

## Asia Media Summit 2005

# JUST ROUND THE CORNER

From May 9 - 11, 2005 the Asia Media Summit 2005 will be held at the same venue (Hotel Nikko/Kuala Lumpur) as 2004's successful Summit 2004. Hundreds of leading broadcasters and Media Managers are expected to join this event which is again organized by AIBD in cooperation with a number of partners and sponsors. Almost all regional and International Broadcasting Unions and Associations will support the AMS 2005 including the United Nations, UNESCO, ITU, UN-ESCAP, UNICEF and other potential partners.

The two and a half day conference will deal (amongst others) with the following topics

- The Cultural Challenge to Globalization
- Freedom of Expression vs. Media Ownership
- Media Monopolies - Just Another Business Venture?
- The State of Public Service Broadcasting One Year after the BBC Crisis
- Asia through Asian Eyes

- Universal Professional and Ethical Standards in Broadcasting
- Media And Religion
- Globalization, nationalism, and international understanding: Can the notion of nationalism be pluralistic and accommodating?
- Citizens of the Future: Children and the Media
- Open Dialogue with the United Nations; What Role Does the UN have in the New World Order?
- Implications of the WTO and GATTs for Broadcasters
- Workshop on Community Multimedia Centres
- Need for an Independent International Channel?
- Digitizing Audiovisual Archives, a Key Challenge to Preserve Cultural Heritage

Online registration is possible under [http://www.aibd.org.my/tools/ams\\_2005\\_reg.egi](http://www.aibd.org.my/tools/ams_2005_reg.egi)

No registration fee for Public Service Broadcasters around the globe, AIBD



members and affiliates, AIBD partners and conference speakers.

Registration fee for private networks, institutes and individuals is US \$ 1200.00 which includes

- 4 nights accommodation in a 5-star hotel in Kuala Lumpur
- 4 breakfasts, daily coffee breaks, 3 lunches and 2 dinners for the period of the AMS 2005
- Seminar package, documents, speeches, bag and other conference materials
- A free copy of the report of the conference will be mailed 5 months after the event

Registration fee for Malaysian based private networks, institutes and individuals is RM 800.00, inclusive of the above-mentioned services and logistics excluding accommodation. ■

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## THE 1ST ARAB-ASIA MEDIA DIALOGUE AND THE 1ST AFRO-ASIA MEDIA DIALOGUE IN KUALA LUMPUR



The Arab States Broadcasting Union (ASBU) and the Asia-Pacific Institute for Broadcasting Development (AIBD) will be jointly organizing "The 1st Arab-Asia Media Dialogue" on 11 May 2005, in Kuala Lumpur, Malaysia in conjunction with the Asia Media Summit from 9-11 May 2005. On the same day the 1st Afro-Asia Media Dialogue jointly organized with the Southern African Broadcasting Association (SABA) will take place.

ASBU, SABA and AIBD will demonstrate the rich culture, history, heritage and beauty of cultural diversity in the Arab world, the African continent and the Asia - Pacific region. Emphasizing on the rich civilizations of the countries in these regions and focusing on cultural diversity as a source of strength for the international community, broadcasters from Arab and African countries will get together with broadcasters from Asia and the Pacific in Kuala Lumpur on 11 May 2005 for a Media Dialogue to foster cooperation amongst media professionals in Arab, African and Asian countries. ■

## THE LAND OF THE THUNDERDRAGON By Wilfried Solbach



Bhutan is a mountainous country the size of Switzerland situated in the Himalayas and sandwiched between India and China. It is the only Kingdom in the world which has Mahayana Buddhism as her state religion. The majority of the roughly 1 Million inhabitants speak Tibetan and Nepali languages, the national language is Dzongkha. The capital of Bhutan is Thimphu.



**The Dzong in Phunaka. These Temple Fortresses are typical Bhutanese landmarks**

The economy, one of the world's smallest and least developed, is based on agriculture and forestry, which provide the main livelihood for more than 90% of the population. Agriculture consists largely of subsistence farming and animal husbandry. Rugged mountains dominate the terrain and make the building of roads and other infrastructure difficult and expensive. The government in its cautious expansion of the tourist sector encourages the visits of upscale, environmentally conscientious visitors.

Radio Broadcasting was started in 1977 by a group of young volunteers broadcasting on Sundays a 30-minute mix of music and news. The Station was called NYAB (National Youth Association of Bhutan) and was integrated six years later into the Ministry of Information. In 1986 the name was changed into Bhutan Broadcasting Service and a daily three hour long programme was launched.

In 1991 a 50kw shortwave transmitter was purchased and a permanent studio and office building next to the Ministry of Information was inaugurated.

In 1999 the national television service was launched by BBS to commemorate the Silver Jubilee reign of



**The control suite of the TV studio during live transmission**



**The radio studio control panel**



**BBS News and Current affairs section**

His Majesty the King of Bhutan. Radio Broadcast now covers the daytime from 7:00 a.m. to 19:00 p.m. In these ten hours BBS Radio broadcasts in four national languages i.e. Dzongkha, Sharchhop, Lhotsam and English. For a detailed programme schedule see <http://www.bbs.com.bt/Telschedule.htm>. From 19:00p.m to 10:00 the TV soundtrack is also broadcast via radio to the rural population which at the moment is still unable to receive the TV signal.

BBS changed its transmitting policy for radio in 1999. To the end of 2006 the whole country will be served by FM transmitters and the shortwave transmitter will be phased out.

As the start of the TV service in 1999 had to be done without long preparations, radio personnel was used to produce the TV programmes. This shortage of staff is still felt today and radio producers work in TV and vice versa. A lot of upgrading in TV production skill and a considerable amount of new personnel is needed to cope with the planned extension to six hours of broadcasting over the next few years. A TV programme schedule can be found under <http://www.bbs.com.bt/TVSchedule.htm>.

Presently, the television service is available for the residents of Thimphu, but there are plans to extend it to the whole country. It is planned to start a national coverage by satellite towards the end of December 2004. The three-hours of broadcast from 7:00pm to 10:00:pm contains 30 minutes of news and announcements at each hour in Dzongkha (7:00pm to 9:00pm) and English (9:00pm - 10:00pm). Various programs and documentaries in both languages are telecast during the three hours of TV broadcast every evening.

A new TV broadcasting centre will be built next year with the help of the Indian government. At the moment TV still uses one studio in the radio building.

The extension of the service to the whole country by the end of this year and the extension of air time to six hours is especially important when considering the impact of 45 foreign TV stations being transmitted in Bhutan via cable and satellite. Cable operators started transmitting in 1999. There are more than 30 cable operators now in Bhutan and the coverage of the capital is somewhere around 80% of the

population. Most popular with the Bhutanese audience are Indian soap operas. The "Media Impact Study 2003" commissioned by the Ministry of Information is slightly pessimistic about the cultural impact of these 45 foreign TV stations. A quote: "The survey confirms the viewing habit of most people in Bhutan whose favourite channels are the Star, Zee and Sony packages broadcasting from India. It supports the popularity of Indian films and TV serials which reflect the lives of the middle class. An implication of this is that the influence of an urban class can become dominant and there is little that reflects the views and lives of rural or poor people. Bhutanese viewers will become more exposed to, and familiar with, the lives of people from middle class society - mostly from India. Bhutanese TV viewers generally believe that the TV programmes reflect the values of rich (44.21%/ 248), urban people (24.6%/ 138). This means that Bhutanese society could potentially assimilate with urban lifestyles more quickly."

Siok Sian Pek, who led the 2003 media impact study recently remarked in an interview with Kuensel, the only English language newspaper in Bhutan: "With the introduction of global television Bhutanese found themselves with a choice of up to 45 channels. This chaotic and unregulated introduction of cable TV is not unlike the experience in South Asia and other developing countries but the impact will be far greater in Bhutan, a small and vulnerable society with limited resources and difficult terrain."

The full text of the - highly recommendable - Media Impact Study can be found under <http://www.dit.gov.bt/bips/documents/documents.htm>. ■



**Radio and Television main building in Thimphu**

# Study Tour by BHUTANESE BROADCASTERS TO KUALA LUMPUR

By *Sherpem Sherpa*



The Bhutanese delegation visiting RTM

Landing into the airport was one thing... finding the way out of the airport was another.

Six of us - five radio producers and a technician from the National R/TV station in Bhutan, the Bhutan Broadcasting Service (BBS), were sent to Kuala Lumpur, Malaysia for a weeklong study tour. It was our first ever trip to Malaysia, and for some, their first trip outside.

By the time we checked in to the hotel and settled into our rooms, it was 1:00AM, Tuesday, 7th of September, already the first day of our weeklong study tour.

Most of the radio producers in BBS had not got the chance to go out, since most of them did not have much communication skill in English. Moreover, with the advent of Television, there was not much attention given to the radio.

This, therefore, was an opportunity for the group to get some exposure. To see first hand the way radio and TV stations function in other countries.

The study tour, the first of its kind organized by BBS for the radio section, was coordinated by the Asia-Pacific Institute of Broadcasting Development (AIBD).

Our first meeting was with the Director of AIBD, Mr. Javad Mottaghi, who briefed us on the working of the Institute and provided us with some CD-ROMs on various techniques for radio presentation and production.

The next day was a brainstorming session with AIBD officials on some of its projects and activities.

One of the projects is the AIBD/UNESCO collaborated "Young Television Producers Network on HIV/AIDS", in which BBS has also participated.

Following the presentation on the HIV/Aids project, we were briefed on their IT activities, centered around connectivity, audio archiving, and public online archive and also on providing

consultation on public service broadcasting on website.

On the same day, we also visited the Asia-Pacific Broadcasting Union (ABU), and met with some of the technical and transmission heads, including the Secretary General of the ABU, Mr. David Astley.

Of the many activities of the ABU, one that caught my attention was the daily satellite TV news exchange, Asiavision, among Television stations in 13 countries in Asia.

I felt that BBS could also become a member and avail the service. This would in turn reduce the use of graphics from the Internet for International stories. Moreover, the news flash for the breaking stories would greatly benefit our organization, especially since we do not have correspondents outside Bhutan.

For the next few days, we visited various government and private TV and Radio stations, like, IPTAR/Radio Television Malaysia (RTM), Astro, TV3, NTV7, and the Berita News Agency.

Most of the equipment on use in these stations was automated and high-tech, with most of their programs and commercials, server based. Looking at all that, it made us realize how backward we are.

It was interesting to see how efficiently their newsroom network functions. And though most stations had radio and TV together, there was a prominent line differentiating the two, unlike in ours, where we have the same people doing both radio and television.

During our meeting with officials from IPTAR/RTM, the group held an elaborate discussion on the Malaysian Technical Cooperation Programme (MTCP).

Radio producers and technical staff from BBS could be sent on a regular basis for this program. It is a five-week course organized every year at Kuala Lumpur.

The study tour was a good learning experience. It gave us a good exposure, but it wasn't all about official visits and meetings. While there, we also had the opportunity to visit Malacca, a historical coastal town conquered by the Portuguese in the 16th century.

The study tour was definitely a worthwhile experience. It not only gave us a good exposure, but also instilled in us this feeling that there's a whole lot that BBS needs to do for both its TV and Radio division. ■

## Training Needs Analysis in Bhutan

By *Wilfried Solbach*

On the request of Bhutan Broadcasting Service (BBS) a three member team from AIBD and Sukhothai Thammathirat Open University (Thailand) stayed two weeks in Thimphu to analyse the Human Resource situation.

After a one day SWOT-Analysis (Strengths/Weaknesses/Opportunities/Threats) of the overall organisation the detailed analysis process started. In mini-workshops with all the relevant departments (News and Current Affairs, Programme production, Engineering etc.) each and every member of each department was analysed against all the tasks carried out by the department.

Using simple descriptors (D = Does the Job, C = Can Stand In, T = Needs Training) an exact quantitative analysis of the present situation (Training Needs, Succession Planning and general departmental bottlenecks) can be drawn up which serves as an additional database for the already existing BBS "HRD and Training Plan" and the "Manpower Requirement Plan 2004-2010".

When TV was started in June 1999 no trained personnel was available - producers were taken from the available radio staff. This makes the need for an up-to-date Human Resource Master Plan only more pressing.

BBS is planning to extend its TV broadcasting hours from a present three hour block to six hours over the next few years to counteract the popular commercial channels (mainly from India) which can be received via cable and satellite in the country. The biggest training need in BBS television are all production related skills from script writing over directing to lighting and set-design. The same goes for radio: production skills training is required on all levels. Engineering has its greatest needs in troubleshooting faulty transmitters and repairing audio and video equipment. ■



Working on one of the Matrixes



During the SWOT-Analysis

AIBD had its 3rd General Conference (GC) from 26-30 July 2004 in Colombo. The GC had the opportunity to review the implementation of some 60 activities since June 2003 and set the tone for the next 5 years.

Mahinda Rajapaksa, the Honorable Prime Minister of the Democratic Socialist Republic of Sri Lanka, who addressed the Conference, graced the Inauguration Ceremony of the 3rd AIBD General Conference. In his address he emphasized that media can guide the nation towards sustainable development. He added that through the right kind of reporting it was possible to mould the younger generation so that they would become citizens who were highly civic minded, disciplined and productive.

The General Conference was also graced by the messages from H. E. Kofi Annan, UN Secretary - General and H. E. Koichiro Matsuura, Director-General UNESCO.

In his message, Mr. Kofi Annan referred to the fact that the issues that would be discussed at the AIBD General Conference directly affected the lives and livelihoods of all men and women in the Asia-Pacific region. Mr. Annan added that the rapid and radical technological change was opening the door to information access and exchange on an unprecedented scale, reshaping the way human beings communicate with each other and lead their lives. If well managed, this holds enormous promise for the people of the Asia-Pacific region and the world - to improve health, trade, education, governance and ultimately, individual lives.

## CAPACITY BUILDING / TRAINING

Within the period of 1st July 2003 to 31st June 2004, the Institute The Asia - Pacific Institute for Broadcasting Development (AIBD) conducted 61 training courses/ workshops on 40 different topics through 37 in - country workshops and 24 regional courses. In other words, AIBD had 377 training days with a total of 4532 participants' days. Some 973 broadcasters in 60 countries benefited from 61 training courses that have been conducted by 50 consultants in collaboration with 20 institutes.

## AIBD 5 - Year Action Plan:

The General Conference at its 3rd Meeting in Colombo endorsed the 5 - Year Action Plan of the Institute. 27 delegates from AIBD member countries, affiliates and partners who attended a 2- day workshop in Jakarta last September had drafted this Action Plan, which emerged from the Bangkok Declaration. This was part of the on-going brainstorming process on the issue of " How best to implement the Bangkok Declaration".

This 5- Year Action Plan focuses on the five main themes of the Bangkok Declaration ie. Media and Globalization, Media for preserving and protecting Cultural Diversity; public service broadcasting, digital opportunities and human resource development. The Action Plan translates and offers some 300 tangible activities to cover all aspects of the Bangkok Declaration.

## NEW AIBD AFFILIATE MEMBERSHIP

The General Conference approved the following 11 applications for the AIBD Affiliate Membership. With these 11 new Affiliates, the number of AIBD Affiliate Members would be 26, as of 29 July 2004.

1. Solomon Islands Broadcasting Corporation - SIBC
2. Mongolian Radio and Television- MRTV
3. TV5 Mongolia
4. Tonga Broadcasting Commission- TBC
5. Fiji TV
6. Réseau France Outremer - RFO
7. Shalimar Television Network (STN) / Shalimar Recording & Broadcasting Company (SRBC) - Pakistan
8. TV5 (Chaîne de la Francophonie)

9. FRIENDS of Canadian Broadcasting - Canada
10. The International Academy of Television Arts & Sciences - New York,
11. The Institut national de l' audiovisuel, France - The National Institute of Audio Visual ( INA)

## SPECIAL WORLD TV AWARD 2005:

The Asia - Pacific - Europe Partnership Committee selected the following theme for the AIBD Special World TV Award in 2005:

"The Best Television Documentary contributing to conflict resolution". Programmes which increase understanding by explaining the issues clearly, or ones, which defuse tension, or outlines techniques for conflict resolution, and so increase understanding of modern diplomatic methods.

## AIBD AWARDS 2004

The AIBD Awards for 2004 included 5 categories: 14 organizations with 42 entries participated in this year's Awards. Each award consists of a cash prize of US\$2,000.00, along with a trophy and a certificate from the AIBD.

1. The best Innovative Radio Training Package (materials, book, CD- Rom, DL etc) Supported by: Radio-Television Netherlands (RNTC),

### Awarded to:

Public Relation Department (PRD), Thailand for the entry: "Digital Radio Production for Broadcasting".

2. The best Radio Programme in the context of "National Harmony" Supported by: UNESCO,

### Awarded to:

China National Radio with the entry: "Immemorial Epic Comes Down Until Today".

3. The best TV Programme dealing with Cultural Diversity Supported by: French Government,

### Awarded to:

SBS/Korea with the entry "Cheers for Last Place" - Afghan Athletes

4. The best TV Programme reflecting local content on children issues Supported by: UNESCO,

### Awarded to:

Doordashan/India with the entry "Evalese Rope"

5. Reinhard Keune Memorial Award on: "Special Achievements in the *Promotion of Participatory Radio*" Supported by: AIBD,

### Awarded to:

China National Radio with the entry "Thumb Hero"

## AIBD AWARDS FOR THE YEAR 2005

The AIBD general Conference selected the following awards for the year 2005:

### TV Awards

1. The best Television documentary programme on rural development,
2. The best TV documentary programme promoting national unity and harmony,
3. The best TV Education programme for youth (12-15) on public issues

### Radio Awards

4. The most well conceived and implemented digital radio archive.
5. Reinhard Keune's Memorial Award on: The best Radio programme featuring local minorities.

## MEDAL FOR THE CAUSE OF RADIO BROADCASTING

Radio the Voice of Vietnam (VOV) presented a prestigious Medal to AIBD. The Medal For the cause of Radio Broadcasting is the highest distinction of VOV that was presented to AIBD. Dr. Mottaghi, who received the medal on behalf of the member countries, affiliates, partners and staff of the Institute, expressed his sincere thanks and appreciation to Voice of Vietnam, for such an honor and privilege.



Mahinda Rajapaksa, Prime Minister of Sri Lanka, handing over one of this year's awards

# Media and Reproductive Health : *Strategies for Advocacy and Action II*

By Manil Cooray, Programme Manager, AIBD

The workshop on "Media and Reproductive Health: Strategies for Advocacy and Action II" was held in partnership with the Southern African Broadcasting Association (SABA) from 13 to 30 September 2004 in Johannesburg, South Africa.

The project was second in a series of programmes which was fully funded by the Leadership Development Mechanism Programme (LDM) of the Institute of International Education/ West Coast Center in San Francisco in the United States of America. Himmat Society, an NGO based in Lahore, Pakistan which is working towards strengthening the capacity of media on tackling various development issues initiated the workshop. AIBD was the focal point for managing the project in collaboration with LDM-IIE, the Himmat Society and its partner organisation SABA. The workshop was hosted by the Southern African Broadcasting Corporation (SABC).

A group of twelve IIE fellows from Ethiopia, India, Nigeria, Pakistan and the Philippines participated in the workshop. In addition to the two consultants Ms Moneeza Hashmi and Ms Kausa S. Khan from Pakistan a team of experienced local resource persons provided specific information on RH themes such as media policies, strategies and interventions, measurements and disparities, maternal mortality providing the African scenario on promoting RH through the media, along with previewing of programmes on Africa's fight against HIV/AIDS.



The 18-day intensive workshop focused on the greater need for media practitioners to mobilize the media to educate the society on issues related to reproductive health and gender. It was a wake-up call for those who participated to listen to the needs of young people and acknowledge their needs through viewer/reader friendly media. It was a wake-up call to expand information and services to young people who are living on the streets, who are caught-up in conflict zones where the risks of sexual violence is alarmingly high and face serious risks to their health such as HIV/AIDS, sexually transmitted diseases, pervasive gender discrimination and violence ... It was a wake-up call to support them through the media so that they can lead healthy, productive and dignified lives. In this context the participants deliberated on how well societies from Asia and Africa address these issues which had major impacts on health, development and human rights not only today but also well into the future.

It is envisaged that the outcome of the workshop will contribute in bringing about social change and transformation where the media is yet to be fully explored on the underlying issues on reproductive health, population and gender. ■

## TRAINING IN MODERN ARCHIVING SYSTEMS FOR KYRGYZ RADIO

By Karl Lippe

The State National Broadcast Corporation of the Kyrgyz Republic (SNBC) holds in its archives more than 10 000 hours of sound recordings, with unique examples of the Kyrgyz oral and musical heritage. Out of these 175 hours of the most important recordings dating back till the 1950's are kept under special protection and are referred to as the "Gold Fund".

However, all of these recordings are stored on analogue magnetic tapes and are therefore highly endangered. Not only that magnetic tapes are fragile recording media which tend to disintegrate over the years, also the rapid development of technology, which has made analogue tape recorders almost obsolete by now, will leave the radio station without suitable players in the not too far future.

To support SNBC in its move to preserve its sound archive also for the next 50 years, the Asia-Pacific Institute for Broadcasting Development (AIBD) conducted a one week workshop to train SNBC's management and archive personnel in modern methods of sound archiving and presented appropriate methods to digital formats, which then will be enabled to be kept for the coming decades. UNESCO sponsored the workshop in September under an IPDC project.

AIBD's consultant, Karl Lippe, pointed out that it is especially important to modernize the archive's cataloguing system. "The catalogue and the sound recordings are equally important and one is useless without the other", he stressed. During the workshop he outlined the technologies and systems, which are available today for the modern and safe storage of the catalogue data as well as of digital audio recordings.

In his closing remarks, Kubatbek Talypov, SNBC's Vice-president, emphasized the management's dedication to preserve and upgrade the sound archive. ■



Managers, archivists and technicians studying modern archive technologies

## TELEVISION NEWS WRITING

By Marcel Gomez



Editing Exercise

The broadcast media environment in the Asia-Pacific is changing rapidly. Broadcast news is not only competing with other programs for the viewers' time, but it is also under increasing competition from other forms of media: Internet, print titles, mobile messaging.

The course was born out of a real need for journalists from around the region to fine tune their television news writing skills and therefore make their broadcast writing shorter, sharper and stronger.

Ten television journalists from seven countries participated in the activity, which was conducted by Mr Nick Easan, Freelance Writer, CNN London from 20 to 24 September 2004, in Kuala Lumpur.

The workshop was funded by the Embassy of Finland in Kuala Lumpur. ■



Kyrgyz Radio is proud to hold tape recordings in its "Gold Fund", some of them dating back more than 50 years

# DEVELOPING SRI LANKAS SOUND ARCHIVES

*Training and consultancy for Sri Lanka Broadcasting Corporation*



Sound archives in Asia are not only endangered by age and climate, but also greedy termites are a real threat

Like many other radio stations in Asia the Sri Lanka Broadcasting Corporation (SLBC) holds the nation's heritage of sound recordings. SLBC archive is particularly important because it is one of the richest and most important in South Asia. It holds unique documents in Sinhalese, Tamil and English, partly dating back as early as 1930.

SLBC is aware of the fact that these cultural treasures can only be preserved for future generations if the archive will be modernized and if it follows the development of the technology. This means digitizing the archive. SLBC is ready to accept this challenge.

By Karl Lippe

AIBD supported SLBC in this endeavor by training its archive staff in the art of modern archive technologies. In a one week workshop AIBD's Engineering Consultant Karl Lippe and its IT Manager Winfried Truemper trained 19 archivists and engineers in modern archiving concepts, digital to analogue conversion of sound recordings, digital storage technologies and catalogue database systems.

As an important outcome of the workshop SLBC's management developed a road map for the preservation and improvement of its archive in the near future. ■



SLBC's archive holds ten thousands of hours of historical sound recordings

## TV News Production in Thailand

By Olivier Delpoux



On location shooting in Ratchaburi



Editing console used during the workshop

The AIBD implemented a regional workshop on TV News production in Kanchanaburi, Thailand, from October 18-23, 2004. This activity was hosted by National Broadcasting Services of Thailand, Channel 11 Regional Office Region 8, which provided all required facilities.

The aim of the training was to enhance the knowledge of the 12 participating journalists from Cambodia, Laos, Vietnam and Thailand in various aspects of news reporting, such as writing skills, interview techniques, camera work, teamwork, editing and sound mixing.

The resource person for this activity was Mr. Philippe Radoux, a freelance director and cameraman who has vast experience in TV Documentary production and training broadcasters.

The workshop was supported by the French Ministry of Foreign Affairs through its regional Audiovisual Attaché in Singapore, Canal France International and the Public Relations Department (PRD), International Cooperation Division, of the Government of Thailand. ■

## Using ICT for Radio Stations

AIBD CONDUCTS WORKSHOP ON  
COMPUTER NETWORK TECHNOLOGIES

By Karl Lippe

In Asia, like anywhere else in the world, broadcasters are more and more depending on computer technologies, not only for information and communication purposes but also to make use of more advanced and more efficient program production technologies. For all of these applications local area computer networks provide the backbone technology in the broadcasting houses.

But how to operate and how to manage these advanced technologies in a professional manner? And how to plan computer networks to the needs of the radio stations? These and many more questions were covered in the three weeks regional workshop on "Local Area Network Technologies", which AIBD conducted in co-operation with DW Radio Training Centre from 16 August to 3 September 2004.

IT experts and network administrators from radio stations in Bangladesh, Brunei, India, Indonesia, Laos, Malaysia, Myanmar, Pakistan, Samoa, Sri Lanka and Vietnam met in Kuala Lumpur to learn more about computer network planning and design, IP addressing, computer server technologies and computer safety and protection.

"Today's competitive environment demands high levels of performance from network solutions and network professionals. These challenges include expanding network functionality, increasing network capacity and ensuring network stability," said DW-RTC project manager Heidrun Speckmann. She and her co-trainers Karl Lippe (AIBD) and Christian Leyer (DW-RTC) provided the participants with advanced knowledge in computer network technologies and chaired their experience with them. Many of the participant's questions could be answered and some of their every day's problems could be solved.

Also in future AIBD and DW will co-operate to provide Asian broadcasters with the know-how required to cope with the challenges of the ICT age. ■



While wiring the training network the participants had the first "touch and feel" of a local area network.

## Asian Pitching Forum in Dublin:

# MORE OPPORTUNITIES FOR ASIA-EUROPE TV CO-PRODUCTION

By Marie Le Sourd, ASEF

The Asia-Europe Foundation (ASEF) in Singapore, the AIBD and the French Ministry of Foreign Affairs (MAE) co-organised the first Asian Pitching Forum with the local and professional coordination of Radio Television Eire (RTE), Ireland, from 4 to 6 November 2004.

Based on the recommendations of the seminar on Asia-Europe TV Coproduction (6-8 May 2004, Bali, Indonesia), the aims of the Asian Pitching Forum were the following:

- (1) To promote quality of the pitch and the chance for Asian producers to participate in this pitching exercise;
- (2) To offer some realistic assessment and evaluation

of Asia-Europe co-production prospect of the projects.

Out of 31 entries, six projects were short-listed and their representatives were invited to Dublin to attend the pitching contest.

The jury members decided to split the 15,000 ASEF Prize into three prizes:

- First Prize - 7,000 Euro: "Riddles of the Three Hares" (Threesixzero Productions, Singapore)
- 2 Second Prizes - 4,000 Euro each: "The Khmer Jigsaw" (Film Formations, Singapore), and "I Witness: Filipino classic films" (GMA, Philippines)

The Asian Pitching Forum was the second AIBD /

ASEF / MAE joint-project on TV Co-production in 2004. A third activity, consisting in a 5-day workshop on scriptwriting for TV Documentary will be offered to the representatives of the short-listed project and professionals from Singapore at the end of the year.

The Asian Pitching Forum was endorsed by European Broadcasting Union (EBU). ■



# Toward Digital Terrestrial TV Broadcasting

By Carsten Dethloff,  
and Olivier Delpoux

In the framework of its collaboration with the International Telecommunication Union (ITU), AIBD organised a 4-day workshop on Digital Terrestrial TV Broadcasting (DTTB) in Hanoi, Vietnam, from 27 to 30 September 2004.

This project was implemented with the support from Vietnam Television (VTV) who hosted this activity in its Training Centre. 17 senior engineers from Cambodia, Laos, Thailand, Mongolia, Indonesia, Myanmar and Vietnam took part in this workshop funded by ITU.

The workshop's content of the first two days was designed to enable the participating engineers to improve their knowledge on basics of digital television from the digitalization of video signals up to digital transmission standards. The next two days were dedicated to frequency planning procedures, regulations and tools. The participants were also exposed to the introduction of DTTB in Europe and other parts of the world. This know-how will enable them to assess the situation in their own countries and will help them to develop a migration scenario to digital television.

Mr. Carsten Dethloff and Mr. Markus Morgen, two engineers from Germany were the consultants for this activity. Mr. E. Behdad, Senior Advisor for Technology and Network Development, ITU Headquarter in Geneva, delivered an additional presentation related to Radio frequency System Spectrum and Spectrum Management. At the end of the workshop all participants were given a collection of material related to all aspects of DTTB on a CD-ROM.

This workshop was the third AIBD activity on DTTB organized in collaboration with ITU. AIBD and ITU have already started designing a follow-up project to further support broadcasting organisations in their technological migration towards digital television. ■



Presentation in progress

## WORKSHOP ON

# AUDIENCE RESEARCH AND PROGRAMME PLANNING

By Renate Ehlers (Hessia Broadcasting/Frankfurt)



Participants and resource person (3. from right, front row) in front of IPTAR's training building

The overall aim for this workshop was to help the participants to improve their radio and/or TV programmes by making use of contemporary audience research. The participants were programme planners and audience researchers from broadcasting organisations in south-east Asia.

After the workshop the participants

- were able to recognise research needs for their programme departments
- had an overview on up-to-date audience research methods
- could decide on alternative research methods and commission audience research studies
- could make use of research results in programme planning decisions.

Special emphasis was placed on the necessity of close co-operation between audience researchers and those who decide on programme structures and resources.

The 11 participants came from Malaysia (3), Laos (2), Cambodia (2), Thailand (1), Singapore (1), South Korea (1) and Indonesia (1). The participants came from countries with widely differing situations concerning their broadcasting systems and the level of development, for example Singapore (high developed competitive radio and TV markets and state-of-the-art audience research systems) vs. Cambodia (state owned radio and TV, no audience research so far). Instead of posing problems in the teaching situation, these differing backgrounds could be put to good use, because the participants were willing to share their experience and learn from each other.

Practical exercises, such as determining the sampling

methods in a given survey, writing survey questions and developing a small questionnaire or using a table of standard errors to determine the right sample size helped the participants to test and to deepen their gained knowledge on research methods. Lively discussions were encouraged on any subject that attracted the participants interest. An introduction into data analysis by using a standard statistical software (SPSS) was included also. Mathematical statistics were only touched upon as this would have taken another, much longer workshop.

The main practical exercise was done on days 4-6. The participants were divided into two groups. Each group had to solve the following problem independently, support was only given at request. Starting from a practical problem in programme planning - the task was to develop a new radio channel for urban youths in KL - the participants were asked to formulate their research questions and aims, decide on appropriate research methods, discuss this with a representative from a market research company and commission a study (fictitiously). They then received fictitious results of their study and had to use them for the following programme planning process. For the commissioning process the executive director Malaysia of AC Nielsen Media Research was invited. He play-acted his professional role in this situation with the two groups very well so that the participants got a fresh and very realistic impression of how such a commissioning process is conducted. For approximately two thirds of the participants this was their first contact with a market research company.

On the afternoon of day 6 the two groups presented their results, with a special emphasis on how they had deducted their programme schedule from the research results. According to their differing backgrounds and experiences the two groups came up with totally differing programme concepts for the new youth channel, one reflecting a mature radio market situation (like in Malaysia or Singapore), the other reflecting the views of more traditional state owned radios (like in Laos or Cambodia). Again an inspiring discussion followed.

The whole workshop was marked by a very friendly, co-operative atmosphere among the participants who had quickly made friends with each other. ■

## SALES AND MARKETING FOR RADIO



By Wilfried Solbach

The participants of the sales workshop presenting lemons - symbols of their "product"

From October 4 to 8 thirteen Heads of Sales and Marketing from Public Service radio stations in the Asian region gathered in Kuala Lumpur to gain insight into professional marketing and sales tools. The overall aim of the workshop was to strengthen the position of the represented stations from Bangladesh, China, Indonesia, Malaysia, Pakistan, Thailand and Vietnam vis-à-vis their commercial competitors.

The workshop - sponsored by Deutsche Welle - was run by Alexander Zeitelhack, a media consultant from Germany, who played a leading role during the introduction of commercial radios in Germany.

The workshop covered topics like Sales Information Systems, Pricing, Commercials, Communication, The Sales Approach, Meeting the Client, Marketing, Positioning and Branding - to name the most important topics.

This massive load of information was brought over very successfully in a short time - also due to the communication skills of the resource person as the participants observed. The participants so much liked the contents of the workshop and the unique way of presentation that some of them invited Mr. Zeitelhack spontaneously to run this workshop in their own countries to expose also the top management of their stations to these new marketing and sales strategies. ■

## Modern Broadcast Management Courses in Cambodia and Thailand

By Wilfried Solbach

In October and November the AIBD organized together with FES (Friedrich Ebert Foundation of Germany) two courses on Broadcast Management in Phnom Penh and Bangkok.

Both courses had 15 participants each and also the regions of the two countries were represented. The Cambodian participants came from the capital Phnom Penh and from Battambang, Siemreap, Sihanoukville, Pursat Province and Apsara and represented both the National Radio and TV of Cambodia.

In Thailand the delegates of the National Broadcasting Service (NBT) represented nearly all provinces of Thailand from Chiang Mai in the North to Songkhla in the deep South, and from Kanchanaburi in the West to Nong Khai in the North-East.

The topics covered in both courses were (amongst others): Organisation cultures and Change Management, Leadership Styles and Motivation, Meeting Management and "Moderation" Method, Discipline in Broadcasting Organisations, Strategic and Long Term Planning, Intercultural Management and How to Analyze Departments. ■



Group Work in Phnom Penh



The Group with Anothai Udomsilp, Director International Cooperation Division, Foreign Office (sitting, second from left)

## New AIBD Website: Up-to-date Information for Our Members

By Winfried Truemper

As already mentioned in the last issue of the broadcaster, the AIBD website [www.aibd.org.my](http://www.aibd.org.my) has been re-launched. Beside the optical changes, you may have noticed the frequent updates of the information on the website. For example, the list of training activities is now always up-to-date.

The faster service to our members is a result of the new internal workflow, which was introduced for the website. Before the new workflow, programme managers would collect changes once a month, a secretary would then edit a centrally stored Excel file and the Excel file would be released to the webmaster. The workflow was a left over from times, where only a few staff in AIBD had a computer.

With the new workflow, Programme managers and secretaries update the information on a daily basis using a web-browser. The new workflow is built around a central database and a content management system (CMS). The CMS is a software with the following properties:

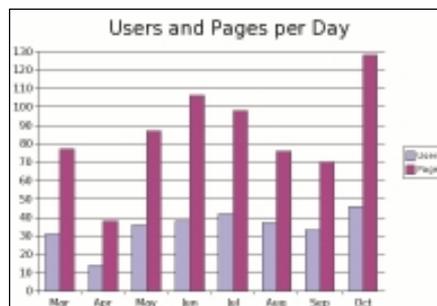
- Colleagues can work on the information simultaneously.
- It is instantly usable on any networked computer, because it runs in a web browser.
- The information is separated from its presentation.

However, the re-organized way of working is different from "everybody does everything".

Such approaches are usually inefficient and have to be compensated by working longer, not smarter.

The CMS is the glue between the specialists, thus removing administrative overhead and increasing efficiency. It allows for a specialization in working, not for a generalization. Example: the programme managers can concentrate on their course descriptions. They don't have to care for any technical detail of data storage or presentation. That is the task of other specialists like the webmaster, software developer and database designer.

On the chart you can see the current access statistics for our site. Search Engine robots and the AIBD itself were excluded from the counting. A similar chart is available under "Site Guide" on [www.aibd.org.my](http://www.aibd.org.my). ■



## DIRECTIONS FOR WEBSITE DEVELOPMENT

By Winfried Truemper

The internet is a peer-to-peer network where computers communicate with each other. A brief record of the communication is kept for reasons of comfort, statistical analysis or security. Example: Open the menu History of your internet browser. It displays a history of all the web pages you have recently visited. That is the record on the client side. At the other end of the communication channel there is a computer called server delivering the web pages. The server also maintains a history of all transmissions which is called a "log file".

Because the log file can contain several hundred thousands records per day, a special software is needed to evaluate it. During the workshop the products SawMill and Webtrends were used for evaluation. The result can be found under "About" on the training website [www.radio-durian.com](http://www.radio-durian.com).

For courses like this one, AIBD maintains the training website [www.radio-durian.com](http://www.radio-durian.com), which is about the fictitious broadcaster Radio Durian. A re-launch of Radio Durian was sketched and implemented within 3 hours. A content management system (CMS) made it possible to do it that fast. To have a training website for the Website Visitors Analysis was essential, because different counting methods could be practiced this way.

AIBD can assist members who need a training website of their own. It usually takes a short while to get such a website up and running. Such a site can be used for media files, HTML files or to operate a CMS.

The evaluation of the logfiles and page counters can provide the directions for the development of a website: what information to offer and when to offer it. On the first look the situation is easier than with traditional audience research. Because the visitors on your website automatically leave traces. But a second look reveals the quality of the data is not as accurate as one would wish. The problem is demonstrated by the four different page counters on Radio Durian, which all display different results.

The workshop was held from 11th to 13th October 2004 in Kuala Lumpur, Malaysia. Seven participants from IPTAR, RTM and TV3 joined the workshop. ■

## Investigating the Needs of Education for All

By Prof. David Mould

Eleven participants from eight Asian countries took part in the first AIBD/UNESCO regional workshop for journalism and media trainers on UNESCO's Education For All (EFA) initiative at AIBD from 16-25 August in Kuala Lumpur, Malaysia. The workshop was led by Dr. David Mould, Professor of Telecommunications and Director of the postgraduate Communication & Development Studies programme at Ohio University (U.S.A) and was assisted by Ms Manil Cooray, Programme Manager of AIBD.

The workshop took a rights-based approach to education issues, exploring EFA goals and their relationship to human development. The group, which included university faculty, professional trainers and experienced journalists, analyzed education statistics, policies, budgets and systems, comparing how countries are meeting EFA targets. The workshop also covered the topics of children's rights, information and communication technologies, and the role of traditional and indigenous knowledge. The participants undertook a group project on reforms in technical education and vocational training in Malaysia, conducting interviews with a team at the German-Malaysian Institute, and individual projects on how media can be used to meet educational needs in their own countries. The participants will be planning national-level workshops on EFA for journalists in their home countries – Cambodia, East Timor, Indonesia, Nepal, Pakistan, Tajikistan, Thailand, and Vietnam. ■



Individual Tuition

## FES/ABU SEMINAR ON NEWS

By Wilfried Solbach



The panel of session 1 "Cheche" Lazaro/ Philippines, Chu Pui Hing/ Hongkong and Sayyora Ruzikulova/Uzbekistan (from left to right)

During the General Assembly of the ABU in September this year in Almaty/Kazakhstan a one day workshop on "News Reporting and Production" took place on September 23, 2004.

The topics of the four sessions were:

1. Challenges of News Reporting in Countries in Transition
2. Professional Ethics & Codes of Conduct in Broadcasting News
3. Developing and Sustaining Training in the Newsroom
4. Working with the International Community

In sessions three Karl Lippe, Engineering Consultant of AIBD and Wilfried Solbach, Human Resource Development Manager, discussed new trends in training for the newsroom with the participants.