaide, Brisbane and Perth. More than 40 different radio stations celebrated the switch-on of digital radio on 6 August 2009, when the 'Radio United' event saw the industry put aside rivalries for a morning and broadcast side-by-side from five locations in five cities.

together to implement DAB+ digital radio services. As a digital broadcast transmission specialist, Broadcast Australia is responsible for the full management of transmission services on behalf of ABC and SBS, plus is providing ongoing transmission maintenance of the commercial services.

As with television, there are cost and interference advantages associated with broadcasting digital radio services through common or co-located infrastructure. As a result, all public and commercial DAB+ ensembles are being broadcast from the same site in four out of the five cities (Melbourne being the exception). The ensemble licenses are owned by broadcaster consortiums in each city: two commercial ensembles are being broadcast in Sydney, Melbourne and Brisbane; one in each of Adelaide and Perth; and a single ABC/SBS joint-venture ensemble in each of the five cities.

Unprecedented redundancy

Broadcast Australia is providing fully managed DAB+ services for the ABC/SBS joint venture. Incorporating an unprecedented level of redundancy into the systems., their services include

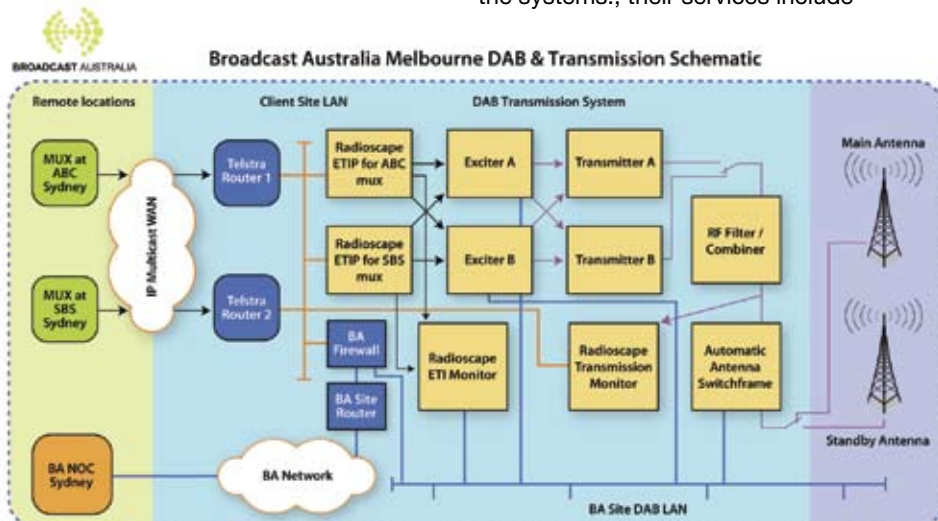


Adjusting the transmitter power in Melbourne: believed to be one of the highest-power DAB transmitter systems in the world to-date

The ensembles are multiplexed in the ABC Ultimo and SBS Artarmon studios in Sydney. Here, the encoded programs are received from local radio studios located in both Sydney and beyond, and multiplexed into the appropriate program ensemble for their destination city (or cities). The process is carried out in both the ABC and SBS studios to provide main and standby program feeds, both of which are delivered via the Telstra fibre network to the five transmission sites across the country.

Broadcast Australia receives the pre-multiplexed signal as 'DAB over IP' via a multicast IP network, which will ultimately allow the introduction of additional transmission sites in each city without the need to increase core bandwidth. This introduced various integration challenges, however, demanding close collaboration between ABC/SBS, Telstra and Broadcast Australia in order to secure and interconnect the total system. Such utilisation of transmission-critical IP networks onsite for broadcast applications is unprecedented in Australia.

The 'DAB over IP' signal is converted to the ensemble transport interface (ETI) using a network of industrial PC based ETIP units from RadioScope, which also provided the multiplexing and encoding systems. This ETI signal is then presented to a highly compact air-cooled Harris solid-state transmitter for broadcasting of the DAB+ RF signal.



Collaborations of a different nature were required to make this happen. A vast number of technology suppliers, equipment manufacturers, system integrators, transmission site owners and operators, digital broadcast specialists, and of course the radio networks themselves have worked closely

dual program feeds and feed receive equipment, dual electrical feeds, standby transmitters with redundant exciters, standby antenna systems, and various switching devices to automate the redundancy in the system.

The commercial joint ventures are using a different network topology for their DAB+ services, which are also being maintained by Broadcast Australia. In this case, the content arrives onsite partially multiplexed—each radio network provides a ‘service MUX’ (S-MUX) containing the various programs from its studio. These S-MUXes are then aggregated into an ‘ensemble MUX’ (E-MUX), which is in turn integrated with a data broadcast server for preparing text and slideshow information, and converted into the ETI for presentation to the transmitters.



This ETI signal is presented to a highly compact air-cooled Harris solid-state transmitter for broadcasting of the DAB+ RF signal

Critical NOC

Playing a critical role in the operation of both public and commercial DAB+ services is Broadcast Australia’s Network Operations Centre (NOC) at Gore Hill in Sydney. The NOC provides centralised monitoring and forward control for the entire network, allowing strategic and effective management of all services.

In order to ensure high availability of digital broadcast services, vigilant monitoring of the signal is mandatory. Opportunities for error exist throughout the entire life of a digital signal—from the content source base code, through encoding and multiplexing, conversion to the ETI, and transmission and reception. From Broadcast Australia’s perspective, anything that might result in a transmission issue needs to be identified and rectified before it jeopardises services.

The three main areas monitored for DAB+ services are firstly whether the incoming IP stream is intact, secondly whether the ETI and RF system are error-free, and thirdly whether timing references are

synchronised. Of particular importance is monitoring of the program associated data (PAD)—to ensure, for example, that there are no errors associated with the dynamic label segment (DLS) which involves the transmission of song titles, or the fast information channel (FIC) which specifies what services are available and tracks multiplex configuration changes. The transmitter and antenna/combiner systems are also now continuously monitored for VSWR and reflected power to provide early warning of any transmission issues.

The monitoring is conducted via an onsite IP network and existing telemetry systems; the IP network is integrated with all the key equipment, and allows direct trouble-shooting after initial alarm indications. These IP networks (at each site) are in turn integrated with the NOC.

Coinciding with the launch of DAB+ services has been the introduction of a dedicated DAB desk at the NOC that deals with any faults and alarms that arise, and harnesses extra resources in the form of second and third-level support teams and field staff if required.

Culture of collaboration

As with any new technology, the challenges associated with the launch of DAB+ services have been significant—although the Australian broadcast industry’s culture of collaboration has seen this shared among several industry stakeholders. Nevertheless, the timeframes were short, with just three months available to Broadcast Australia for the implementation of ABC/SBS services after the awarding of the contract at end-March 2009.



Kate Dundas, ABC Director of Radio, with Broadcast Australia Managing Director, Graeme Barclay at Broadcast Australia’s Network Operations Centre (NOC)

Reporting Environmental Sustainability Issues

By Manil Cooray, Deputy Director, AIBD

How can media better report issues on environmental sustainability, notably climate change, which has become an unprecedented concern in the 21st century?

To address this need particularly in Central Asia, AIBD and UNESCO-IPDC conducted an in-country workshop on ‘Capacity Building of TV News Reporters for Environmental Sustainability’ held from 17 to 21 November 2010 at the Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP) in Almaty.



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Training for Media Managers in Papua New Guinea

Media management professionals from EMTV, Port Moresby participated in an in-country workshop on Training of Trainers in Papua New Guinea from January 31st to 11th February 2011. The program was structured to suit the specific needs of the participants. Support came from the Commonwealth Broadcasting Association.

At the opening ceremony, Mr. Peter Pokawin, EMTV Manager Finance and Corporate Services/ acting General Manager, expressed appreciation for the

efforts of AIBD, CBA and Fiji TV Media Pte Ltd. in organizing the workshop. Haji Julahi Abdullah, a Training of Trainers (TOT) Consultant from Brunei, served as the workshop facilitator.

The workshop program covered principles of adult learning, job analysis, writing of training objectives, session plan/preparation and assessment / evaluation as the five core components.

Other areas included were learning domains, performance discrepancies

and Training Needs Analysis (TBA), instructional design, and techniques for effective transfer of subject matter, knowledge, skills and attitudes to the participants.



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Reporting Environmental Sustainability Issues

Throughout the one-week training workshop, participating TV journalists discussed issues related to extreme temperatures, carbon emissions, decreasing snow with retreating glaciers, changing rainfall patterns, decreasing fauna and flora in Kazakhstan, air and earth pollution, and the potentially destabilizing water-energy nexus in the Central Asian sub-region. They examined how the media could play a role in providing access to accurate and balanced information on environmental sustainability and in seeking possible actions and best practices against unsustainable development.



The Central Asia Regional Environmental Centre (CAREC), a local environmental non-governmental organization, partnered AIBD and the host organization KIMEP to successfully conclude the project.

Building on earlier IPDC projects and UNESCO resource materials, the training helped the TV news journalists upgrade their knowledge and skills in order to help them “understand and impart knowledge that is essential for the survival, growth, protection and development of Planet Earth.”

The workshop was designed to “encourage media to engage in public

participation and to debate improvements that can lead to sustainable development” (*Media as partners in education for sustainable development, UNESCO 2008*) and to improve the abilities of TV news reporters to research, analyze and present balanced and contextualized coverage of environmental issues and challenges and their human impact.



Prof David Mould, a freelance consultant, conducted the training workshop. Local experts provided presentations on environmental issues, particularly on climate change, the melting of glaciers, the degradation of agricultural land and biodiversity. They also critically evaluated scientific reports, data and statistics from government ministries, international agencies and environmental NGOs and related them to human impacts, placing environmental issues in their economic, social and political contexts.

The workshop also provided ways for TV news reporters to improve their ability to communicate complex information on not only the environment, but also other areas in science to non-scientific audiences.



To promote collaborative learning and make the best use of the limited time available, most projects and reports were team-based. As a final project, the ten participants worked in groups to research, script and produce TV news features on a current environmental issue in Kazakhstan. They traveled to the Chimbulak glacier, and the Almaty National Park and a UNDP pilot agricultural project for this project.

Those who assisted the workshop were Mr. Sanzhar Mustafin of (CAREC) and its staff, Dr. John Couper, chair of the Department of Journalism who coordinated assistance from KIMEP, Mr. Sergey Karpov, NPO, Communication and Information, UNESCO Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan in Almaty, Kazakhstan and Ms Irina Andreyeva, IT/CI Assistant, UNESCO Almaty Cluster Office.



AIBD Accepts Three New Affiliate Members

AIBD has admitted three new affiliate members; FRANCE 24, Dart Centre Australasia (DCA) and the Palestine Public Broadcasting Commission (PBC), bringing the total number of AIBD members to 139.



AIBD Director Yang Binyuan, who recently visited the headquarters of FRANCE 24 in Paris, said AIBD remains committed to expand its membership across the globe.

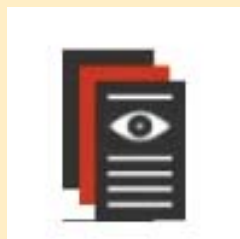
FRANCE 24's membership was approved on 22 November 2010. It is an international news and current affairs television channel, broadcasting through satellite and cable operators throughout the world. It started broadcasting on 6 December 2006.

As a 24/7 international news channel, FRANCE 24 offers current events with a French perspective. The channel contributes a different point of view from Anglo-Saxon media in terms of cultural diversity.

FRANCE 24 is a multilingual-broadcast channel (English, French and Arabic) as well as an expert regarding collaboration with new media. The channel was launched on web before TV, and is the first to develop a free application on iPhone and iPad to facilitate users to catch the latest news.

In Asia, the English version of the channel is broadcast in Australia, Hong Kong, Macau, Indonesia, New Zealand, the Philippines, Thailand and Vietnam. It will continue to expand to plan and bring the French version into the region this year.

Dart Centre Australasia's membership was approved on 11 January 2011. DCA is a non-profit project of the Columbia Graduate School of Journalism-USA. With



permanent offices in Melbourne, Australia, Dart Centre Australasia (DCA) selects a group of distinguished media and trauma professionals to offer consultation on issues including training, outreach, development and ethics. and offers training programs and other activities throughout Asia Pacific.

The Dart Center for Journalism and Trauma continues a mission begun in the 1990s. It works to promote discussion, develop training, and exchange specialist knowledge on the most challenging of media issues. It has a global network of journalists, journalism educators, trauma professionals and health professionals dedicated to improving media coverage of trauma, conflict and tragedy. It provides a professional forum for journalists in all media to analyze issues, share knowledge and ideas, and advance strategies related to the craft of reporting on violence and tragedy.



Membership of the Palestine Public Broadcasting Commission (PBC) was approved on 17 January 2011. PBC evolved following the development of the Palestinian media that started to emerge during the early part of the last century. Palestinian media was reinforced by the establishment of "This is Jerusalem Radio" in 1936. The "Palestine TV station" and the "Voice of Palestine" were launched in 1994.

PBC's mission is to represent the homeland, ensuring that it is a media that is both from the society and to the society. It pursues its activities including offering up-to-date information, guided by modern media and technological advancements.

The PBC believes that its main leverage lies within its cultural assets, which include leading distinguished intellectuals, innovative people and artists who contribute to the process of preparing programs and launching dialogue. It seeks to contribute to the process of reconstruction and reuniting the Palestinian society, by developing capacities and forming a collective and an individual conscience. This is aimed at keeping the Palestinians' right to remain steadfast on their land and achieve the goals of building an independent free state. It represents the voice of the Palestinians, hopeful of building a democratic state that protects human dignity and encourages the development of its people in a peaceful, secure atmosphere that guarantees harmony with neighboring countries.



Some examples of good facilitation techniques, on-the-job training of the course/training programs and practical exercises to ascertain the effective transfer of the training were also provided.

The salient features of the workshop were learning-by-doing techniques for adult learners through interactive facilitation presentations and Q&A sessions to reinforce and constantly check the transfer of learning was taking place. Structured projects involving group as well as individual presentations were included in the workshop to bring home the core-competency training aspects of the learning activity.

During the workshop, Haji Julahi Abdullah discussed the six principles of adult learning centered on the acronym SMARTE; S stands for Student centered, M for Motivation, A for Activity, T for Transfer and E for Environment. The participants took great interest in every activity, showing good spirit and teamwork.



Mr. Peter Pokawin gave a special talk on the training policies of EMTV, the need to tap the knowledge and experience gaining in training activities to improve employees' job performance. This would enable the organization to examine the feedback, which could be utilized to improve his/her job performance, and also generate a multiplier effect that would benefit other colleagues.

Mr. Pokawin, who was a workshop participant, expressed the sentiments of other attendees, saying they were satisfied with the learnings they have achieved.

AIBD Members and Partners

SARFT Gets New Head



Mr. Cai Fuchao is the new Minister of the State Administration of Radio, Film and Television (SARFT) in China.

One of Beijing's deputy mayors and head of the city's Publicity Department, Cai Fuchao, 60, replaces Wang Taihua, who held the job for the past six years and oversaw rapid growth of the Chinese film and TV business.

Mr. Cai Fuchao worked in a number of media positions, including deputy Chief Editor of the Beijing Daily newspaper. He was instrumental in the switch from analogue to digital TV, which began in Beijing and now on pilot in a dozen Chinese cities.

In his new post, Mr. Cai Fuchao will spearhead the current development of "triple play" network convergence in China.

New Director General for Radio Television Malaysia (RTM)



Datuk Norhyati Ismail is the new Director General of Malaysia's national broadcaster, Radio Television Malaysia (RTM). She succeeds Datuk Ibrahim Yahaya, who had held the post since March 2009. Before her new appointment, Datuk Norhyati was Deputy Director-General in-charge of Strategic Broadcasts. Datuk Ibrahim has been appointed Media and Broadcast Advisor to the Minister of Information, Communication and Culture.

New Minister for Information and Communications in Nepal



Mr. Krishna Bahadur Mahara has been appointed as Deputy Prime Minister and Minister for Information and Communications, Government of Nepal, under the new government headed by Prime Minister Mr Jhala Nath Khanal.

New MD for Macau's TDM



Mr. Leong Kam Chun has assumed a new post as Managing Director of the local public broadcaster at TDM - Teledifusão de Macau, S.A.R of the People's Republic of China. He succeeds Mr. Manuel Goncalves, Vice Chairman & CEO of TDM, who took up the post in 1996. Mr Leong is a former lawmaker and President of Macau's Auditors and Accountants Association. Prior to his new appointment, which took effect in March 2011, he was President of TDM's audit committee.

New Director for Radio Canada International



Ms H  l  ne Parent has been appointed as Director of Radio Canada International (RCI). From 4 January, 2011, she began playing a key role in RCI's development, while also helping reflect on how to best position RCI internationally. She has extensive management experience and excellent knowledge of public broadcasting, both radio and television, in Montreal and the regions.

AIBD EXBO Chairman Appointed in MCIT



Mr. Freddy H. Tulung, chairman of the AIBD Executive Board (representing the Government of the Republic of Indonesia), is the new Director-General of Information and Public Communication, Ministry of Communication and Information Technology (MCIT). Prior to taking up this appointment, Mr. Tulung was the Chairperson for the Public Information Agency of MCIT.

New President of Vietnam Television



Mr. Tran Binh Minh, member of the Central Communist Party Committee and Deputy Director of Vietnam Television station (VTV) has been appointed VTV's new chief by the Prime Minister.

Minh, a metallurgy engineer, replaces Vu Van Hien as of 1 May 2011. He was the former Deputy Secretary of Nghe An Province Party Committee. He is the son of Tran Lam, a revolutionary figure noted for founding Voice of Vietnam and VTV in the 1940s.

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