



AIBD moves ahead for the Asia Media Summit 2004

Javad Mottaghi, Director, AIBD

The second half of the year 2003 was a busy but successful period for the Institute. It started with the 2nd General Conference in July and ended with the recently concluded AIBD/DW Workshop on Training of Trainers in Kuala Lumpur, in December 2003. Over the past 6 months, AIBD implemented 48 professional activities in Brunei, Germany, Iran, Malaysia, India, Bangladesh, Syria, Fiji, Bhutan, Pakistan, Indonesia, Maldives, Nepal, Sri Lanka, Myanmar, Thailand, Vietnam, Kazakhstan, Laos, Cambodia and the Philippines. This includes 44 training events within the last 6 months.

The 2nd General Conference which was held in New Delhi last July was hosted by the Ministry of Information and Broadcasting, India, and was a resounding success with lots of innovative ideas. The most important projects that came out of the General Conference in New Delhi were organizing the Asia Media Summit 2004 in Kuala Lumpur and the introduction of the Special World Television Award for 2004. ■

The Asia Media Summit

19 - 21 APRIL, 2004

The Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with the Institute of Strategic and International Studies (ISIS) Malaysia, News World Asia and other partners and international organizations is organizing an international conference themed "The Asia Media Summit 2004" in Kuala Lumpur from 19 - 21 April, 2004.

The conference will cover among others the following keynote topics:

- * The Media & Islam
- * Globalization, Cultural Diversity and an Evolving News Agenda
- * A Dialogue of Civilizations
- * The Media & The Fight against global

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Editor-in-Chief : Javad Mottaghi
Editorial Advisor : R. Balakrishnan

OFFICE:
Asia-Pacific Institute for Broadcasting Development
PO Box 1137, Jalan Pantai
59700 Kuala Lumpur
Malaysia
Tel : (60-3) 2282-4618
Fax : (60-3) 2282-2761
E-mail : devbroad@aibd.org.my
Website : www.aibd.org.my

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SPECIAL WORLD TV AWARD ON:

Promoting Religious Understanding and Tolerance

The Asia - Pacific - Europe Partnership Committee on Broadcasting Development presents the Special World TV Award in 2004 on: "Promoting Religious Understanding and Tolerance".

Mindful of the crucial role played by the media in increasing the awareness of the people, maintaining cultural diversity and fostering understanding, tolerance and peace, we are pleased to present this opportunity to all broadcasters in Asia, Pacific, Europe, Africa, and North America from the public and private sectors and free lancers to participate in this unique TV Award.

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AIBD General Conference 2003



The Inauguration was officiated by H.E. Mr. Ravi Shankar Prasad, Minister for Information and Broadcasting, Govt. of India.

Mr. Ravi Shankar Prasad, in his address, referred to the mandate of AIBD, to create a vibrant electronic media horizon in the Asia Pacific region focusing upon human resource development by training and at the same time creating a good networking with Governments, with other organizations, with international bodies like the UN; the focus ultimately being to create an environment, where electronic media become a vehicles for change. The Minister added that the strength of this region, i.e., Asia Pacific is its great ancient civilizations, great diversity of cultural heritage and time tested traditions common to all in the geographical area comprising the Asia Pacific region. The minister referred to other similarities as a shared concern for development and overpowering commitment for development. The attributes of the people, the need for change and the concerns, which arise on the march towards development, are also similar. If that is the scenario then certainly the role of AIBD becomes truly significant.

Mr. Ravi Shankar Prasad emphasized on the fact that the world needs to come together. But if the world is being globalised, a question, which we need to ask ourselves, is the pace of globalisation being democratized? That is very important especially the concern for commerce, the push for globalisation and the need to preserve cultural diversity each bringing about a conflict of its own. How does electronic media function itself in this situation?

For further information please refer to the AIBD Website: <http://www.aibd.org.my>

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Memorandum of Understanding between **AIBD and RNTC**

RNTC



AIBD and RNTC signed a MOU for closer cooperation and enhanced professional collaboration. The MOU was signed at Radio Netherland Training Centre, Hilversum between Dr. Javad Mottaghi, Director of AIBD and Ms Drs Lem van Eupen, General Manager, RNTC.

The MOU among other things establishes cooperation between the organisations to cover shared agendas in areas of common interest, pool resources and expertise where appropriate, maximize impact through working in partnership, utilise existing networks to mutual advantage and benefit, improve the integration of related activities and share knowledge and ideas.

More information can be found in : www.aibd.org.my ■

Memorandum of Understanding between **AIBD and Southern African Broadcasting Association**



Mr. John J Musukuma,
Secretary-General,
SABA and Dr. Javad
Mottaghi, Director,
AIBD are signing the
MOU between AIBD and
SABA



AIBD and SABA signed a MOU to establish a long-term professional partnership between the two organizations. The MOU was signed between Dr. Javad Mottaghi, Director of AIBD and The Southern African Broadcasting Association (SABA) represented by its Secretary-General Mr. John J Musukuma

The MOU among other things envisages cooperation between the organisations in exchange of information about training technologies and developments of training, exchange information of experts and trainers in both the regions, developing broadcasters in Africa generally and southern Africa, Cooperate in developing human resources in radio and television organisations of member countries to enable them to create invaluable and rich content for their audiences. More information can be found in: www.aibd.org.my ■

AIBD Awards

AIBD Award winners in 2003 were:

- RTM, Malaysia for the Best in-house Radio Public Service Spot.
- YATV for the best television Spot in the Campaign against HIV / AIDS,
- EBS, Korea for the best Educational Television Programme.



Mr. Hilmy Ahmed, Director, YATV is receiving AIBD Award for Best TV Programme for HIV AIDS from HE Ravi Shankar Prasad



Mr. Shaharar from Malaysia receiving the award



Korea Broadcasting System receiving the best website Award from His Excellency Mr. Ravi Shankar Prasad

WOMEN JOURNALISTS GETS IT SAVVY

You might think that letting one male trainer loose in a room of thirteen women journalists for two weeks was asking for trouble. But it didn't work out that way during a women only training course in Kuala Lumpur recently. The male trainer - Australian journalist Pieter Wessels - says his main memory was sitting at the top table during an exercise freaked out by the fact that for more than an hour the only sound in the room was the click of mice. The journalists were designing and constructing their web pages and their concentration was total. Pieter says the women's commitment to the course - Advanced Computer Assisted Reporting - was impressive, and the results of the course extraordinary. The women bonded and co-operated to an exceptional degree even though they were from thirteen different countries - Bangladesh, Bhutan, China, Fiji, India, Indonesia, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam.

CONFLICT MANAGEMENT SKILLS FOR WOMEN MANAGERS

by Hyacinth Leo, Programme Manager

The basic premise of this workshop (07 -11 July 2003, Kuala Lumpur, Malaysia) was that conflict is a growth industry and conflict will not go away. It is not necessarily negative, as conflict when constructively managed, can generate positive changes in the workplace. The workshop also started off by reiterating that there may be some inherent and structural difficulties faced by women in senior positions, and the consequences of such structures and systems may lead to conflict. Thus, they have to examine their own strengths and weaknesses as managers and leaders and take necessary measures to manage conflicts that may arise from systems, methods, values and goals.

As such this workshop enables the women to examine in detail, issues and concerns that lead to conflict as well as different ways and options for responding to and managing the conflict situations.

The Course Director was Ms. Hyacinth Leo, Programme Manager, Asia-Pacific Institute for Broadcasting Development (AIBD). The Resource Persons were Dr. Kaisa Kauppinen who is the Section Chief in the Psychology Department of the Finnish Institute of Occupational Health, and Ms. Shanta Nagendram, Principal Consultant of SkillFocus Consultancy, Malaysia. A total of 16 participants attended the workshop. They were from Bangladesh, Brunei Darussalam, China, India, Indonesia, Malaysia, Myanmar, Singapore, Sri Lanka, Thailand and Vietnam. The workshop was funded by Finland Govt. ■



Dr. Kaisa Kauppinen, the consultant clarifying certain points to a participant during the workshop



The course for women journalists was funded by UNESCO/IPDC (International Programme for the Development of Communication) programme.

The activity was conducted by Pieter Wessels from Sydney and an expert in CAR and Professor Stephen Quinn from the journalism program at Ball State University in Indiana who worked on the course during the first week.

The participants were a mixed group in terms of age and knowledge of computers and the Internet. The group bonded quickly with the more advanced users helping those of lesser experience. The journalists were taken through more advanced aspects of the Internet, and email, newsgroups and listservs. They spent a considerable amount of time learning how to analyse data using spreadsheets. Each participant learned how to use Microsoft Excel in some detail, and how to download data from the Internet and insert it into Excel before setting up formulae to analyse the figures. From this they

BROADCAST MANAGEMENT FOR WOMEN JOURNALISTS IN THE ELECTRONIC MEDIA

By Marcel Gomez,
Programme Manager AIBD

had to write stories drawing on both the raw figures and their analysis of them. Later in the course they were introduced to databases, both relational and full-text and again learned how to put data into a relational database, and where to go on the Internet to find such data.

All participants completed the course and were presented certificates by the Fiji High Commissioner to Malaysia H.E. Adi Samanunu, one of the diplomatic corps' most accomplished women ambassadors, in the presence of the Director of AIBD, Dr Javad Mottaghi. ■



Workshop on Audience Research and Programme Planning

W. Solbach, HRD Manager



From the 13th to the 21st of October the AIBD conducted a regional course on "Audience Research and Programme Planning" in KL, funded by the Freidrich Ebert Stiftung. The 14 participants from Brunei, Bhutan, India, Malaysia, Thailand and Vietnam enjoyed the hands-on workshop atmosphere and as a final exercise managed to plan a new radio channel for urban young people based on a survey which they conducted on the streets of Kuala Lumpur.

Other topics which were tackled in this course included lectures concentrating on basic understanding about audience research and for what purposes it is used in programme planning and on up-to-date quantitative and qualitative research methods such as surveys, focus groups, content analysis and methods specifically used in radio and television research, such as auditorium tests or electronic meter systems. Special emphasis was laid on the advantages and disadvantages of each method, so to enable the participants to decide between alternative methods for a given problem. ■

A regional AIBD/FES workshop in Brunei Darussalam

By Barbara Skerath, Consultant

At the beginning of September, thirteen women journalists and managers from eight countries gathered at the Center for Broadcast Development in Brunei for a five-days training meant to equip them with new insights into effective management techniques.

Why an all-women management workshop and why for journalists only? - In most parts of the world, broadcasting organizations still present themselves as largely male-dominated territories. In spite of their skills and qualifications, women are rarely given access to high-level positions, and this seems to be particularly true for women in the newsroom who are seldom sent out for further training. What are the obstacles and how can they be overcome? The Brunei workshop was meant to look at these questions and to provide its participants with the encouragement and empowerment needed to break through the proverbial "glass ceiling".

Topics on the agenda included a wide range of management aspects. The participants explored the various roles and functions of a manager, identified the characteristics of different leadership styles, examined the principles of motivation and delegation and probed into the art of communication and conflict



Preparing for a group presentation

management. All this was preceded on the first day by some critical self-assessment, analyzing individual strengths and development areas as well as the cultural factors that influence female management behaviour. Sessions were made lively with the help of different training methods such as group work and individual presentations, discussions, exercises, games and role-plays. Emphasis was on interaction and the joint development of ideas - and the participants seemed to enjoy it. Throughout the workshops, they displayed an amazing level of energy, enthusiasm and team spirit, supported also by a friendly and efficient host organization - Radio Television Brunei - which did everything possible to make the participants feel at home. The workshop was funded by Freidrich Ebert Stiftung. ■

First Asia Europe Workshop on Children's TV Programmes



by Kristen
Schneid,
Prix Jeunesse



AIBD, ASEF and PRIX JEUNESSE collaborated in implementing a workshop in favour of producers of children's television programmes from Europe and Asia, held 9-11 October 2003 in Munich, Germany.

The main objective of this workshop was to promote exchange between European and Asian professionals, by introducing programme examples from various countries and cultures, and by raising issues of common interest, like the concepts of "Edutainment" and "Interactivity" which were discussed during the workshop as main themes.

The workshop was held at Bayerischer Rundfunk, Munich. Participants were 15 children's television producers both from Asian and European countries (China, Indonesia, Korea, Malaysia, Singapore, Thailand, Vietnam, Germany, Finland, Greece, Belgium).

The facilitator for the workshop was Ms. Margrit Lensen from Zweites Deutsches Fernsehen (ZDF), Mainz.

Producers had the opportunity to present their own productions and discuss it with the group. Furthermore, programme examples were presented from Zweites Deutsches Fernsehen and from the PRIX JEUNESSE Suitcase. Dr. Maya Götz, a researcher from Bayerischer Rundfunk, introduced recent studies on humour in children's TV and educational formats.

TRAINING OF TRAINERS IN THAILAND & BHUTAN

By Manil Cooray, Programme Manager, AIBD



Participants from Bhutan are in photo session of Workshop on " Training of Trainers", Thimphu, Bhutan in July, 2003

In keeping with the AIBD's long term plan of the core programme on Training of Trainers, UNESCO supported in implementing two TOT workshops hosted by the **Training Center of the Public Relations Department in Bangkok**, and **Bhutan Broadcasting Services in Thimpu** respectively in July 2003.

The TOT is designed for trainers and experienced broadcasters who are potential trainers to acquire knowledge and skills to carry out formal and on-the-job training in their respective organizations.

The training center in Bangkok which was well established with excellent training facilities provided a conducive environment to carry-out training. Mr. Yogendra Pal , Deputy Director Engineering of All India Radio functioned as one of the consultants. Fourteen participants from various mass media organizations in Thailand attended the workshop. They were trainers and experienced practitioners from radio & television broadcasting organizations , Foreign Office of the Public Relations department and the Sukhothai Thammathirat Open University in Thailand.

Bhutan Broadcasting Services is relatively young in years in comparison to other broadcasting organizations in the region. Radio is the popular medium whilst television programmes are telecast within a limited period of time and is limited to the Thimpu valley. The total strength of the staff is also small in numbers yet dedicated in their work. Nine participants who had some years of experience in their own areas and those who were eager to become trainers participated in the workshop. Mr. Saeed Tavakolian , Head of Graphics and Animation at IRIB in Iran provided his expertise as one of the consultants. The workshop envisaged not only training a core group of local trainers who are able to manage their in-service training capabilities but also aimed at establishing a training department at the Bhutan Broadcasting Services.

The workshop emphasized on methodologies of adult learning and experiential learning techniques for adult learners & the participants at both venues in Bangkok and Thimpu were highly motivated in presenting the simulated micro teaching sessions. ■

e-Learning for Journalists Training in Central Asia

By Dr. Hara Padhy, Programme Manager

How to develop e-learning courses for journalists as an efficient alternative to traditional training courses, was the theme of a combined online and offline workshop for executives, senior trainers, learning technology managers, and teachers at the School of Mass Media Training at Kazakh State University in Almaty.

The workshop took place from July 28 to August 9, 2003. The course was organized jointly by the Asia-Pacific Institute for Broadcasting Development (AIBD) and the School of Mass Media Training at Kazakh State University with active support from UNESCO.

Members of journalism faculties of universities and practicing journalists in countries in the Central Asia Region participated in the course.

The topics discussed were: e-Learning: attributes, opportunities and challenges, e-Learning Management Systems (LMS) and related technologies, designing for e-Learning environments, designing collaborative e-Learning materials, developing e-Learning environments including virtual mentoring, Creating web documents, Information and interface design, multipurpose use of Internet in distance education, use of Internet Broadcasting Technologies in e-learning, evaluating e-Learning environments.

Dr. Hara Prasad Padhy, Programme Manager, AIBD conducted this workshop.



Participants of E-learning workshop is engaged in writing instructional materials

...continued from page 1

terrorism * Ethical Issues and the Media / Educating Youth * Iraq and Afghanistan - media reconstruction * Cultural Bias of Impartial News * Peace Journalism - what does it mean, does it have a future? * World Violence, Media Violence and the search for ratings * HIV/AIDS and media's responsibility * Public Service Broadcasting - Its Special Responsibilities * Women In Media * Media and Sports Focusing on the 2008 Beijing Olympic games *Media Setting World's Agenda * The Media Environment, The Safety of Journalists.

Some 400 decision makers, media professionals and shapers of news and programming from Asia, Europe, North America, Middle East and the Pacific will attend this annual conference. The tentative agenda is attached for your information. Almost all international broadcasting Unions and Associations will support this summit including the Asia-Pacific Broadcasting Union, Arab States Broadcasting Union, Commonwealth Broadcasting Association, European Broadcasting Union, Pacific Islands Broadcasting Association, Southern African Broadcasting Association, AMIC, United Nations, ITU, UNESCO, UN-ESCAP etc.

The Prime Minister of Malaysia, Yang Amat Berhormat Dato' Seri Abdullah Ahmad Badawi has been requested to present a keynote address on "The Challenges of Multi-Religious, Multi-Ethnic and Multi-Cultural Societies".

Other Prominent Statesmen, Heads of regional groupings and high-ranking officials will present the keynote topic addresses. Asia Media Summit 2004 is a major media event which would be attended by decision makers of broadcasting and news especially CEOs, senior editors and journalists.

For further information please refer to the AIBD Website: <http://www.aibd.org.my/summit2004> ■

...continued from page 2 (AIBD General Conference 2003)

The General Conference also received two messages from Mr. Kofi Annan (Secretary-General of the United Nations) delivered by Mr. Maurice Dewulf, Senior Deputy Resident Representative and a video message from Mr. Koichiro Matsuura, Director-General, UNESCO. Mr. Annan, in his message referring to a range of formidable challenges and rapid commercialization of broadcasting industry in Asia, stated that globalization has raised important issues of cultural diversity and pluralism of content. Emphasizing on the importance of building up the human resources, Mr. Annan said the Asia-Pacific Institute for Broadcasting Development is working hard in these and other areas, striving to articulate the region's concerns and to forge constructive partnerships among media organizations, policy-makers, private sector businesses and other stakeholders. For further information please refer to the AIBD Website: <http://www.aibd.org.my>

Mr. Koichiro Matsuura, Director-General, UNESCO, expressed his gratitude to AIBD for its continuous efforts to strengthen the communication capacities of member countries, to provide high quality training for their broadcasting professionals, and to contribute to the free flow of information in the Asia and Pacific region and worldwide. Mr. Matsuura said that the AIBD has proven itself to be a reliable and effective partner of UNESCO, particularly in developing an enabling environment for the building of knowledge societies and elaborating a regional strategy to be implemented with UN agencies, professional organizations, civil society and Governments.

Referring to the long standing cooperation between UNESCO and AIBD since 1977, Mr. Matsuura, said the Bangkok Declaration adopted by the First Conference of Ministers of Information and Broadcasting in Asia and the Pacific, sets a clear direction for the growth of the electronic media in the region. It will serve as a key reference point for debates on matters of shared concern and as a common platform for regional cooperation in the broadcasting sector. For further information please refer to the AIBD Website: <http://www.aibd.org.my>

The AIBD had two challenging professional discussion sessions. Special Topic session on Strategic Approach in Broadcast Management, chaired by David Lazarus, Chief, UNIS, Bangkok with Jean - Gabriel, Manguy, Head, ABC Radio Australia, Kumar Abeyasinghe, Secretary, Ministry of Mass Communication - Sri Lanka, Mr. Anut Bunnag, Executive Secretary -TPT (TV Pool of Thailand), John. J. Musukuma, Secretary-General, Southern African Broadcasting Association (SABA) and K.S. Sarma, CEO and Director-General, Prasar Bharati (Broadcasting Corp.of India) as speakers. The Professional Discussion session on "Globalization and the Media in the Asia-Pacific Region" was chaired by S. Anwar Mahmood, Secretary, Ministry of Information & Media Development and Chairman (PBC/PTV) Pakistan. The following speakers contributed to the session: Ms Chulamane Chartuwan, Director, Cultural Exchange Asia - Europe Foundation (ASEF) -Singapore, Tapanath Shukla General Manager, Nepal TV, Dr. S. Y. Quraishi, Director-General (I.A.S., Doordarshan -India), Mr. Francis Herman, Acting C.E.O & General Manager Commercial (FBCL) Fiji and Mr. David Lazarus. ■

A DREAM CONSULTANCY

By Trish Williams



Commonwealth Broadcasting Association



Sitting in London reading the invitation from the Asia-Pacific Institute for Broadcasting Development and the objectives of this 'Media Production Workshop on

Gender Sensitization', funded by the Government of Maldives, Commonwealth Broadcasting Association and UNFPA, I had serious doubts about whether they could be achieved in just three weeks.

The list from the Minister of Information, Arts and Culture, Mr. Ibrahim Manik, who has a background in broadcasting, was comprehensive and included not only gender sensitizing twenty one participants from radio and television in the Maldives but also designing two, thirteen episode radio and a television dramas on the sensitive theme of 'Adolescent Sexual and Reproductive Health' and making one episode of each, plus writing thirteen songs and producing three and a theme tune.

The workshop was held at Television Maldives the capital island of Male. Radio producers acted in their own dramas and wrote the lyrics for the songs. Television producers and cameramen were also directors and script- writers thus using their multi skills in many different ways. The censor board had passed the scripts without changes. I'm happy to say that the bleary-eyed participants received unanimous praise for their productions from the review panel made up of people from UNFPA and different government ministries.

The workshop objectives had been achieved and I'd received a privileged insight into the people of these beautiful islands. This was indeed a dream consultancy!

...continued from page 1 (Promoting Religious)

The Prize consists of:

- * US\$10,000.00 cash in favor of the producer & his/her broadcasting organization (US\$5,000.00 each);
- * A return economy ticket for the producer to the venue of the 3rd AIBD General Conference in Asia to receive the prize;
- * Accommodation in a 5 star hotel for 4 nights from 27- 30 July 2004;
- * A trophy and a certificate presented by the Asia-Pacific Institute for Broadcasting Development

Open to all TV producers:

- * All Television Producers from public service broadcasting organizations, private networks, free lancers can participate in this competition. Entries will be accepted from all producers, regardless of the nature, size and shape of the organization they might belong to. Each producer can submit up to two TV programmes

Criteria:

The Prize will be given to the producer of the best TV Documentary /Drama entered (15- 52 Minutes) which meets the following criteria:

- The programme must effectively promote understanding and tolerance of different religions on a world wide, regional or national basis. The programme should represent an outstanding example of a program which deals with religious differences with sensitivity, dignity and accuracy in a positive manner while demonstrating outstanding television program production skills; furthermore
- The programme should have a clear strong message on understanding, tolerance and peace with the message of unity in

diversity. The programme should have been shown or scheduled for broadcasting nationwide in its originating country or any private TV network; More information on the AIBD Website: <http://www.aibd.org.my>

Closing date: The closing date is 5th of April 2004. VHS tapes or DVD of the programme should reach AIBD Secretariat not later than 5th April 2004.

Notice: The 5 best TV programmes will be screened at the Asia Media Summit from 19- 21 April 2004 in Kuala Lumpur, Malaysia. The entries will be judged by a group of experts/media professionals / senior TV producers from various regional and international broadcasting organizations from 17- 19 April 2004 in Kuala Lumpur. For further information please refer to the AIBD web site: Website: <http://www.aibd.org.my> ■



AIBD/ASBU WORKSHOP ON TRAINING OF TRAINERS

By Y.K. SHARMA, Consultant



AIBD has established a permanent cooperation with the Arab State Broadcasting Union (ASBU). In this connection, a two week AIBD - ASBU Regional workshop on "Training of Trainers" was organized at the ASBU's Arab Radio and TV Training Centre in Damascus (Syria) from 15th to 26th Sept., 2003.

The aim of the workshop was to equip the participants with necessary knowledge and skills about the modern techniques of training so that they could carry out the training (formal / on-the-job) effectively and efficiently in their respective organizations and Training Departments.

Fourteen participants from the broadcasting organizations of 7 countries of ASBU region representing Bahrain(2), Egypt(2), Lebanon(1), Palestine(2), Saudi Arabia(3), Sudan(1) and Syria(3) attended the workshop.

The "Training of Trainers" course has standardized structure and curriculum. This was suitably oriented to meet the specific needs of the participants of the workshop. In addition to the specific contents covered on adult learning techniques, the subject areas included; training need analysis, formulation of training objectives & instructional design; techniques for effective transfer of subject matter knowledge and skills to the trainees and evaluation / measures to ascertain effectiveness of the training. The activity was funded by ASBU/AIBD. ■

Producing Radio Magazines on SOCIAL ISSUES

By Olivier Delpoux,
Programme Manager



In the framework of its agreement with the French Ministry of Foreign Affairs, the AIBD organized a 10-day sub-regional workshop on Radio Magazine production, in collaboration with Radio France Internationale (RFI), the Regional Audiovisual Attaché in Singapore and the French Embassy in Hanoi.

The national Radio "the Voice of Vietnam" (VOV) hosted this activity with participation from young radio journalists from Vietnam, Cambodia and Laos.

This workshop aimed to provide the participants with comprehensive training on the magazine format specifically distinctive research, idea development, content designing, interview techniques, writing and presentation skills, with a special focus on the listeners' expectations. The topics dealt with were various social areas such as: family, health, social urban/rural life, trend, art, and entertainment.

The workshop was designed to be very practical and hands-on oriented.

The consultant for this activity was Mr. Bernard Chenuaud, Deputy Director of the Department for International Training, Radio France Internationale, an affiliate member of AIBD. ■

Workshop on Frequency Planning for Digital Terrestrial TV Broadcasting (DTTB)

By Olivier Delpoux, Programme Manager

A 4-day Regional workshop on Frequency Planning for Digital Terrestrial TV Broadcasting (DTTB) was held in Tehran, Islamic Republic of Iran from October 19-22, 2003

This activity was funded by the International Telecommunication Union (ITU) Regional Office in Jakarta and implemented by AIBD. The Islamic Republic of Iran Broadcasting (IRIB) hosted this workshop at the IRIB College.

Engineers from Bhutan, India, Myanmar, Nepal, China, Afghanistan, Sri Lanka and Iran participated in this workshop.



Mr. Carsten Dethloff ,
the consultant is
explaining few
complex concepts of
DTTB

Carsten Dethloff and Markus Morgen, from Germany were the consultants for this activity. Mr. E. Behdad, Senior Adviser, ITU regional Office in Jakarta, also conducted one session on Spectrum Management as part of the workshop's schedule. ■

Internet Broadcasting

in Vientiane, Thimphu, Dhaka and Kathmandu

By Hara Padhy

Training in the use of the Internet as for new forms of broadcasting was provided to media professionals through four workshops held in Vientiane, Thimphu, Dhaka and Kathmandu from July -September 2003. The courses, organized by AIBD in collaboration with the UNESCO and FES were aimed at providing basic knowledge skills in the field of Internet broadcasting.

The workshops, the first of its kind in Laos, Bhutan, Bangladesh and Nepal provided insights to Internet broadcasting that in many countries has already started to add a new dimension to broadcasting scenarios.

The consultant of the workshop Dr. Hara Prasad Padhy took the participants to the real world of Internet broadcasting, shared with the participants the latest technologies available in the field.

The workshops covered a variety of themes such as an introduction to Internet broadcasting technologies, software for streaming, techniques for capturing audio and video for streaming and encoding audio and video (for both on-demand and Live), the installation of streaming server and configuration, an introduction to Internet broadcasting programming languages, the metadata issue and broadcasting News over the web. ■



Mr. Nazmul Alam Siddique, Secretary, Ministry of Information Bangladesh is officiating the closing ceremony and delivering his key-note address in the AIBD-UNESCO-NIMC Workshop on "Internet Broadcasting", Sept 7-11, 2003, Dhaka, Bangladesh



Mr. Ali Aghamohammadi, Acting President of IRIB delivering his key-note address during the opening ceremony of the AIBD/IRIB/FES/ITU Seminar on Broadcasting at the Services of the Audience held from 20-22 October, 2003 in Tehran, Islamic Republic of Iran



From (L) Mr. Mojtaba Hashemi, Dato Alimusa Sulaiman, Mr. Ali Aghamohammadi, Mr. Henrikas Youshkiavitchious, Mr. Mahammad Honardoost and Dr. Javad Mottaghi



From left:
Mr Petko Kantchev of ITU, Mr Henrikas Youshkiavitchious of UNESCO, Mr Gareth Price of Thomson Foundation, Dr Werner Rumphorst of EBU and Dr Javad Mottaghi of AIBD

STRATEGIC PLANNING FOR BROADCAST MANAGEMENT

By Hyacinth Leo, Programme Manager

The course was intended to be an in-depth introduction to the principles of strategic management in the broadcasting organizations of Philippines (Manila, June 23-26, 2003), Bangladesh (Dhaka, June 30-July 03) and Indonesia (Jakarta, July 14-17, 2003)

It aims to make an organization more responsive to changing conditions, such as the ones facing broadcasting today in most countries of Asia. To achieve optimal results, these plans should engage an organization's entire membership, including its main stakeholders (i.e., anyone with a vested interest in an organization's goals). The first stage of a strategic plan involves the creation of a vision for the organization. This takes the form of a description of the organization's most desirable future.

This workshop was based upon case study methods. Case studies pose hypothetical issues in a way that encourages analysis and reflection. They also free participants from the constraints inherent in their daily workplace settings, and this allows management alternatives to be evaluated more freely.

The consultants for the seminar were Professor Drew McDaniel of Ohio University and Professor Nancy Drew McDaniel of Hocking College, Nelsonville, Ohio, United States of America. Ms Hyacinth Leo, Programme Manager AIBD was the coordinator for all the workshops.

The seminar was for Senior Broadcasters and Heads of Divisions in Broadcasting Organisations. The seminar was attended by participants of Bangladesh Television, Dhaka, Bangladesh ; RRI, TVRI and TRANS TV Jakarta, Indonesia ; Philippines Broadcast Service and National Broadcasting Network, Manila, Philippines. The activities were funded by AIBD. ■



Consultants of the workshops, Professor Nancy Drew McDaniel and Professor Drew McDaniel of Ohio University

New Faces in AIBD



Mr. Winfried Trumper, Information Technology Development Manager, AIBD



Mr. Karl Lippe, Consultant New Media Technologies