

Action Plan from 2008-2012



Mr. Uz Mohamed Nasheed, Minister of Information and Arts, Republic of Maldives, inaugural speaker at the 6th AIBD General Conference, receives from AIBD President Ms. Pattareeya Sumano a copy of the AIBD anniversary book



Uz Mohamed Nasheed (right), Minister of Information and Arts, Republic of Maldives, is greeted by Manuel Goncalvez, CEO of Teledifusao de Macau, S.A. People's Republic of China

The AIBD members have approved the Institute's five-year Action Plan from 2008 to 2012 aimed at strengthening the capacity of broadcasters to face the media explosion taking place in technology, software and content.

The approval came after the Strategic Plan Team endorsed the Action Plan during the 33rd Annual Gathering and the 6th AIBD General Conference (GC) & Associated Meetings held on 16-19 July 2007 in Maldives. The three-day meeting gained added significance as the Institute celebrated its 30th year anniversary. Uz Mohamed Nasheed, Minister of Information and Arts, Republic of Maldives, was the inaugural speaker at the inauguration ceremony of the General Conference on 16 July 2007. He cited various challenges facing the Maldivian society, among them that of infrastructure, education, fundamentalism, radical Islamism and liberalism. He said that "finding a balance, playing the gymnastics, being acrobatic enough, trying to deliver on a system of governance for the media while taking stock of the realities on the ground, while preserving our traditional Asian values, while still being able to live with the rest of the world and communicate with them in a language that is understandable to them, this is the challenge. It is a serious business."

The Action Plan will include training activities, among others, in instructional design and multimedia delivery system, convergent journalism, archiving and virtual libraries, technology and new media, creative content for programming and management. The Plan also involves co-production arrangements on religious understanding, cultural diversity, HIV & AIDS and local music performances, media festivals and media awards, surveys

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Media Can Do More

The recent 2nd Asia-Pacific and Europe Media Dialogue in Bonn, Germany attracted close to 400 participants from 50 countries, generating a mix of measures to move the dialogue further in engaging media to help expedite implementation of the Millennium Development Goals (MDGs) and to craft strategies in addressing the competitive changing media landscape.

At the official opening, Mr. Bernd Neumann (right photo), German Minister of State to the Federal Chancellor, Federal Government Commissioner for Culture and Media, delivered a special address on media and development. He urged governments to open up media markets oriented towards greater free expression.



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Mr. Khieu Kanharith (left), Minister of Information of Cambodia, attends the General Conference

and researches, and consultancy services. A new initiative is the launching of a three-week executive management programme called electronic media management development aimed at enabling broadcasters to become better managers. The Action Plan was crafted primarily from surveys and discussions with members and partners, and from opportunities existing in the region.

The GC members also approved the creation of a training fund to better equip the Institute to respond to the broadcast training needs in the region. Contributions to the fund will come from both the regular and affiliate members. To date, AIBD has 42 organisations in 26-member countries and 63 affiliate members.

In the three-day meeting, AIBD director Javad Mottaghi said that aside from upgrading professional skills and ethical standards, the Plan also covers programmes that will address development issues related to health and science, gender mainstreaming, children and youth, poverty, cultural diversity and peace building. Some of these activities emerged from the recommendations of the regional workshop on "Empowering Broadcasting through Training" held during the Asia Media Summit 2007 in Kuala Lumpur.

AMS 2008

The AIBD General Conference approved measures to strengthen the Asia Media Summit, which has become a global brand attracting a mix of stakeholders and partners across continents. The measures will cover aggressive marketing activities to attract more young people aged 35 and below to participate in the meeting. It will implement a mix of formats to ensure dynamic discussion and wider participation.

Performance Report

Dr. Javad Mottaghi reported on the Institute's 2006-07 performance, saying that the "past 12 months was a successful period" in pursuing dynamic training activities, maintaining a sound financial base, strengthening its partnership with permanent partners and expanding cooperation with new partners around the globe.



From left: Mr. Rajendra Sharma, Deputy Executive Director, Radio Broadcasting Service of Nepal, Mr. Ram Sharan Karki, Executive Director of Radio Broadcasting Service of Nepal and Ms. Pam Hu-See Hwa, Director, Community and International Relations, Media Development Authority of Singapore

65 Activities for 1,431 Broadcasters

In capacity building, AIBD implemented over a one-year period 36 regional and 29 in-country activities, benefiting 1,431 broadcasters. The activities covered engineering, new media, programming, journalism and management. New initiatives that were implemented during the period were the Canada / AIBD workshops on cultural diversity, global media strategies on HIV & AIDS, open space technology meeting on the Asian approach to public service

broadcasting, Arab-Asia workshop on modernizing and digitising sound and seminar on TV entertainment programmes, and the launch of the 1st Asia-Pacific MDGs Media Awards, which saw more than 100 entries from 23 countries in the region.

In his report, Dr. Mottaghi announced the launching of the HEC Montreal / AIBD joint project on electronic media management development programme (EMMDP). This is an intensive three-week executive management programme similar to an MBA-style generalist

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From left: Prem Jagasia, Director of A-TV Shalimar Recording & Broadcasting Co., Pakistan, Bijaye Madhou, Director-General, Mauritius Broadcasting Corporation, Joalaprasad Hurry of Mauritius Broadcasting Corp., and Phil Molefe, General Manager of SABC International Affairs



From left: Mr. Hanh Tran, CEO of ABC Radio Australia, and Ms. Pauline Couture, President, PC Associates-Strategic Communications, Canada



From right: Ms. Min, Eun-Kyung, Executive Director, head of International Relations, Korean Broadcasting System and Mr. Kim Chang Min, liaison officer of KBS.

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approach aimed at enabling broadcasters to become better managers. It will commence in October 2008.

Memberships

Over the one-year period, the Institute recruited 12 additional organisations as affiliate members, which were approved by the AIBD General membership. They included WAQT Television and South Asian Free Media Association in Pakistan, Ria Novosti in Indonesia, PerConsult in Germany, Media Niugini Limited in Papua New Guinea, Vanuatu Broadcasting & Television Corporation, Tanzania Broadcasting Services, Radio Television Hong Kong, Cihan News Agency in Turkey, Management Institute of Canada and the South African Broadcasting Corporation Limited.

GC Inauguration Ceremony

Three UN leaders sent messages to the AIBD General Conference. UN Secretary General Ban Ki-moon said that radio and television in the region face serious challenges such as the rapid commercialisation of Asia media, concentration of media ownership, reliable public service broadcasting to address the spread of diseases, among others. He acknowledged the unique role of AIBD and its important work in responding to these challenges.



Dr. Hamadoun I. Toure, ITU Secretary-General

Dr. Hamadoun I. Toure, Secretary General of the International Telecommunication Union, said AIBD is a valued partner in narrowing the digital divide in the region. He commended the Institute for "fostering a robust broadcast environment and enhancing digital opportunities through capacity building."

Mr. Koichiro Matsuura, Director-General of UNESCO, said AIBD and UNESCO share the common goals to enhance media capacities in member countries, which could bring greater transparency and democratic governance. He said UNESCO looks forward to a continuing cooperation, built on shared values and ideals, "not least the importance of the free flow of ideas and images for creating a world where ignorance does not rule and where diversity is respected."



Ms. Jocelyn Josiah, Advisor in Communication and Information for Asia, delivers the statement of Mr. Koichiro Matsuura, Director-General of UNESCO, at the GC

Ms. Pattareeya Sumano, AIBD President and Deputy Director of the National Broadcasting Services of Thailand, delivered the welcome remarks, saying that more work is required to address several crucial challenges and continued support of the AIBD from member countries is essential to respond to the changing media environment.

She thanked the Government of Maldives for hosting the General Conference.



Strategic Plan Team Meeting

In Maldives, members of the AIBD Strategic Plan Team convened its 18th meeting, attended by 32 representatives including members and partners from 19 countries. In the absence of Mr. Cao Yin of SARFT, China, they elected as their acting chairman Mr. Zhang Chenxiao, deputy director of the International Cooperation Department, SARFT, China.

SPT members discussed the progress of some key initiatives such as the implementation of master's degree programmes in communication media, the establishment of the Asia-Pacific Media AIDS Initiatives (AMAI), the Asia Media Summit 2008, and the Bonn Media Dialogue. They also examined the value of media dialogues, a mandate AIBD is pursuing vigorously. The representatives from South Korea, Cambodia and Nepal said that the media dialogue has been a useful exercise in generating a diversity of voices, and raising better awareness and understanding among Asian and European broadcasters. Other delegates said that the dialogue has triggered the signing of memorandum of understanding between European and Asian media companies and increased European participation in the World TV Award. AIBD has also benefited from the media dialogue as it pursues more projects with the Commonwealth Broadcasting Association and the European Broadcasting Union.

The SPT decided to create a special task force to streamline the AIBD awards by reviewing its direction and giving it special focus. Those who volunteered to become members and begin consultations were the representatives from Korea, Fiji, Australia, Nepal and Singapore.

Executive Board Meeting

At the AIBD Executive Board meeting chaired by Mrs. Pattareeya Sumano, AIBD President, members approved the 2006 financial report and estimated budget for 2008. Dr. Mottaghi said the AIBD financial situation is becoming better, thanks to members of the Institute. The GC membership elected 5 new members of the Executive Board who will assume office in August 2007 for two years. They are Sri Lanka, Nepal, Vietnam, Cambodia, Indonesia.

APEC Meeting

The members of the Asia-Pacific and Europe Partnership Committee (APEC) convened its 6th meeting on 16 July 2007 in Maldives. A total of 18 delegates from 35 member countries, partners and observers attended the meeting chaired by Ms. Min Eun Kyung, Executive Director, Head of the International Relations Dept, KBS.

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APEC members recommended a few initiatives, among them, activities showcasing concrete case studies on ethics, a one-minute simultaneous broadcast of a message on HIV and AIDS similar to the African experience, and workshops on role of media in promoting good governance in the Pacific Islands.

Other activities at the GC were the three professional discussion sessions on some of the challenges the broadcast industry is facing. They dealt with issues dealing with increasing Internet and its impact on broadcast listenership and viewership, media, ICT and their role in contributing to conflict, dialogue and peace, and how media can exploit new realities in programming and changing media landscape to improve the bottomline.

During the inaugural session, the winners of the World TV Award on the best documentary on conflict resolution and the AIBD radio awards were announced.

The next General Conference will be held in Bali, Indonesia on 21-24 July 2008, in Fiji on 20-23 July 2009 and then Macau on 26-29 July 2010.



Mr. Dagneau Gilles (left), movie director, receives the 1st prize trophy for the winning entry entitled "TJIBAOU, The Reconciliation" from RFO, France



Mr. Jean Larin (left), director of Radio Canada International, receives on behalf of RCI the Reinhard Keune's Memorial Award on the Best Radio Programme Promoting Cultural Diversity. The winning entry is entitled "Multiculturalismo Canadiense" (Canadian Multiculturalism)

Moving the Media Dialogue Forward

After the second media dialogue held recently in Bonn, Germany, the *Broadcaster* gathered insights among participants on how to move the media dialogue forward in concrete terms.

Kiran Karnik, President of NASSCOM, India, said both the Paris and Bonn Media Dialogues were useful in strengthening contacts and networking. "There is a need to get the audience to participate. We must create media content in different countries to stimulate dialogue among audiences," he pointed out.

Kunda Dixit, founder of the Nepali Times, Nepal, suggested that "we need to sit together and produce content that are of mutual concern between Asia and Europe in whatever platform-radio, TV, on line, and get partners to help. He said the exchange of journalists is also important not just between Asian and European journalists, but also among journalists within Asia-Pacific.



Kiran Karnik (left) discusses with Kunda Dixit the issues in the Bonn Media Dialogue



Assistant Prof. Pirongrong Ramasoota Rananand (left) of Chulalongkorn University, Thailand with AIBD Programme Manager Joe Ma. Carlos

Assistant Prof. Pirongrong Ramasoota Rananand, Head of the, Department of Journalism and Information, Faculty of Communication Arts, Chulalongkorn University, Bangkok, Thailand, said "broadcasters must work out and sign memoranda of understanding between networks, which will identify specific projects for joint cooperation such as workshops, research, short visits and exchanges among industry stakeholders."

At the closing ceremony of the Bonn Media Dialogue, Erik Betterman (picture below), Director General, Deutsche Welle, said that the second media dialogue has brought Asian and European broadcasters closer to each other. As Asia and Europe share parallel common perspectives, he expressed hope that new actions can be pursued, as media experiences major changes. He said we need to work towards a more responsible media, and produce more credible and reliable content especially as future generations will use more electronic form.



Dr. Javad Mottaghi (picture below), AIBD Director, said that we must ensure that the dialogue will not be confined within our own area. Take dialogue to more people across continents.





Mr. Ong Keng Yong (picture above), ASEAN Secretary General, spoke of ASEAN's initiatives to strengthen its organisation and partnerships with the other regions. He said that the implementation of the MDGs requires strong political will and action, "a great challenge, but not insurmountable."



Ms. Eveline Herfkens (picture above), UN Executive Coordinator for the MDGs, delivered a passionate plea to media to execute creative ways to reach out to governments in expediting the implementation of the MDGs. She called on broadcasters to intensify monitoring and scrutinising governments, and putting their policies and actions, or lack thereof, in the public arena.

Held on 3-5 September 2007 at the World Congress Center in Bonn, the Media Dialogue was organised by Deutsche Welle, the European Broadcasting Union and the Asia-Pacific Institute for Broadcasting Development with support from 21 other regional and international organisations from Asia-Pacific and Europe. Participation at this year's conference represented close to 40% increase over that of the 1st Media Dialogue in Paris.



Mr. Eric Bettermann (picture above), Director-General of Deutsche Welle, emphasised the need to intensify contacts and dialogues as a means to pursue growth and development and create a culture of peace worldwide. The Organising Committee chaired by Mr. Bettermann thanked all those who participated in the media dialogue and the sponsors that helped ensure the success of the conference.



Mostly broadcasters from countries with varying political, social and cultural structures, the delegates identified proposals to move the media dialogue forward and push faster implementation of the MDGs. Among them, a stronger demand for the public's right to information, more responsible exercise of free expression, a stronger plea for accountability and good governance among state and private entities, improved benefits for media workers, more media reporting on the poor and the environment, media access by those who have less in life, and more responsible media reporting on poverty and environmental issues.



Other recommendations were to examine the role of media in the wealth creation agenda of nations, strong public service obligations by both private and state media, designing multimedia content in multi platforms for various stakeholders, and greater media sensitivity to gender and religion reporting.



Dr. Javad Mottaghi, AIBD Director, (front row, 2nd from right) encouraged the delegates to keep the flame of dialogue among media professionals burning continuously and constructively in order to build peace in the minds and hearts of men to make the world a better place to live. He also invited all participants to join the next Asia Media Summit scheduled for 27-28 May 2008 in Malaysia and the 3rd media dialogue scheduled in September 2009 in the Netherlands. On behalf of all participants, Javad Mottaghi placed on record his sincere thanks and appreciation to Mr. Bettermann and his able team at Deutsche Welle for their outstanding achievement in hosting the 2nd Media Dialogue in Bonn.

Highlights of AIBD



General Conference *in Maldives*



FIGHTING

Stereotypes and Discrimination

The Asia-Pacific and Europe Media Dialogue featured an open space technology meeting on the theme "what role can media play in fighting stereotypes and discrimination." A total of 12 meeting stations were organised, each one examining a topic related to the theme and generating ideas and suggestions. Among the topics were gender stereotyping in the media, image of Iran, Iraq, Kosovo and Afghanistan in media, politics and broadcasting, getting access to information, peace journalism, a clash between Islam and the West, and the role of social networks in mass media and media's role in implementing the MDGs.

Ms Beate Bartoldus (*right photo*), Head of the Department for Asia and Pacific, Friedrich Ebert Stiftung, welcomed the media professionals and core decision makers from Asia and Europe, and stressed that the 'open space'



format would provide them a unique opportunity to exchange ideas and get involved into a vivid and dynamic dialogue with each other. Together with AIBD, DW and EBU, the FES introduced this innovative format on the second day of the Media Dialogue. Also in attendance were participants from the "Dialogue of Cultures" which was hosted by FES for one and-a-half days in Bonn.

On the topic 'what can media do to overcome the image of culture clash,' participants generated the following ideas:

- We should take the opportunity of such conference to open domestic media regulations
- Greater caution on reporting immediately
- Extend cultural studies in school, universities, secondary schools
- How much time do we allow to report in media
- Problem: reach listeners: not many
- How can we reach the mass? Mainstream mass media? Immigrant communities like to listen to their own communities, music, issues
- Problem: trying to be global and yet general
- Solution: find common topics of interests



On the topic 'empowering women through the media,' delegates discussed the following ideas:

- Call in show-short story, drama vox populi, radio magazine,
- Drama TV, content mainstream, gender equality
- Positive role model (success story) gender is a new concept
- Integrate men into the program
- Break down traditional barrier
- Understand women by men
- Broadcasting through media to change social behaviour to women
- Give voice to women to raise their issues
- Educate families that raising a family is a responsibility of husband and wife
- Encourage women and girls to play a role in media



Asia-Pacific & Europe MEDIA DIALOGUE

SESSION 1

Media and Development



In acknowledging the phenomenal growth rates in China, India and ASEAN, he "urges the governments to open up media markets oriented towards greater free expression."

Bernd Neumann
*German Minister of State to the Federal
Chancellor, Federal Government
Commissioner for Culture and Media*

"The challenge is great, but not insurmountable... We need sustained international and regional collaboration... There are not many social instruments, which are so powerful as the media to tell the truth, enlighten humanity, uncover social ills, and advocate the way forward. I hope that you will use your flair and influence along these lines."

Ong Keng Yong
ASEAN Secretary General



"The Millennium Goals can only be achieved, when governments are held accountable to account for their promises... And don't you tell me this might be very important but boring: isn't it your job (media) to make these issues sexy?"

Eveline Herfkens
UN Executive Coordinator for the MDGs

"Media must make a contribution to the MDGs. ICT encompasses traditional and community media. They can help advance development. Independent media is indispensable to development."

Fritz Pleitgen
*President
European Broadcasting Union*



SESSION 2

It's all About Access-Globalisation, International Broadcasting and Regulation



Sheng Yilai
*Director
CCTV's Overseas Service
People's Republic of China*

"Holding a different perspective first requires an objective look at ourselves. We are supposed to be most familiar with our own things and ourselves... Holding a different perspective also demands a careful look at the outside world. Unquestioning belief comes at a cost. Many examples can be drawn from history. A different perspective demands an independent view and thinking, and stops parroting what others say."

"Free media is not enough. People must have access to media."



Caroline Howie
*Head of Asian Department
BBC World Service Trust*



Dr. Ishadi SK
*President & CEO
Televisi Transformasi Indonesia*

"Free to air TV, therefore, is strategically positioned to support the MDG programmes and other community development programmes, thus control towards programme content becomes extremely important. This could be achieved without having to forsake or to disrupt the freedom of the press that are currently enjoyed by all levels of the community in Indonesia today."

SESSION 3

Serving the Public with Media



"Every channel must reserve some time for public service broadcasting... Media must ensure a diversity of opinions, ideology, broadcasting this to different audiences. Media must stimulate debate. Media must get involved in development."

Kiran Karnik
President
NASCOM, India

"Public service media is part of and not an enemy of the market economy system. It helps make the world a better place to be. It is not in competition with anyone... It's core goal is to help people find their own identity, our individual identity and our nation's identity and to understand that we are all citizens of the word."



David Wood
Head of New Technology
European Broadcasting Union



"We need to re-inject public service value into media... Public service broadcasting is a prerequisite for democracy and a prerequisite for development."

Kunda Dixit
Founding Editor
Nepali Times, Nepal

SESSION 4

What on Earth is Happening?

"Even in its role of watchdog, the media coverage of tsunami-related corruption was largely politically biased and only focused on certain sensationalised incidents... Clearly the role of media in situations of disaster needs to be carefully reevaluated. Recognising the strengths of the media and working to fulfill its primary responsibilities should be of paramount importance."

Hilmy Ahamed
CEO

Young Asia Television (YATV), Sri Lanka



"The big challenge is climate change, that will cause disaster in a big way. Preparing journalists before disaster comes is important."

Mark Byrne
European Director
Dart Centre for Trauma and Journalism

SESSION 5

Next Generation's Network – Accessing the Archives?

"To preserve programmes that are seriously endangered, we need to do the following stages; analysis of audits, development of websites showing the richness of archives all over the world, and development of toolkits."

Edwin van Huis
Director General

Netherlands Institute for Sound and Vision and President, FIAT/FTA



SESSION 6

It's not a Clash Between Christian and Islamic Civilisations

"Media whether in Asia or Europe has not highlighted concrete ways to bring peace between Christians and Muslims. This is also true in the United States. Why does media behave this way? Why doesn't media want to report on progressive, critical perspectives on the global system, or the obsession with wealth and power which undermines life and its meaning? Is it because media is ignorant or biased towards Islam and because of this bias, they cannot link Islam with the struggle for justice? Is it because of commercial motives? Is it because we have a tendency to exaggerate conflict?"



We cannot go on this way, as this will bring us to the brink of disaster. There is so much violence. Media has contributed to hatred and antagonism. Why can't we bring out the best in humanity?"

Dr. Chandra Muzaffar
President
JUST, Malaysia

"People who are not rich and powerful should be reported by the media. Diversity can mean dissent, discomfort... religion as part of our cultural identification must be central to broadcasting."



Adrian Moynes
Managing Director
RTE, Ireland

"Media must be careful. It should not fall into the trap of deepening distrust."

Dr. Shaban Shahidi Moaddab
Former Vice President
Islamic Republic of Iran
Broadcasting, Iran



"Our minds and hearts have increasingly been influenced by the media. We need to find practical ways to use communication tools for a pluralistic world. To attain peace. We need to respect universal values such as free expression, tolerance, mutual understanding and respect. We need to establish the enabling environment for this. WE need to be able to listen to things that we don't agree with."



Mogens Schmidt
Deputy Assistant Director General for
Communication & Information, UNESCO, Paris

SESSION 7

If the Future is Female, then Kids Win Too!



"To help bring about more gender equality, we need to improve recruitment and management skills training and adopt more family friendly policies."

Dagmar Skopalik
Head, Department of International Relations,
and Deputy Controller, International Affairs
ZDF, Germany

"More women are becoming empowered. Media is partly responsible for this... There is more liberal portrayal of Islam in Pakistan media, but we still need more discussion on women issues."



Moneeza Hashimi
General Manager
International Relations, HUM TV, Pakistan

SESSION 9

The Magic to Come: Enabling Conversation

"Right now the broadcaster's influence is getting undermined by the quick development of telecommunication operators and service providers. The audience share is easy to reduce, and the amount of online media users, is getting more and more. Even when we implement new strategy, do we have a practical and sustainable business model?"



Li Ruigang
President
Shanghai Media Group, People's Republic of China

"The road ahead is not to sell more, but to guarantee the right to communicate and focus the business on how to achieve the broader social and economic goals. The knowledge society is people-centred and an individual can make a difference. This can efficiently work only on a win-win social scheme, at national and international level."



Alessandra Paradisi
Secretary General
COPEAM (Permanent Conference of the
Mediterranean Audiovisual Operators, Italy)

"Broadcasters need to have a "multi window strategy." Most broadcasters have so far been focusing on supplying contents to be broadcast through their own channels. However, now that media market has, and will become more and more specialised or segmented. In this regard, a multi window strategy means production of contents, which can be accommodated across all the available media platforms."



Min Eun-Kyung
Executive Director / Head
International Relations Team, Korean Broadcasting System, Korea

SESSION 10

Making Media Sustainable

"Future media is expected to be distinguished by its interactivity rather than the type of its device or platform that the content is provided. Interactive services covering broadcast medium and IP network have already been introduced. In the future however, interactive services that are more user-oriented and social network based will be more dominant. Consumers definitely prefer free services. However, it would be difficult to have the existing TV ads shown on a much smaller mobile TV screen. More appropriate and relevant ads or business model of ads for mobile TV services will be required."



Kim Jin Kwon
Deputy Director of KBS Contents Strategy
Team, Korean Broadcasting System, Korea

SESSION 11

Radio in the Podcasting Era

"Radio on-line gives radio a new lease of on-line life with thousands of radio stations appearing overnight. It provides a multimedia extension to radio."



Asaad Sameer Bagharib
SVP
New Media & Radio Technology
Media Corp Technologies Pte, Ltd., Singapore

"Podcast technology allows personalised multi-media experience. Users can easily choose their own music or programmes. In the sea of information made available by the Internet, how can radio stand out itself to maintain its status in the media world? Quality content is of course a primary concern. The smart play of convergence to increase the interactivity and flexibility of programmes can also attract more listeners. Just like our Japanese learning programme "Yokoso Nihon", the radio programme is complemented by a website, a brochure and also the podcast."



Chan Yiu-Wah
Head of Radio One
Radio Television Hong Kong
SAR, People's Republic of China

Drawing Conclusions

"As one of their (MDGs) stakeholders, the broadcast industry should also work towards its own blueprint for action to realise the 8 MDGs. We need to craft a similar plan with concrete timetable, one that demands



political will to stop the killing poverty generates, achievable within the context of our own respective experiences."

Pattareeya Sumano
Deputy Director General
National Broadcasting
Services of Thailand &
President, AIBD General
Conference

"Media has the capacity to set agenda. One issue I would like to pursue is media and the wealth creation agenda."



Elizabeth Smith
Secretary General
Commonwealth
Broadcasting Association,
UK



"We need regulations for media convergence. We must promote responsible media and public service obligations especially in relation to the MDGs."

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

"We need to keep listening to people, to a wide range of views. We need to promote creativity especially among young journalists and not be humbled by lack of resources. When we give voice to the voiceless, we must give it with more integrity, and go deeper, not just scratch the surface."



Janet Boston
Director
Thomson Foundation

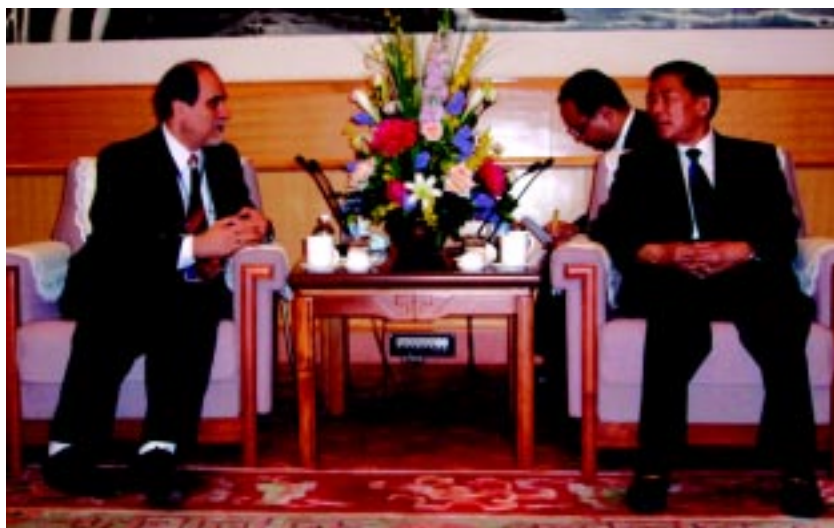
"We need to stay relevant to our viewers. Our programming must be attractive, address audience



needs, and make content appealing. We must be more sensitive to gender and religion."

Adilah Shek Omar
Deputy Director General
Radio Television Malaysia

Media Activities in CHINA



Mr. Wang Taihua (right) Minister, State Administration of Radio, Film and Television (SARFT), meets with Dr. Javad Mottaghi in Beijing.

The 2007 China Radio, Film & Television International Exposition held from 21- 24 August 2007 at the China International Exhibition Center was a resounding success.

The Festival and Exhibition was officiated by H.E. Mr. Wang Taihua Minister, State Administration of Radio, Film and Television (SARFT) who addressed the inauguration ceremony and its international gathering at a reception banquet on 21st August. The State Administration of Radio, Film & Television, People's Republic of China (SARFT) and China Central Television (CCTV) successfully hosted the 5th China Radio, Film and Television International Exposition in 2007.

Mr. Wang Taihua asked radio, film and television industry to apply new and high technologies, including the digital and Internet technologies. He said that the radio, film and television sectors should make better use of modern technologies to promote the digital progress in the production, transmission and broadcast of programs. The Minister added that better radio, film and TV programs should be produced to cater to the people's increasing cultural needs.

In his address, Mr. Wang Taihua stressed that convergence and digitalisation within the broadcast and telecommunications industries are transforming broadcast operations in the region, moving towards either total digital makeovers or progressively upgrading sectors of their chain. This calls for broadcasters to become proficient with the huge number of new technologies pushing into the broadcast landscape. If well managed, this holds enormous promise for the people of the Asia-Pacific region and the world – to improve health, trade, education and ultimately, individual lives.

Dr. Javad Mottaghi who was also given the opportunity to speak at the inauguration ceremony said that the 2007 China Radio, Film and Television International Exposition in Beijing was a unique opportunity for the industry to strengthen its ability and skills to meet the challenges in the media environment. The 2007 International Exposition, among other things, provided insights on how the new and emerging technologies are shaping the future of our business and how broadcasters could take advantage of those technologies to improve their business.

Mr. Mottaghi added that the Festival also provided a unique opportunity to establish a practical dialogue among media stakeholders to opt and nurture dialogue of civilisations as an integral component for growth through radio, TV and film exchange. Mr. Mottaghi added that the world will witness how the international community could celebrate cultural diversity during the Beijing Olympic Games in 2008.

Mr. Tian Jin Vice Minister, State Administration of Radio, Film and Television (SARFT)



▲ From left: Mr. Tian Jin Vice Minister, State Administration of Radio, Film and Television (SARFT), Mr. Wang Taihua Minister, State Administration of Radio, Film and Television (SARFT), Dr. Mottaghi and Mr. Cao Yin, Deputy Director, International Cooperation Division (SARFT)

and Mr. Zhao Huayong, President of China Central Television (CCTV) were among other distinguished delegates. Dr. Javad Mottaghi, AIBD Director, visited Beijing recently to attend the Exhibition and explore more initiatives for collaboration in media training.

At a separate meeting with H.E. Mr. Wang Taihua Minister, State Administration of Radio, Film and Television (SARFT) and Mr. Tian Jin Vice Minister, Dr. Mottaghi presented a brief report of the AIBD's achievements and several initiatives that AIBD and its members have introduced over the recent years. He thanked Mr. Wang for the invaluable support that China has rendered to AIBD over the years. He added that AIBD is proud to be given the opportunity to work with broadcasters in China and would be pleased to expand its cooperation with SARFT. In particular, Mr. Mottaghi thanked Mr. Tian Jin's role in matters related to AIBD. Dr. Mottaghi also referred to the important role of the AIBD Strategic Plan Team led by Cao Yin Deputy Director, International Cooperation Division (SARFT).

Mr. Wang praised AIBD for its initiatives and emphasised that his ministry will continue to support AIBD in the future. Referring to Mr. Tian Jin's speech at the 1st Asia-Pacific and Europe Media Dialogue at the UNESCO HQ in Paris in 2006 and also Mr. Tian Jin's presentation at the Asia Media Summit in 2005, Minister Wang reconfirmed his support towards AIBD in its international media dialogue. Furthermore, he referred to the participation of Mr. Zhao Huayong, President of China Central Television (CCTV) at the Asia Media Summit 2007 and said AIBD should

continue such regional and global media dialogues bringing together media stakeholders with a view to bring about a better understanding among decision makers in the broadcasting industry. Mr. Wang also mentioned his satisfaction on the role of AIBD in capacity building in various countries and instructed AIBD to move ahead in helping its members in HRD, media dialogue and other areas as stipulated by the AIBD Strategic Plan. Mr. Wang reconfirmed his continued support of the AIBD and emphasised that China is determined to continue its active role in AIBD.

Dr. Mottaghi expressed his sincere thanks and appreciation to Mr. Wang and the State Administration of Radio, Film and Television (SARFT) for the invaluable support that SARFT has rendered to AIBD.



▲ Mr. Zhao Huayong (right), President of China Central Television (CCTV), discusses with Dr. Mottaghi areas of collaboration in broadcast training.

▶ Manuel Goncalves (right), Vice Chairman and CEO of Teledifusao de Macau, S.A, People's Republic of China, welcomes Dr. Mottaghi at the TDM's booth at the 2007 China Radio, Film & Television International Exposition.

The 2008 Games will have a high definition Olympiad

China Central Television (CCTV) has announced its broadcasting plan for the upcoming Olympics. A new TV channel will be set up and new technologies will be used, including high-definition TV broadcasting. More than 4 billion people will watch the Beijing Olympic Games compared to the 3.9 billion people who watched the Olympic Games in Athens. The Beijing Olympic Broadcasting (BOB) is responsible for bringing the pictures and sounds of the Beijing Olympic Games to the world with more than 4000 hours of coverage, most of them live, 55,000 square meters at the IBC, more than 60 television mobile units, over 1000 cameras, and more than 450 videotape machines.

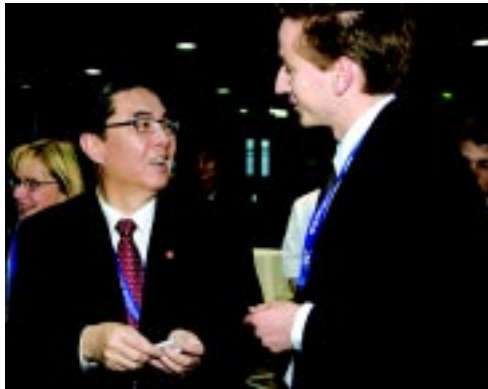
The international live signal will broadcast entirely in high definition for the first time in Olympic history. The world will witness how glorious the international community could celebrate cultural diversity at the Beijing Olympic Games in 2008.

In a meeting with Mr. Zhao Huayong, President of China Central Television (CCTV), Dr. Mottaghi thanked the CCTV President for his participation at the Asia Media Summit in 2007. Mr. Mottaghi also reported that AIBD would be pleased to expand the existing cooperation with CCTV to other areas, which was welcomed by Mr. Zhao Huayong. Mr. Zhao referred to several areas that CCTV can help AIBD in boosting its regional and international cooperation. Mr. Zhao also confirmed that CCTV would be happy to share its experiences with other broadcasters through several AIBD HRD activities.



Highlights of Bonn Media Dialogue

Conference Proper





Highlights of Bonn Media Dialogue

Boat Ride Along the Rhine River



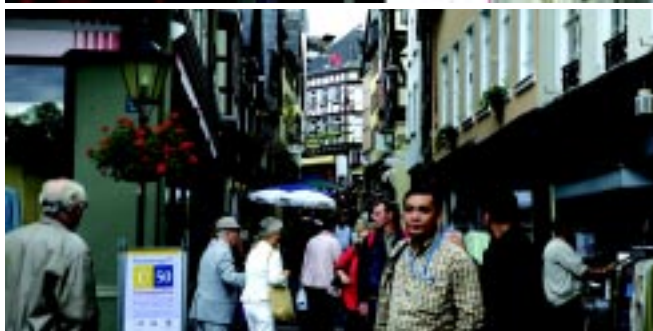
Visit to the Town Hall, Bonn

hosted by Bonn Lady Mayor Bärbel Dieckmann



Highlights of Bonn Media Dialogue

Visit to the Town of Linz



More Strategic Cooperation

A dialogue between Asia-Pacific broadcasting companies and AIBD and Deutsche Welle was held in Bonn, Germany recently to examine ways to enhance their partnership in building a more vibrant electronic media in the region. Held at the DW headquarters on 30 August to 1 September 2007, the event titled 'Visions and Strategies for Future Cooperation' served as a pre-conference symposium to the 2nd Asia-Pacific and Europe Media Dialogue also held in Bonn on 3-5 September 2007.

Attendees were mostly CEOs of broadcasting companies from 13 Asia-Pacific countries. Ms. Gerde Meuer, Head of DW-Akademie, formally opened the symposium. She said the conference is critical in ensuring that the DW's training and consultancy activities in the region suit the changing development needs in the region. She called on participants to identify strategies for future cooperation.



From left: Ms. Gerde Meuer, Head of DW-Akademie, Mr. Helmut Osang, Head Asia Division, DW-Akademie, and Mr. Boun Bouathong Thangvanh, Deputy Director General of the Lao National Television

Representing AIBD, Jose Ma. G. Carlos, programme manager, thanked DW for co-organising and supporting the symposium. He said that the AIBD remains committed to strengthen its mandate in upgrading the skills of broadcasters in the region.

The symposium featured a film project on German aid in Cambodia and the digital audio archive project at Radio The Voice of Vietnam, both supported by DW. It also examined opportunities and challenges of the new media and issues in relation to change management and capacity development.



On the last day, the participants listed some priority training needs both DW and AIBD could consider as follows:

Fiji TV

- Engineering and technical training
- New media training
- Digital archiving

HUM TV, Pakistan

- Establishment of South Asia Media School, later a university

IRIB, Iran

- Methodology of needs analysis
- Multimedia training
- State of the art in teaching skills
- E-learning

Lao National Radio

- Radio production in local stations
- Journalism – news writing
- Management training

Lao TV

- Journalism
- TV production
- Editing of TV programmes

Myanmar Radio Television

- Management training
- Training on migration from analogue to digital
- IT training
- TV formats

National Television of Cambodia

- Training for journalists, engineers in connection with Khmer trial

Nepal TV

- Management process systems
- Graphics
- News and journalism, online and offline
- Editing

Nepal Radio

- Training of trainers
- Broadcast management for senior managers
- Audio archiving

Radio The Voice of Vietnam

- Consultancy on archiving (going on)
- TV producers training

Shanghai Media Group, China

- Joint training courses for young journalists
- New media
- Sharing of content – exchange of producers

Sri Lanka, Young Asia Television

- Moving towards media convergence
- Digital archiving
- IPTV and mobile applications



▲ Ulrike Meyer (left), project manager, Project Management and Public Relations, Deutsche Welle and Susanne Bauermedia, an organisation development consultant

Mongolia shifts to PUBLIC SERVICE BROADCASTING

The Mongolian National Public Radio and Television (MNPRT) has moved towards full public service broadcasting since 2005, and it has invited AIBD to provide a package of training activities to address the various demands of such a shift.

Naranbaatar Myanganbuu, MNPRT General Director, informed Dr. Javad Mottaghi, AIBD Director, about the MNB's latest initiative during the latter's visit to Ulaanbaatar on 1-4 October 2007. He said that its employees need a better understanding of the concept of public service broadcasting and skills to produce quality PSB programmes for Mongolia's viewers.

Dr. Mottaghi said that MNPRT, which is a new affiliate member, can count on AIBD to work out activities to meet its requirements. In addition to MNPRT, other AIBD members include TV5 and TV9 in Mongolia. He said that the Institute is committed to expand its cooperation with the broadcast industry in Mongolia. During his trip, he met Chilaajav Khaidav, Chairperson of the National Council of the Mongolian national Public Radio and Television and Ms. Dolgor Badraa, Advisor to the Prime Minister of Mongolia, Mr. Munkhbaatar Dumaajav, Deputy Director of MNPRTV and Director, of Public Television and other members of the National Council of the Mongolian National Public radio and Television.

The Mongolian National Television, which is part of MNPRT, celebrated 40 years of its existence last September.

About 80 percent of the Mongolian population watches MNTV daily. Twenty four local TV channel operate in urban areas like Darkhan Erdenet and various areas. Although, there are some private broadcast outlets in Mongolia, the Mongolian National Television and Radio, has the widest reach across Mongolia. Cable TV was established in Mongolia in 1995. Recently 13 private cable TV stations operate in Ulaanbaatar and other cities.

Mongolian Radio was established in 1934. It was an important event in the cultural life of the country. Television broadcasting in Mongolia began in September 1967, heralding a new era in the history of mass media development.

By the mid 1980s, the number of media outlets in Mongolia amounted to more than 70, including 13 central, 22 provincial newspapers, and 32 magazines as well as National Radio and TV, News Agency MONTSAME.

In 1990, Mongolia declared a full-fledged market economy. A new Constitution, which came into force on 12 February 1992 created favorable conditions for sowing the seeds



Naranbaatar Myanganbuu (right), MNPRT General Director, welcomes Dr. Mottaghi in Ulaanbaatar

of the free press in Mongolia. According to recently released report of the Mongolian Press Institute, 1158 newspapers, 273 magazines are registered officially in Mongolia at present.

There are 175 periodical newspapers, including five daily, 28 weekly, 4 biweekly, 47 monthly, 66 bimonthly, 28 other and 48 magazines, in particular 1 daily, 1 weekly, 7 monthly, 2 bimonthly, 26 quarterly and 11 other across the country. Among 175 newspapers, 15 are published in foreign languages.



Mongolia National Television celebrates 40 years of its existence during a colorful programme last September in Ulaanbaatar

RADIO – Beyond On-Air

By Asaad Sameer Bagharib

Senior Vice President (New Media & Radio Technology), MediaCorp Technologies Pte Ltd, Singapore

Introduction

It's a new media era and it will have a major influence on traditional media including radio. Some say radio is dying altogether because of the rapid emergence of new media services and platforms like podcasting and satellite radio.

Traditional radio should acknowledge that its function essentially as a scheduled broadcast is under a lot of threat. New media technologies are creating competition, providing more for the user experience. They include P2P line sharing, online music clearing houses like iTunes, portable MP3 players, other smart and media phones, and the enormous podcasting wave. How should traditional radio embrace convergence? How should it promote its uniqueness and thematic content? What synergy can be pursued between traditional radio and new media technologies?

At the beginning – On-Air

While history recognises Marconi as the father of wireless communications in 1896, it was Canadian Reginald Aubrey Fessenden who showed the world that it was possible to send audio signals via wireless on 24 December 1906. Radio is now more than 100 years old and at this ripe old age, should it be allowed to die gracefully or can it be reincarnated into a new form?

The 1990's saw the birth of digital radio. WorldSpace launched digital satellite radio with the promise of cheap digital receiver and wide coverage of Africa and Asia to bring digital broadcasting within reach of the world's poor. Out of Europe, Eureka-147 DAB was developed to usher in an era of digital terrestrial radio. The march towards digital broadcasting continued into the 2000's with Sirius and XM in the USA heralding commercial satellite-delivered digital radio services offering hundreds of audio channels. On the terrestrial front, HD Radio started in the USA and ISDB-T was launched in Japan. Another major initiative was the development of DRM, a digital broadcasting system that aims to significantly improve the quality of analogue SW and MW services. In the broadcast arena, the development of digital broadcasting is an extremely important one

in that, for the first time, it provides a broadcast digital multimedia platform for Radio. Radio can now provide multimedia content in the form of texts, graphics and even video to value add its basic audio service.

A good example of such a service is SmartRadio, a digital service of MediaCorp Radio Singapore Pte Ltd. Launched on 19 Nov 1999, it was the first DAB commercial service in Asia. It comprises 14 audio services with 6 DAB-only stations and 8 FM-simulcast stations. It also carries DLS, a dynamic scrolling text service appearing on the radio receiver screen which provides information like song title, artiste's name, traffic and headline news. In addition, there is also a PAD (Programme-Associated Data) and NPAD (Non-Programme Associated Data) service which provides news, traffic, weather, airport flight information, TV guide etc in text and pictures.

Radio in Cyberspace – On-line

The World-Wide-Web (WWW) provides the first non-broadcast digital platform for Radio. It allows Radio a vital space on the Internet, a phenomenon that first appeared in the late 20th century that has made a tremendous impact to many aspects of human life from learning to communication and business. Beginning in the early 1990's, thousands of radio stations appeared overnight on the Internet. Radio stations everywhere began to create their own websites providing useful information about the stations' personalities, offerings and events and importantly, a new platform to interact with their listeners. The Internet has provided a multimedia extension to Radio to reach out to an exponentially growing number of Internet users world-wide. This helps Radio to arrest the decline in traditional listening that is already being felt in developed radio markets like in the USA and Europe.

Radio On-the-go

The telephony world has also undergone tremendous transformation brought about by the digital era and convergence. These developments have allowed telcos to enlarge their business from merely being a means to



carry voice communication to now include offering media-rich content. With the advent of 2.5G and 3G digital wireless systems, telcos are now providing text, graphic, audio and video services. This development poses a direct challenge to traditional media company and Radio is not spared. However, it is not all doom and gloom as there are opportunities that the digital mobile platforms can provide to Radio. The mobile phone has today become an indispensable part of one's personal possession and is more than just a gadget for communication. It is now a personal communication, information and entertainment tool that is in the hands of billions of the world's population today and Radio must find ways and means to be present in this very important mobile space.

An example of such a service is Visual Radio, a development of Nokia and HP which allows visual content to be delivered via a telco data network and displayed on mobile phones synchronised with the FM audio broadcast by a radio station. MediaCorp Radio has also launched a Visual Radio service which allows it to offer visual and interactive user experience to its FM radio listeners.

Radio On-demand

The Internet has been a major catalyst in changing media consumption habits. It has been predicted by many that the days of scheduled broadcasting where one has to make an appointment with his TV or radio station to catch a certain programme are numbered. The media consumer today wants his media content anytime, anywhere and on any device. Therefore, Radio has to also change with the time and offer an increasing variety of on-demand content. The explosive growth of iPods and MP3 players demands that radio stations do make available music for downloads to these devices. They can do so by partnering music and record labels to offer such service on a commercial basis. Another service that radio stations are well

... continued on page 22

... continued from page 21
(Radio – Beyond On-Air)

positioned to deliver is Podcast. These could be whole or edited versions of aired programmes or even new programmes that are made available on the station's website. Podcasts have proven to be very popular for many radio stations that have launched them. For example, more than 1 million podcasts are being downloaded from the MediaCorp Radio's website every month. Besides Podcast, radio stations can also offer Vodcast (video equivalent of Podcast) of their activities and promotional events using simple consumer-grade video camcorders and free or inexpensive video editing software.

Conclusion

The era of digital technology and convergence has spawned many new media platforms and technologies and has changed media consumption habits and patterns. It cannot be denied that these developments have posed serious challenges to traditional media organisations including Radio. However, these same developments have also provided new opportunities for Radio to embrace them and introduce new services that fit in very well in the new media landscape. In conclusion, I would like to extract the following quote from Deloitte Touche Tohmatsu which aptly summarises the state of the radio industry today.

"The days of radio as a single, broadcast product, are coming to an end. Through offering consumers a widening scope of ways in which to consume radio content, the radio industry has the potential to boost its revenues significantly."

Preparation will be key: What is happening is far more than just an explosion of distribution options. Rather, the business model for radio is being rewritten."

Deloitte Touche Tohmatsu
Technology, Media & Telecommunications
Predictions (2006)

*(delivered during the Asia-Pacific and Europe
Media Dialogue on 3-5 September,
Bonn Germany)*

TRAINING NEEDS ANALYSIS in Myanmar

By Marcel Gomez
Programme Manager



In July 2007 AIBD conducted a Training Needs Analysis (TNA) for Myanmar Radio and Television (MRTV) in Yangon.

The aims of the Training Needs Analysis were to get a topical overview of the number of different types of personnel in the production areas of radio and television and to analyse how the different jobs in each department are carried out (by whom) and which areas of performance have to be enhanced either by training or other personnel decisions. The objective of the TNA was to gather information to enhance the professionalism of Myanmar Radio and TV through an up-to-date and needs-oriented training programme.

The consultancy was conducted from 16-27 July 2007 by Assoc. Prof. Bhilaibhan Pukahuta, Visiting Lecturer to Sukhothai Thammathirat Open University, Bangkok and Marcel Gomez, Programme Manager, AIBD.

The consultants started their activities with a short (one day) workshop, which looked at

the main strengths and weaknesses of the organisation (SWOT analysis). Participants of this workshop were the heads of departments and other members of management. This workshop was needed to familiarise the management with the aims and objectives of the planned activity and to pave the way for a successful outcome of the Training Needs Analysis. From here the individual departments were being guided through a series of discussion, question and answers. This was being done with the help of mini-workshops (about 3-4 hours per department) where the heads (and deputy heads) and the most experienced staff members (4-5 maximum) were present.

The final report of the TNA was presented to the Director-General of MRTV and senior management on 27 September in Yangon. Fifteen key areas were identified for training over the next few years.

The project was financially supported by Friedrich-Ebert Stiftung, AIBD and MRTV.



YOUNG AUDIENCES

in the Age of Internet,
MP3 and Mobile

By Helmut Osang
Head Asia Division, DW-AKADEMIE, Bonn, Germany

Around half of the population in Asian countries is under 20 years of age. Although the situation is very different from European countries, where the population is generally over ageing, there is one thing in common: Technical developments like MP3 players, the Internet and mobile devices plus a growing importance of youth culture, music and entertainment all together have contributed to young people turning their back to traditional radio.

Ten broadcasters from Bhutan, Cambodia, Nepal, Pakistan, Philippines and Vietnam recently met at DW-AKADEMIE in Bonn, Germany to exchange views with leading experts from German public radio stations that have tried out new programme formats for the youth. Held on 30 August to 2 September 2007, this DW-AKADEMIE and AIBD workshop was a run-up to the Asia-Pacific and Europe Media Dialogue in Bonn. The German consultants from successful youth channels like SWR3, Youth FM and Bremen Vier and one radio research expert shared their experiences with their Asian colleagues, focusing on new ideas about programming and targeting. Some of the major lessons learned by German and other European radio stations were: involving youth listeners in the programmes as much as possible, taking youth issues and concerns seriously, and trying to offer content on various programme accompanying platforms, like especially the Internet.

Asia-Pacific Broadcasters Will Miss Mr. Honardoost

The First Vice President of IRIB-Iran, Mohammad Honardoost, died from a heart attack on 29 September at the Imam Sajjad Hospital in Tehran.



Mr. Honardoost, who was 54, was Vice-President of IRIB who also served as Vice-President of the ABU for a second three-year term since January 2007. He was a member of several specialised councils and cultural forums in Iran, including IRIB's Supervisory Council. He was a Political Deputy of the Iranian Presidency between 1981 and 1997.

Dr. Javad Mottaghi, AIBD Director, said that Mr. Honardoost represented IRIB at the 1st Ministerial Conference in Bangkok in 2003, which produced the Bangkok Declaration. He added that Honardoost will be sadly missed by broadcasters in the region.

Mr. Honardoost was born in Tehran in 1953. A holder of a Masters degree in Oil Engineering, he served in various key positions with the Iranian government before joining IRIB in 1998. Mr. Honardoost leaves a wife, Mohtaram Ghiasi, and three children: Hamed, Hamid and Zahra.

Protecting Children Against Violent TV Programmes

By Manil Cooray
Programme Manager, AIBD

AIBD's regional training workshop on "Violence on the Screen and Children's Rights" which was held from 29th October to 2nd November 2007 in Kuala Lumpur was supported by the Government of Switzerland through the Swiss Embassy in Malaysia.

Twenty television producers, production assistants from Bhutan, Brunei, Cambodia, Fiji, Iran, India, Indonesia, Korea, Laos, Malaysia, Maldives, Myanmar, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Tanzania, Thailand, and Vietnam attended the workshop.



Children's programmes are seen to be dominated by commercial competitiveness which overpowers various regulations that exists for the protection of children against violent programme content as enshrined in the UN convention on the Rights of the Child. They are exposed to plausible dangers from programme content where safe labelling, blocking or filtering has been not so effective.

Watching violent programmes is said to lead to imitation, inability to differentiate fiction from real violence while images instil a sense of fear, psychological hatred, desire for aggression effecting adverse behaviour patterns in young viewers. Some shows including animated programmes which are highly popular among children in the name of entertainment exalt violence.

Against this background the workshop examined how this 'entertainment' to the countless young audience was in accordance with the Convention on the Rights of the Child and if the images of violence or violent images had adverse effects on the children audience.

The consultant was Ms. Ragna Wallmark, Head of Children's Programmes at the Swedish educational television company. Attempt was made to provide knowledge and the need to change the mindsets of those producing programmes to conceptualise suitable content for children. Dr. Serge Tisseron, a renowned psychiatrist, psychoanalyst and a teacher at University Paris shared his vast experience on psychological perspectives of violent images on children. His visit was fully supported by the French Embassy in Kuala Lumpur.

The guest of honour Dr. Urs Stemmler (*photo above*), Ambassador of Switzerland to Malaysia, in his closing address said that "though we may have all kinds of cultural, ethnic or religious backgrounds, there is no doubt that in one important aspect we agree without hesitation, namely, that children anywhere deserve unreserved protection."

He congratulated the participating producers for devoting five full days to find or refine ways to protect children from graphic violence. He said that International conventions and national laws are necessary and useful to protect children against violent TV, but it is "equally important to promote knowledge and awareness among media professionals – the majority of the participants in this workshop – to ban or limit graphic violence out of an inner conviction and not primarily because of some legal paragraph."

Dr. Urs Stemmler presented the certificates to the participants.



STRENGTHENING ASBU and AIBD Cooperation



ASBU Director-General Mr. Slaheddine Maaoui (middle) participates in the Consultative Committee Meeting

The 3rd meeting of the Consultative Committee of the Arab States Broadcasting Union Training Center (ASBU-TC) held in Damascus, Syria on 27-28 August 2007 was an opportunity for ASBU and AIBD to strengthen their ties from 2008 onwards.

It focused on capacity building, examining and developing its yearly training schedule based on the developmental needs of its members and in consultation with international partners

Those who attended the meeting were ASBU Director-General Mr. Slaheddine Maaoui, Mr. Abdel Rahim Suleiman, Director of Engineering Affairs, Dr. Heidar Yaziji, Director, ASBU Training Center in Damascus, and Dr. Ridha Najar, who chaired the committee and some of the ASBU members as well as international partners, including Dr. Javad Mottaghi, AIBD director.

Emphasising the important task of the ASBU TC, Mr. Slaheddine Maaoui said the Center would expand its cooperation with international partners to fulfill the training needs of the ASBU members at the national

and regional level. ASBU will organise a workshop with heads of training centers of its members as well as the international partners to ensure that the ASBU TC could respond to the rapid changes in the broadcasting industry.

ASBU and AIBD will jointly conduct three pilot projects in three ASBU organisations collecting the training needs analysis with a view to come up with a master plan for Human Resource Development in three ASBU members. The outcome of these projects will be presented at the ASBU Regional HRD workshop later in 2008.



ASBU and AIBD will also work together in implementing a few joint venture projects on Audience Research, TV Children Production and Media Advertising. The ASBU / AIBD workshop on Media Advertising has been planned for 25-26 May 2008 in Kuala Lumpur. The TV Children Programme Production will be held in Damascus in 2008. ASBU will also address the HDTV by setting a strategic plan and a timetable to introduce the HDTV to the Arab broadcasters.

ASBU is determined to help its members establish local training centers in various Arab-broadcasting organisations. Among other themes that ASBU will be addressing from 2008 onwards are:- Media Advertising and Program Marketing, Media Regulations and New Media Business, Digitising Audiovisual Archiving, Media and Ethics, Copyrights, Youth Protection and the Training of Trainers.

ASBU has also developed a constructive partnership with several international organisations in Asia and Europe.



(From left) Ali, Dr. Heidar Yaziji, Director, ASBU Training Center, Mr. Abdul Rahman A. Al-Hazzaa Deputy Minister for Broadcasting Affairs, Ministry of Culture and Information (MOCI), Kingdom of Saudi Arabia, Dr. Ridha Najar, Committee Chairman, Mr. Frank Lemke of Deutsche Welle, Dr. Javad Mottaghi and Mr Michel Poncet of the Human Resources and International Training, EBU

Media and Millennium Development Goals

By P Madhu

Programme Manager, AIBD



(From left) Ms Lapapan Choovong, UNESCO Bangkok, Sue Ahearn, Senior Producer from Radio Australia, Director General Sipha Nonglath of Lao National Radio and Mr. Madhu, AIBD Programme Manager

Development communication took on a new form after the Millennium Development Goals were announced. Suddenly there was more focus and more clarity on what has to be achieved and there were indicators to measure the progress. Countrywise data on the indicators became more readily available for journalists, reporters and producers.

It is the information age which made the in-country workshop on Media and Millennium Development Goals in Vientiane practical and goal oriented. From 20-24 August 2007, 18 participants (journalists / reporters / producers from print, radio and television) were taken through the 8 goals, 18 targets and 48 indicators in the context of Laos – a landlocked country, classified amongst the least developed.

The lead trainer was Ms. Sue Ahearn, Senior Producer from Radio Australia. She was supported by K P Madhu, Programme Manager, AIBD. Guest speakers and resource persons from Laos invited for different sessions were: Ms. Verena Linneweber, Head of the office of the United Nations, Resident Coordinator in Lao PDR, Ms. Marioline Coren, Deputy Representative, United Nations Population Fund, Dr Somchith Akkhavong, Deputy Director, Department of Hygiene and Prevention, Dr Samlane Phompida, Director, Centre for Malariology, Parasitology and Entomology, Dr Phouvang Vangchit, Deputy Director, National Tuberculosis Centre,

Ms. Latsamay Sylavong, Country Representative, IUCN, Ms. Cathy Williams, Manager, Public Information Unit, UNDP. Ms. Soukphaphone Thongsavanh, Public Information Associate, UNDP, Mr. Ounkeo Souksavanh, Freelance Journalist / translator and Ms. Lapapan Choovong, UNESCO Bangkok, helped in easing out the linguistic hinderances between the trainers/experts and the participants.



The trainers focused on transformation of the technical content to people friendly language and style that need to be used by media. There were individual exercises and group work designed to improve the media skills of the participants. Tips on searching and writing for news and features for different media were given to the participants.

Laos National Radio provided the venue for this workshop and UNESCO provided the necessary financial and technical support. The evaluation done at the end of the workshop showed that the participants had enjoyed the workshop and had benefited from it.



Training for Radio Nepal Journalists on Reporting on Human Development Issues

By Dr. David Mould, Consultant



Twelve women journalists from Radio Nepal completed an intensive five-day workshop on reporting on human development issues in Kathmandu in October.

The workshop used the framework of the U.N. Millenium Development Goals to focus on research and reporting of key economic and social issues facing Nepal, including poverty, hunger, access to primary education, maternal and child health, and gender equity. It was conducted by Ohio University (U.S.A.) professor Dr. David Mould, a teacher and journalist with more than 10 years experience as a media trainer and consultant, mostly in Asia.

The participants learned how international agencies such as UNDP, UNESCO and the World Health Organisation measure human development, and how to interpret and question the accuracy of social statistics. They also discussed ethical issues facing journalists in developing countries, and the public service role of radio, especially for rural areas.

The workshop was funded by UNESCO's International Programme for the Development of Communication (IPDC) and organised by the Asia-Pacific Institute for Broadcasting Development.



Dr. David Mould, consultant of the workshop





The World Electronic Media Forum 3 (WEMF 3) will examine the fundamental changes taking place in the global information society and their impact on business and society. Preparations are in full swing for this meeting to be held on 10-11 December 2007 at the new Kuala Lumpur Convention Centre next to the Petronas Twin Towers in Kuala Lumpur, Malaysia.

The programme will focus on new challenges in broadcasting covering technology, content and regulation, digital archiving, safety of journalists, bridging the accessibility divide, explosion and fracturing of the public sphere, role of 'own-time media/'anyplace media' in the service of development and politics, media and agenda setting.

The event is being organized by ABU, AIBD and AMIC with the Swiss Agency for Development and Cooperation and the Global Knowledge Partnership as cooperation partners. For more information, please visit www.abu.org.my/wemf3.

In conjunction with WEMF3, over 2,000 visionaries, innovators, practitioners and policy-makers at the forefront of the Information and Communication Technologies for Development (ICT4D) and Knowledge for Development (K4D) arenas will converge at the same venue for the Third Global Knowledge Conference (GK3) in Kuala Lumpur, Malaysia from 11-13 December 2007.



GK3 is organised by Global Knowledge Partnership, the world's first multi-stakeholder network promoting innovation and advancement in ICT4D and K4D. In an exciting programme formulated for maximum interaction, GK3 participants will exchange and debate future realities on the theme "Emerging People, Emerging Markets, Emerging Technologies" from the perspective of our knowledge today.

For more information, please visit
www.GKPEventsOnTheFuture.org

REGIONAL WORKSHOP ON MEDIA AND ELECTIONS

The AIBD and the Friedrich-Ebert Stiftung are organising a regional workshop on media and elections set on 19-23 November 2007 in Jakarta, Indonesia. The workshop will attempt to offer comprehensive guidance on the role, functions and responsibilities of the media during elections. It will focus on a number of issues that journalists and other media professionals are likely to encounter while covering elections. The emphasis will be largely practical, though some theoretical issues of relevance will also be addressed. MetroTV, Jakarta will serve as partner and host of the workshop.

The five-day workshop aims to build capacity of broadcast journalists in practicing good journalism during elections. Participants will also share cross-case comparative insights on election reporting in the region and learn from best practices on election reporting.

Among the areas to be covered will be the legal and ethical aspects of election coverage by the media. Although many of the issues will be generic in nature, every effort will be made to examine and analyse country-specific matters. Extensive use will be made of case studies to ensure that participants derive maximum practical benefit from the workshop.

The programme will be directed and delivered by Dr. Venkat Iyer, who has extensive experience in the area of media law training.



Media for Development

Global Centre

By **Lutfa Ahmed**
AIBD Consultant

The AIBD and WorldView Global Media SA recently signed a Memorandum of Understanding to mark the beginning of a joint venture and partnership in the field of media for societal development. The new venture will be called the Media for Development Global Centre or MDGC.

Hugues B. d'Annoux, Board Chairman, and Otto Evjenth, Executive Director, signed on behalf of WorldView Global Media Ltd. They expressed hope that the partnership would help create a new era in promoting a responsive and accountable media working in the development field.

Dr. Javad Mottaghi, AIBD Director, signed on behalf of AIBD. In his opening speech, he said that the partnership would help AIBD achieve the goals in the Bangkok Declaration and deliver benefits to its all its members. The signing ceremony was attended by other members of the Kuala Lumpur based Edumonde team within World View and the AIBD Programme team. It was held on 14 November 2007 at the AIBD Conference Room.

The MDGC aims to identify, develop, adapt and implement curriculum, content and technologies to support societies in their efforts towards sustainable development, adhering to principles of good governance, impartiality and support for cultural diversity. It will put priority to services that are applicable, accessible, affordable and adequate to the people in developing areas. It will work towards increasing regional and international co-operation on social development through the media and support and encourage individuals to take on the rights and duties of participation in Worldview Global Media and the AIBD agreed to pursue start up of activities within the venture by early 2008.



From left: Dr. Javad Mottaghi, AIBD Director, Mr. Hugues B. d'Annoux, and Mr. Otto Evjenth, Board Chairman and Executive Director, of WorldView Global Media Ltd. respectively.



Asia Media Summit Partnership Committee

The AIBD has organised the 1st meeting of the Asia Media Summit Partnership Committee aimed at expanding the involvement of Malaysian individuals and institutions in the Asia Media Summit on 27-28 May 2008.

Held on 13 November 2007 at the AIBD Conference Room, the meeting was attended by representatives from Media Prima Ltd, TV3, NTV7, ASTRO, Radio Television Malaysia, Limkokwing University of Creative Technology, University of Malaya, Malaysian AIDS Council and Malaysian Communications

and Multimedia Commission. They pledged to support the Summit.

In his opening remarks, Dr. Javad Mottaghi, AIBD Director, said that the AMS has become a global platform for broadcasters and other stakeholders for discussion and reflection on issues affecting the broadcast industry. He stressed the need to strengthen this media platform by expanding partnership with Malaysian institutions as well as international organisations. He requested the Committee to help generate the participation of some 300 Malaysians to the Summit.

The Committee recommended, among others, to invite Malaysian technology and telecom companies to participate in various activities of the AMS. It was also agreed to involve the heads of universities and deans of media and communication departments in the Summit. Its next meeting is set on 15 January 2008.



From left: Nazaruiddin Abdul Jalil, Director of Network Development, Limkokwing University of Creative Technology, and Vincent de Paul, News Controllers, ASTRO



Dr. Ahmad Zaki Mohd Salleh, General Manager, Engineering, NatSeven TV Sdn Bhd

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