

THE ASIA MEDIA SUMMIT 2004 IN KUALA LUMPUR

Media Professionals taking Stock

By Wilfried Solbach,
HRD Manager, AIBD



Datuk Seri Abdullah Ahmad Badawi, Prime Minister of Malaysia, during his keynote speech

Some 400 media professionals from 54 countries representing 176 media organisations came together in Kuala Lumpur from the 19th to the 21st of April. The event had been jointly organised by the AIBD, the Institute of Strategic and International Studies (ISIS) and News World Asia.

Datuk Seri Abdullah Ahmad Badawi, Prime Minister of Malaysia, officially opened the summit on the morning of the 19th of April and addressed the delegates with his keynote speech "The Challenges of Multireligious, Multiethnic and Multicultural Societies".

Mr. Abdullah said the governance of multicultural societies had become more difficult due to globalisation, ICT revolution and the spread of democracy.

The Prime Minister said many nations were more inclined to reject diversity rather than embrace it.

"We are more inclined to search for differences rather than recognize commonalities. This is true even in relatively homogenous societies. But societies that are multi-religious, multi-ethnic and multi-cultural are particularly vulnerable".

He concluded by saying: "The media, in my mind, is well placed to make a positive contribution to the process of bringing people closer together. The media has assumed the role of acting as the world's eyes and ears, allowing people to have almost direct and instant access to events that happen thousands of miles away. Embedded reporting and round the clock coverage etches images indelibly into our consciousness, shaping perceptions and forming opinions. Clearly, the modern media machine has an enormous reach and an unparalleled ability to influence hearts and minds.

I believe that this reach and influence can be used productively, by fairly and comprehensively telling the truth and by educating about the nuances and subtleties that exist in the real world. This reach and influence can build understanding and develop empathy. Conversely, looking at others through one's



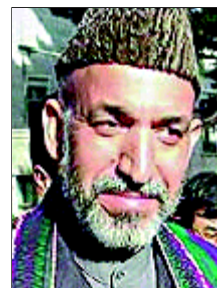
The French President Jacques Chirac

own tinted lenses, without an appreciation of background or context, will only serve to increase the distance between peoples and accentuate cracks within communities."

The French President Jacques Chirac in his message to the Summit remarked that today's

media had a vital role to play in bridging gaps between countries and bringing together cultures, ideas and values.

He continued by saying that the summit would tackle a number of problems like the role to be played by the audio-visual public service; the respect of pluralism and impartiality of information; media and religion; media confronted with challenges of internal and external security; women's role in the media; preservation of cultural and linguistic diversity in the context of globalisation.



His Excellency Hamid Karzai, President of Afghanistan

their own cultural and linguistic forms of expression; to strengthen solidarity at the international level.

Chirac's speech was read out by France's ambassador to Malaysia, Jacques Lapouge.

The President of Afghanistan, His Excellency Hamid Karzai, stressed the importance of mass media for the reconstruction of his country in his video message:

"Not long ago, there were many places, Afghanistan included, where censorship and control of information was the norm. But today, free press determines its own boundaries almost everywhere. While censorship has always been wrong, and detrimental to human progress, modern developments in



The Iranian President Seyyed Mohammad Khatami



The audience during the Prime Minister's address

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information technology make it meaningless all together.

People everywhere are coming to terms with the advent of the internet and the new information age. It is futile to resist change. It is imperative to harness it. In Afghanistan, as we embark on our new experience of democracy, we are learning the significance of free media."

The Iranian President Seyyed Mohammad Khatami in his video message to the conference emphasized the importance of dialogue and networking between countries and individuals:

"In the interwoven world of today, the meaning of "Dialogue" travels far beyond that of participating in an "Opposing Game". Participation in a dialogue is the same as "playing together" and not "playing against each other". Any individual, school of thought, or civilization which acquiesces in dialogue would be a winner and the prime need of the Information Age and living in a "Network Society" is that everyone be a winner."

Mr. Shashi Tharoor, Under-Secretary-General for Communications and Public Information, UNESCO/New York, delivered the speech of the Secretary General of the United Nations, Kofi Anan. Mr. Anan pointed out that among all the media hypes and the Internet craze these days development oriented media content was still paramount:



Kofi Anan, Secretary General of the United Nations

"Today our world is in the midst of [a] revolution, one with ... far-reaching consequences. I refer of course to the dramatic impact technology is having on how we communicate with each other. The Internet, and its ability to bring together traditional media and make them universally accessible, holds enormous promise - for health, trade, education, governance and much else.

But we must do more than stand back and admire this potential; we must make something of it. At the World Electronic Media Forum in Geneva last December, the expression "content is king" rang through all the discussions. That phrase is not merely a slogan. It is a call to action - a call on communicators and regulators to ensure that the new technologies serve the cause of development and the well-being of all humankind."



Koichiro Matsuura, Director-General of UNESCO

Koichiro Matsuura, Director-General of UNESCO, quoting Article 1 of UNESCO's Universal Declaration on Cultural Diversity (2001) in his message to the delegates, found himself stressing similar concepts as Mr. Chirac, the French President, when he said:

"In recent years, there has been a growing understanding and recognition of the need for cultural diversity and local content in the media as a way of not only preserving concepts of identity and social bonds within communities and cultures but also promoting local cultural expression." (The full text of all messages can be found under: <http://www.aibd.org.my>)

The 15 sessions of the Asia Media Summit 2004 spread over three days were a mirror of the most pressing topics faced by the media at the moment, especially after the events of 9/11 which cast their shadow over a number of the sessions.

In the first session entitled "Globalisation, Cultural Diversity and an Evolving News Agenda" a strong point was being made that in spite of globalization and mixing of cultures between East and West it seems that cultural specificity and preferences become the key allies in the growth of the Asian media - meaning that localized content be it produced in China, India or Malaysia to name just a few - is proving more popular than imported content.

In the session billed "A Dialogue of Civilisations" Dr. Riad Ismat, Deputy Minister for Culture, Syria, pointed out that media can create a distorted picture of other cultures. Many Western media for instance tend to stereotype when talking about Arab cultures and completely ignore the fact that there exist substantial variations in the social, cultural, and religious ethos of even Arab nations. Dr. Ismat concluded by saying: "Media can play here a vital role in representing a fair image of what we culturally have; but it needs awareness, good will and determination."



Riad Ismat, Deputy Minister for Culture, Syria

Dr. Hadi Khaniki, Vice Minister of Culture and Society, Iran, stated in his paper that "...media can protect [an] 'environment of dialogue' in the contemporary world. This implies pulling away and distancing from the logic of power and moving closer to the power of logic."

Also Dr. Chandra Muzaffar, President of JUST World, Malaysia, started with a more negative view of the role of the media: "Most newspapers, like radio and television stations, continue to view Islamic and Western civilizations as monolithic, homogenous entities. That there is tremendous variety and diversity within each civilization is to state the obvious. It is by acknowledging the diverse political, economic, social and cultural forms and expressions within each civilization that one begins to appreciate the other. As long as one indulges in easy generalizations one is susceptible to the danger of succumbing to superficial stereotyping. And stereotypes - especially when they are negative - create mistrust and ill will between civilizations and religions.

On the other hand the media and the media practitioners can and have to play an important role in overcoming this negative state of affairs: "The real challenge is to eliminate the existing unjust structures of global power and to eradicate the prevailing prejudiced mindsets that only serve to create conflict and hatred within the human family. Principled media practitioners with a deep sense of social justice and a vision of a better world



Aidan White, General Secretary of the International Federation of Journalists

where the dignity of each and every human being matters, will have a role to play in this."

Dr. Shashi Tharoor, Under Secretary General for Communication and Public Information, United Nations, pointed out that television can take over a basically democratic role: "By giving voice and visibility to all people - and especially the poor, the marginalized, the distant, and members of minorities - television can help remedy inequalities, including those that are the root causes of many conflicts within and between civilizations." He continued by saying "The question isn't whether television teaches. It is 'what does it teach?' It can reinforce existing negative stereotypes, or build new positive ones. It can denigrate and dismiss cultures that are different, or it can show how wonderful this odd and quirky world is."



Shashi Tharoor, Under Secretary General for Communication and Public Information, United Nations

Session 3 "The Media and The Fight against Global Terrorism" revolved around the complex questions of objectivity, bias and taking sides in reporting. As one of the panelists remarked in her presentation the media are confronted with serious problems: "How far are the media obligated to join the fight as distinct from reporting on it? And as terror threatens the world as never before can the media continue to maintain its traditional role as a neutral reporter, or is it time to stand up and be counted with the forces of law and international order? Then whose law and whose order?"



Chris Kramer, Managing Director, CNN International

A keynote speech by Chris Kramer, Managing Director CNN International, started Session 4 "The Media Environment and The Safety of Journalists". Kramer showed some topical tv footage of media personnel coming under attack and pointed out that the media had become targets, sometimes

accidentally, but also deliberately. Mr. Kramer noted that the chances of being killed in Iraq were nearly 10 times higher for journalists than they were for soldiers. He continued by explaining that safety training for journalists was an absolute must these days. Kramer, who is also the president of the News Safety Institute (INSI), said that journalists should be provided with the right equipment and training so that they could do their job better and without fear.

Ammu Joseph, a delegate to the Summit, summarized her impressions of the beginning of the second day in an article in the Hindu, India's National Newspaper:

"Syed Ata'ollah



Tan Sri Noordin Sopiee, chairman of ISIS

Mohajerani of Iran, Advisor to the President and former Minister of Information, Culture and Islamic Guidance, once again called attention to the problem of stereotyping, pointing out that it was important to ask the question: "Which Islam and which media?" For example, he said, to one side of Iran lie Afghanistan and Pakistan, "sharing the Taliban version of Islam," at least in their border areas; on the other side there is Turkey and its government's divergent interpretation of the faith. Yet, he said, as far as the Western mass media is concerned, Islam is synonymous with fundamentalism and terrorism, and, consequently, all Muslim individuals are fundamentally terrorists.



Ihron Lester Rensburg,
Managing Director
SABC Education, South
Africa

In his interesting presentation on "The Danish Media and Islam," Dr. Tim Jensen, a scholar of philosophy and religion, mentioned that he had just contributed a chapter to yet another of the long series of recent books on Islam and Muslims: this particular one edited by a leading Danish journalist and published by the Association of Journalists in Denmark in order to encourage more informed local media coverage of events or issues related to Islam. Positive as such an effort may seem, he said, the question is why such a book is still required after at least 15 years of experience covering stories about Islam and Muslims. According to him, at a time when the unemployment rate in Denmark was as high as eight per cent and the proportion of Muslims in the Danish population as low as two per cent, the local media paid more attention to the latter, presenting them primarily as a hindrance to national integration and cultural assimilation, than to the dismal job situation.

Datin Rose Ismail, Managing Editor of the New Straits Times, Malaysia, had a different take on the subject, based on her 20-year experience in reporting on "political Islam." While acknowledging that Islam in Malaysia - widely perceived as a "progressive, modern Muslim nation" - is different from manifestations of the religion in many other countries, she cited worrying examples to suggest a gradual "closing of the Muslim mind" even in that country. According to her, much of the local media tends to err on the side of superficiality in their coverage of religious matters,



Henrikas
Iouchkiavitchious, UNESCO



The panelists of the session "Cultural Bias of
Impartial News"



Colourful Malaysian dance
performance



Handouts of the
sessions proved
very popular

possibly to avoid having to face the repercussions of getting anything wrong. But she ended on a positive note, taking heart from recent developments in the country's political arena, which indicate that the majority of Malaysians are in favour of Prime Minister Badawi's progressive, inclusive approach to the religion, articulated in the recently introduced concept of Islam Hadhari.

Chandra Muzaffar, in his second presentation at the Summit, opted to go beyond the tendency of the mainstream media - in the West as well as other non-Islamic nations, as he put it - to highlight the negative aspects of Islam, preferring instead to focus on the question of how Muslims could and should respond to the situation. In his view it is important for Muslims to ensure that they do not reinforce stereotypes by indulging in behaviour that conforms to such stereotypes. He said it is vital for them to demonstrate that people like Osama bin Laden, Saddam Hussein and the rulers of Saudi Arabia represent fringe elements within Islam and among Muslims, and to speak up against the attitudes and actions they promote. In addition, he said, it is necessary for Muslims to show the world the alternative reality of Islam as a religion of peace, and of Islamic societies and cultures that are not antithetical to democracy, where the rights of both women and minorities are protected. And, finally, he suggested, it is "incumbent upon Muslims to demonstrate that Islam may actually offer solutions to the complex challenges confronting the world."

Other sessions covered topics like "Ethical Issues and the Media", "Cultural Bias of Impartial News", "Peace Journalism - What Does It Mean, Does It Have a Future?" and "Media Reconstruction - Lessons to be Learnt from Iraq and Afghanistan" and "HIV/AIDS and Media Responsibilities".

More general topics were covered in the following sessions: "World Violence, Media Violence and the Search for Ratings", "Public Service Broadcasting - Its Special Responsibilities", "Women in Media, What is Right and What is Wrong?" and "Does the Media set the World's Agenda? Or, the Reverse?"

On the evening of the second day Malaysian Airlines hosted The Olympics Dinner with CCTV. A colourful Malaysian cultural performance was the highlight of the evening.

At the end of the summit the delegates were informed that due to its great success the Asia Media Summit will be an annual affair from now on. The next Summit in the year 2005 will again be held in Kuala Lumpur.

The event was sponsored by ISIS, Petronas and Malaysian Airlines as the Principal Sponsors. Other sponsors were UNESCO, the French Government, ITU, the Swiss Agency for Development and Cooperation, the Friedrich Ebert Stiftung, RTM (Malaysia), CCTV (China), CNN, Hallion Productions, BBC World, APTN, Reuters, Star, citi, New Straits Times, and television Asia.



Y.B. Datuk Paduka Abdul Kadir Sheikh Fadzir, the
Malaysian Minister of Information and Vladimir
Gai (UNESCO)

Supporting Organisations were the Asia-Pacific Broadcasting Union, Arab States Broadcasting Union, Asian Media Information and Communication Centre, Asia Europe Foundation, Commonwealth Broadcasting Association, European Broadcasting Union, Pacific Islands Broadcasting Association, Southern African Broadcasting Association and the Thomson Foundation.

When looking back over the three days of the Summit an enthusiastic Colin Rogers, Director of the BBC World Service Trust in India, had this to say about his experiences:

"The galaxy of people who [were] assembled was astonishing, not just because it included hugely influential opinion-makers but also because it embraced media practitioners working in some of the most difficult situations in the world. I made a note in my diary yesterday that in the space of just two hours, I talked one-to-one with colleagues from Afghanistan, the People's Republic of China (both mainland and Hong Kong), East Timor, Thailand, Russia, South Africa, USA, Malaysia, Bangladesh, Canada and Australia.



Vsevolod Bogdanov,
President of the
Russian Union of
Journalists

Over the three days, I must have interacted with people from 30 countries. I'm sure that everyone who attended would have had similar experiences. However, the lasting legacy of this Summit will be far greater than just personal satisfaction and enlightenment. It seems to me that we are living in times when Asia holds many of the keys to the future of our world. All the major issues and all the greatest hopes of our era are focussed here. The media are a hugely important element in ensuring that what Asia gifts to the 21st Century is peace, tolerance and understanding, all of which depend on the integrity and quality of communication between people." ■

CITIZENS' MEDIA: PROMOTING CITIZENS' PARTICIPATION IN BROADCASTING

By Wilfried Solbach



Panel and audience during one of the sessions

Just one day before the Asia Media Summit opened its doors a pre-summit workshop with the title "Citizens' Media: Promoting Citizens' Participation in Broadcasting" was held at Nikko Hotel in Kuala Lumpur. More than 30 delegates from Asia, Europe and North America contributed to the discussions and debate. The overall topics discussed during the one-day workshop were:

1. Mapping the Role and Place of Listeners/Viewers in Broadcasting,
2. Successful Citizens' Participation in Broadcasting: Some Examples,
3. Identifying Principles/Criteria for Civil Society Participation
4. Continuing Dialogue among Civil Societies and Broadcasters.

The workshop aimed to formulate ideas and proposals to:

1. Examine the existing relationship between broadcasting services and citizens in general.
2. Identify practical steps that can be taken by governments, broadcasters, international organisations and civil societies to enhance citizens' participation in broadcasting.
3. Suggest measures by which non-profit, public service, community based media can be increased and sustained to balance the existing dominance of state-owned media and commercial media.

The participants took note of the major challenges facing broadcasters in the Asia Pacific; in particular, the pressure on state broadcasters to generate revenue and the threat to plurality of perspectives and cultural diversity brought about by increasing concentration of media ownership.

It was felt that a dynamic and mutually supportive relationship between the major stakeholders with regard to media i.e. broadcasters, the government, regulators, and the citizens, was necessary to enable the media to support democratic principles and development of all citizens of each country.

The role and participation of a vital stakeholder - the citizens as audience was perceived as a weak link in this network of relationships.

As Javad Jabbar of Pakistan, chairperson of the South Asia Media Association, Karachi, and chairperson of the "Citizens' Media" workshop said during the event in Kuala Lumpur, the media now wield enormous power and yet remain largely unaccountable, often in the name of freedom of expression. He presented a list outlining citizens' rights as well as responsibilities in this context, which was adopted as a draft charter by the more than 30 participants from 22 countries in the Asia Pacific region, Europe and North America.

The full list of recommendations can be found in the Internet under the address <http://www.aibd.org.my>

Ammu Joseph, a journalist from India and a participant of the workshop has a comprehensive write-up of the proceedings of the workshop under :

<http://www.thehoot.org/story.asp?storyid=Web210214207117Hoot55149%20PM1197&pn=1>

AIBD and ABU join hands to support Lao National Radio Training and consultancy in computerized radio program production

By Karl Lippe,
Engineering Consultant, AIBD



Hitting the right bits and bytes

During recent years Lao National Radio (LNR), like many other radio stations in the region, has gradually digitized and computerized its studio equipment. Today the station is producing already most of its programs using digital audio workstation. However, LNR has also noticed, that as the technologies used in the radio station are getting more advanced, also the knowledge of the staff has to be upgraded in order to cope with the challenges and problems resulting from sophisticated digital equipment. Therefore LNR had approached AIBD to support its staff with consultancy and training.

In September 2003 AIBD's Engineering Consultant Karl Lippe conducted a first one week's workshop for a large group of LNR's technical staff. This workshop introduced the participants to the state of the art of digital audio technologies and explained to them how these can be utilized best for LNR's requirements to improve the quality of the program and the efficiency of program production.

As a result of this course LNR has then request ABU for a Technical Advisory Mission to improve its technician's skills in computerized radio program production.

The result of the workshop was convincing: the technicians were more comfortable with their computer system, the work went smoother and the quality of the programs had improved.

In his closing speech the Lao National Radio's Director General Mr. Bounthanh Inthaxay thanked ABU and AIBD for their continued support to LNR in its efforts to modernize its equipment and train its staff. ■

ASIA
MEDIA SUMMIT 2004

Summit Impressions





ASIA
MEDIA SUMMIT 2004

Summit Impressions



"Papa Dallas" from SVT winner of the Special World TV Award on "Promoting Religious Understanding and Tolerance"

By Oliver Delpoux,
Programme Manager/AIBD



The jurors during the screening

For the first time, the Asia - Pacific - Europe Partnership Committee on Broadcasting Development introduced the Special World TV Award in 2004 on: "Promoting Religious Understanding and Tolerance".

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

This award was open to all TV producers: Television Producers from public service broadcasting organizations, private networks, free lancers were invited to participate in this competition.

All together, 38 entries from 25 countries were received and screened during the judging last 17 & 18 April 2004 by 6 jurors:

- Ms. Moneeza Hashmi, Pakistan Television
- Ms. Husner Ahmad, Radio Television Malaysia (RTM)
- Dr. Riad Ismat, Vice Minister of Culture, Syria
- Mr. Jørgen Franck, European Broadcasting Union (EBU)
- Mr. George Leclere, Executive Director, The International Academy of Television Arts & Science
- Mr. CHUN Yong-Gil, Korean Broadcasting System (KBS), Republic of Korea

The jurors selected the programme from Sveriges Television AB (Sweden) titled "Papa Dallas" as the winner. This programme was produced by Mr. Jens Lind, SVT Sport.

This is an exemplary documentary of a man called born in Dakar, Senegal, who migrated to Sweden, and took the name "Papa Dallas".

But this programme is not only about his life



Jens Lind Swedish television



Papa Dallas, the protagonist of the award winning documentary

and work in Sweden as a recreation manager in a problem community with young people. It is about a man with a different colour, a different religion and a very different way of life who overcomes all those differences with dignity, in a positive manner, displays tolerance and understanding, strengthens his bonds with a new culture but at the same time maintains ties with his roots. He does this all with a clear, strong message of peace and unity.

The 1st runner up is ABC Television, Australia, for its entry "Tomorrow's Islam". The jurors were impressed by the intense research and homework that had gone into the planning and production of this programme which is an excellent attempt to project the points of view of Muslim scholars, thinkers, intellectuals and professionals living in non Muslim countries about their religion. Titled aptly "Tomorrow's Islam" this programme is both thought provoking and captivating.

The winner will receive the Award - a trophy and USD 10,000 for the producer and the broadcasting organisation - during the next AIBD General Conference to be held in Colombo, Sri Lanka, on the 26-30 July 2004. A certificate will also be presented to the first runner-up.

This special Award 2004 has been made possible by the sponsorship of the following organisations:

- the Institute of Strategic and International Studies (ISIS), Malaysia
- Radio Television Malaysia (RTM)
- Korean Broadcasting System (Republic of Korea)
- Commonwealth Broadcasting Association (CBA) ■

UNESCO-AIBD

Workshop on Sound Archives for Public Radio Stations of the Pacific

By Tarja Virtanen,
UNESCO, New Delhi

"An archive will not cry, it will die a silent death unless we care for it", said one participant of the Workshop on Sound Archives for Public Radio Stations of the Pacific that was organized by UNESCO and the AIBD in Nadi, Fiji from 28 November to 1 December 2003.

The workshop was an eye-opener for the twelve participants from nine radio stations of the small islands of the Pacific.

The workshop stressed the importance of a well-planned and holistic archiving strategy. It helped the participants to determine the parts of their archives, which most require development, and to quantify a collection and its condition. The participants also learned about the technologies for conversion, storage and distribution of archive content, and looked into how to outline an appropriate workflow to make best use of the existing archive materials.

"A lot has been said and written about what could be done to archive important sound materials. Still most broadcasting stations all over the world do little to implement this", said AIBD sound archive specialist Karl Lippe, who was the principal trainer at the workshop.

"Technically speaking one of the greatest challenges for the archivists and the IT-specialists of the station is the decision on which audio documents to preserve in their full quality and which to compress or reduce", Wilfried Solbach, AIBD's radio trainer said. "This has a direct influence on the total cost of the digital archival process as unreduced material needs a lot more resources and increases the overall costs."

A digital archive in a radio environment makes sense only when the material can be easily accessed by journalists and producers to be used in their programmes. At its best, a digital archive, therefore, is a networked to the overall digital production and transmission environment. Various networking approaches and related changes in the workflow were also discussed during the workshop.

Everyone agreed that a station's cultural heritage can be preserved only if there is a permanent commitment and dedication to the maintenance and preservation of the archives. "The support must come from the management, the decision-makers and the whole society. External aid cannot bring a permanent solution to a radio archive", was the message. ■



Archivists and broadcasters from the Pacific Islands

"Children's Rights and the Media"

By Manil Cooray



Television producers from Sri Lanka, Pakistan, Thailand and Cambodia with local resource person maniam sinnasamy (standing)

AIBD convened a workshop on "Children's Rights and the Media" with the funding assistance received from the Government of Finland in February 2004 in Kuala Lumpur, Malaysia. Twenty media practitioners mainly from television broadcasting from sixteen AIBD member countries participated in this workshop which enabled them not only to acquire knowledge on the convention on the rights of the child but also to identify concepts for producing television programmes for preventing all forms of violations against children.

Ms Gaye Philipps, the UNICEF representative to Malaysia in her inaugural address stated that (quote) "the world has still a long way to go to overcome children's worst enemies - poverty, armed conflict, HIV/AIDS, discrimination, negligence, use of drugs and many more. The media practitioners play a vital role and have a responsibility whereby the seemingly impossible can and will be achieved. The challenge of the media professionals is to use the media to change social attitudes and create an environment for the best interests of children to make it a safer place for them, where this planet is the home of every child". (unquote)

Dr Sami Mahkonen, the consultant from Finland whose expertise on CRC enabled the participants to address common issues of children that threaten their very survival, abuses such as rape and trafficking that violate their basic rights for protection and poverty which robs them of their educational opportunities and lead them into various criminal behaviour. The local resource persons Mr Maniam Sinnasamy emphasized the importance of family values and social responsibilities, while Ms Tan Joo Lan's expertise on television programming enabled the participants to link the relevant articles of the CRC in identifying the concepts for television programming.

H E Unto Turunen, Ambassador to Malaysia presented the certificates to the participants at the closing of the workshop. In his address His Excellency reaffirmed the continued assistance of the Government of Finland to the AIBD and emphasized the significant role of the powerful medium of television which can contribute to protect the rights of children as enshrined in the Convention on the Rights of the Child. The challenge for those who participated was to pursue their pledge and dedicate their talents and skills to harness the potential of television in the best interest of children. ■

AIBD / DW RTC

Regional Workshop on Train the Trainer

By Manil Cooray



Practising to become effective trainers

The two week AIBD/DW RTC workshop on Train the Trainer held in December 2003 in Kuala Lumpur, Malaysia was attended by twelve trainers of radio programmes and journalists from Bangladesh, India, Pakistan and Malaysia.

The content emphasized on experiential learning techniques for adult learners with the use of visualization by using the meta-plan technique, presentations, discussions, group work, didactic and games. The workshop focused on assessment of target-oriented training needs, design, implementation, evaluation of innovative training concepts and effective use of a variety of training methods and techniques to maximize communication and presentation skills.

The workshop enabled the participants to evaluate the role of trainers to examine some of the traditional approaches and the need to respond dynamically and professionally to the new challenges of the changing broadcast environment

The course Director from DW RTC was Ms Heidi Walsh and the consultant was Ms Barbara Skerath from Germany. ■

Fostering Asia-Europe TV Co-Productions

By Olivier Delpoux



Asian and European TV producers at one table

To promote and facilitate professional exchanges and co-production among broadcasters in Asia and Europe, AIBD, ASEF and the French Government initiated a project on "Fostering Asia-Europe TV Productions". This was in response to the limited number of Asian-European TV productions and to contribute to more exchange of experiences and know-how between both regions.

The first part of this project was titled "Setting the basis for Asia-Europe Cultural TV Co-productions" and took place in Bali, Indonesia, from 6 to 8 of May 2004. The seminar was hosted by the Ministry for Communication and Information of the Republic of Indonesia and the National Public TV Broadcasting organization Televisi Republik Indonesia (TVRI).

This Seminar was also instrumental to prepare the pitching session to be held in Dublin on the 4-6 November 2004, and to establish a calendar for the applications' deadline (calls for entries).

45 participants from Asia and the Pacific and from Europe (France, Germany, Belgium, Italy) took part in this seminar. Sessions on various aspects of co-production (funding mechanisms, programming policies, presentation of co-production projects, etc) and discussions took place by turn, and exchanges among participants were highly promoted.

At the opening ceremony, Mr. Zainal Arifin, Minister's Expert staff for International Communication, delivered a message from H.E Mr. Syamsul Mu'Arif, Minister for Communication and Information, Republic of Indonesia. ■

Modern Archiving Technologies for the Arabic Region

AIBD and ASBU conduct first joint Workshop on Radio and TV Archiving

By Karl Lippe

"The archives do not receive the necessary attention in their Radio and TV Stations." This was a frequent complaint of the 26 archivists who gathered in Damascus for the first workshop on "Modern Libraries and Archives for Radio and TV" conducted by the Arab States Broadcasting Union (ASBU) in cooperation with AIBD.

AIBD's Engineering Consultant Karl Lippe was the resource person for the first week of the course and enlightened the participants about modern radio archiving concepts and technologies.

"Archiving is a challenge for all broadcasting stations and

requires a good cooperation between many departments of the organization," he said. He outlined the many aspects of an archive and how they are linked with program production in the station. His lectures covered advanced technologies like high quality analogue to digital conversion, audio data reduction technologies and latest storage technologies.

"I think we will have to revise our archiving approach", commented one of the participants at the end of the course. The participants agreed that the course had been an eye opener for most of them. ■



Archivists from Arab radio and TV stations gathered in damascus

AIBD/UNESCO-IPDC

Nepal Television Project

In-country workshop on Effective TV Children's Programme Production
19 to 24 April 2004, Kathmandu, Nepal

By Manil Cooray

In-country workshop on Effective TV Children's Programme Production was one among the six in-country training workshops implemented by AIBD with the support received from UNESCO/IPDC for Nepal Television.

The consultant was Markus Mörchen from ZDF in Germany. Producers of Nepal TV and private Image Channel participated in the six-day workshop.

The content covered during the workshop ranged from developing ideas, scriptwriting to production in order to transport the feelings of the actors through the screen to the children's audience in Nepal. The use of the meta plan-technique enabled lively discussions about children and their need for good programmes made especially for them, while screenings of international Prix Jeunesse-winning programs provided the participants with new ideas and concepts. The "Art of Interviewing" children helped the producers to conduct interviews with children which was considered as a special challenge, while "The Art of storytelling" provided the participants with an overview of the elements, which are important for telling stories in children's programmes.

The training and production facilities and production crews were well provided by Nepal Television Corporation which enabled the participants to plan and produce creative, informative and effective television programmes for the children's audience in Nepal. ■



Participants on location shooting

FOLLOW-UP IN-COUNTRY MEDIA GENDER SENSITISATION WORKSHOP 'MALE PARTICIPATION IN DEVELOPMENT'

('MEN AS PARTNERS IN SOCIETY')

28 December to 15 January 2004, Male, Maldives

By Manil Cooray

The three-week media production workshop which was held at Television Maldives was part of a jointly organised mass media project that the Ministry of Information, Arts and Culture in the Republic of Maldives and the United Nations Population Fund (UNFPA) had embarked upon namely "Advocacy on Gender Equality and Male Participation through the Mass Media". Phase one was implemented in August 2003, followed- up with another three week In-country Media Production workshop on Gender Sensitization: Male Participation, which was held from 28 December 2003 to 15 January 2004 in Male, Maldives

Commonwealth Broadcasting Association collaborated with the AIBD in implementing the workshop with the expertise of Ms Trish Williams from United Kingdom as the consultant who

conducted the follow-up workshop with the same participants from Television Maldives and the Voice of Maldives. The aim of this workshop was to plan and design and produce gender sensitive radio and television spots and songs on the themes of adolescent sexual and reproductive health and male participation and men as partners in the development process of the society.

Twenty- one senior programme organisers, producers, script - writers, presenters, cameramen and production trainees attended the follow-up workshop. Most of the participants were multi-skilled. In addition to working as producers, script- writers or cameramen they also acted in the drama serials and some composed lyrics to the songs that were produced during the workshop. ■

New Design for AIBD Homepage



Since the first of June the new look of the AIBD Homepage is online. Users will find the new menu structures easier to navigate and some new functionalities have been added. So browse to <http://www.aibd.org.my> and have a look for yourself.

11th AIBD SPT Meeting



The members of the Strategic Plan Team

The 11th Meeting of the AIBD Strategic Plan Team took place in Kuala Lumpur on 22nd April 2004,

The meeting was represented by 19 delegates from member countries and guest participants from TV5 and CFI (France). The meeting among other things reviewed the recently concluded Asia Media Summit in KL and discussed matters related to the next summit in 2005, the Asia - Pacific - Europe Media Dialogue in Paris in 2006, new regulation for the AIBD Awards and the Conference of the Heads of States in the Asia - Pacific Region in 2008.



Dr. Ernst-J. Kerbusch,
Director Division of
International Co-operation –
FES and Mr. Javad Mottaghi,
Director AIBD signing the
Partnership Agreement in
Bonn on 29 April 2004

“Broadcast Management for Middle Managers”

By Ms Manil Cooray

The regional workshop on Broadcast Management for Middle Managers was held from 24 to 27th February 2004 in Colombo, Sri Lanka.

AIBD & FES as the organizers of this workshop extended the fellowships for equal participation of male and female managers in middle management in the electronic media. They were either from radio or television broadcasting organizations from Bangladesh, India, Maldives, Malaysia, Pakistan and Sri Lanka. This equal participation by both genders proved to be remarkable which generated lively debate and discussions when examining styles of management as perceived different by male and female managers.

The content covered a wide range of management aspects focusing on the various roles and functions of a manager, characteristics of different leadership styles, principles of motivation and delegation, the art of effective communication and conflict management. The technique of the meta plan technique enabled the participants to be enthusiastic in giving new ideas and work together with team spirit. Ms Barbarba Skerath, was the consultant of the workshop whose expertise on management strengthened the knowledge and the interpersonal skills of those who participated in the workshop.

It would not have been possible to implement a workshop of this nature if not for the financial support received from the Friedrich Ebert Stiftung. The management of the Sri Lanka Rupavahini Corporation, the personnel of the entire training division who worked tirelessly in not only providing all facilities at the Sri Lanka Television Training Institute but also went way beyond their call of duty to extend their warmth, friendly disposition and the gracious hospitality.



Using the Metaplan technique to probe into different styles of management