

## Macau Prepares

### Extraordinary AMS 2009

**Macau**, host of the Asia Media Summit 2009 and in collaboration with AIBD and other sponsors, promises to mount an extraordinary event to ensure that the participation of some 600 delegates will become a productive and memorable experience.

In an interview with the *Broadcaster*, Mr Manuel Goncalves, Vice Chairman & CEO, Teledifusao de Macau, S.A.R., China, said that Macau is mobilising her expertise and experience in event management for a successful Summit, the first to be held outside Kuala Lumpur. He said that preparations are well in place to welcome participants to the city and to the Summit venue, the Venetian Macao Resort Hotel, one of the biggest hotel and convention centers in the world.

Mr Goncalves also said that participants will cherish the city's four hundred years of history and the blend of culture between the East and the West. "Macau links the elements of western architecture and Chinese ancient culture and modernism brought recently with the development of the gaming industry," Goncalvez said.



Mr Manuel Goncalves, Vice-Chairman & CEO, Macau Teledifusao de Macau.



Venetian Macao Resort Hotel, S.A.R., China.

The diversity you find in Macau, Goncalvez said, will certainly help create an environment conducive to a healthy discussion and debate of topics lined up for the two-day conference.

The Asia Media Summit, a premiere communications event in Asia-Pacific, has become a truly global catalyst for bringing together diverse perspectives and opinions. Summit delegates will have the opportunity to examine the changing world order and its

impact on the free flow of ideas. They will also discuss the current global financial meltdown and soaring prices of goods and services and how media can help address these problems.

Other issues up for discussion and debate include best practices in good governance,

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## Fiji to Host the 2009 AIBD General Conference



Commodore Josaia Voreqe Bainimarama, Prime Minister and Minister for Information, the Republic of the Fiji Islands, and Dr Javad Mottaghi discuss AIBD's projects in Asia-Pacific

**F**or the first time in its 32-year history, AIBD will hold its General Conference in a Pacific Island. Fiji has accepted to host the 35th AIBD Annual Gathering and 8th General Conference and Associated Meetings from 20-23 July 2009.

Commodore Josaia Voreqe Bainimarama, Prime Minister and Minister for Information, the Republic of the Fiji Islands, conveyed an invitation to all AIBD members and partners to visit the fascinating islands of the Republic of Fiji in July 2009.

The organising Committee for the AIBD General Conference led by Eliki Bomani Momoivalu, former deputy secretary for Information, Ministry of Information, Fiji was formed in September

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 (Fiji to Host the 2009 AIBD Annual Conference)

2008 to supervise the preparations for the forthcoming AIBD General Conference in Nadi. Major Neumi Leweni, deputy secretary, Ministry of Information, Communications & Media Relations and his colleagues at the Ministry of Information along with public and private radio and TV stations in Fiji are working together to make the 2009 AIBD Conference a resounding success.

Others members of the committee are Riyaz Sayed-Khaiyum (CEO, FBCL), Mesake Nawari (former Group CEO, Fiji TV), Tarun Patel (the newly appointed Group CEO, Fiji TV, Ken Clark (General Manager, Commercial, Fiji, TV), William Parkinson (CEO of Communications Fiji Limited and PINA President), Matai Akaoula (Manager & Training Coordinator, Pacific Islands News Association – PINA), Richard Broadbridge (Managing Director and MAI Group CEO – Fiji) and Sakiusa Rokotakala Sakiusa (SIO PSB, Department of Information, Ministry of Information, Fiji). The Fiji General Conference will be supported by UNESCO, UNAIDS, the Secretariat of the Pacific Community (SPC), Global Media AIDS initiatives (GMAI), Asia-Pacific Media AIDS Initiatives (AMAI), Friedrich-Ebert-Stiftung (FES) and other partners.

A regional workshop on Media Laws has been scheduled from 18-19 July 2009 prior to the General Conference. Dr Venkat Iyer, barrister and senior law lecturer, University of Ulster, UK and the Editor of The Commonwealth Lawyer, will conduct this workshop, which is open to broadcasters in Asia and the Pacific. The General Conference will then commence on 20th July and will end on 23rd July 2009 with a full-day excursion for all delegates and accompanying persons. An executive leadership seminar on HIV & AIDS, and two parallel workshops for radio and television on HIV & AIDS have been planned from 25-27 July 2009. Consultants from Asia and Pacific will conduct the HIV & AIDS activities. The General Conference and all its associated meetings will take place at the Sheraton Fiji Resort, Denarau Island South, Nadi, Fiji Islands.



Three new organisations that have recently joined AIBD as affiliate members will play an active role in the up-coming General Conference and its associated meetings in Fiji. They are Communications Fiji Limited (CFM), Pacific Islands News Association (PINA) and MAI TV in Fiji.

In addition to Asian members of the AIBD, the following countries from the Pacific will be invited to attend the AIBD General Conference in Fiji: Cook Islands, Fiji Islands, Kiribati, Marshall Islands, Federated States of Micronesia, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, and Vanuatu. AIBD Full Members in the Pacific islands are Fiji, Micronesia, Papua New Guinea and Samoa.

Other AIBD affiliates in the Pacific are: Australian Broadcasting Corporation (ABC), Broadcast Australia, Fiji TV, Roll'em Productions Palau, Inc. – Rep. of Palau, Micronesia, Media Niugini Limited – (EM TV-MNL) PNG, Solomon Islands Broadcasting Corporation (SIBC), Tonga Broadcasting Commission (TBC), Vanuatu Broadcasting and Television Corporation (VBTC), Communications Fiji Limited (CFM), Pacific Islands News Association (PINA) and MAI TV in Fiji.

AIBD invites all members and partners to communicate with the AIBD secretariat in Kuala Lumpur to get the registration form to attend the General Conference in Fiji.



Dr Javad Mottaghi welcomes Matai Akaoula, Manager & Training Coordinator, Pacific Islands News Association (PINA) as a new AIBD Affiliate member.



(Left): Major Neumi Leweni, Deputy Secretary, Ministry of Information, Communications & Media Relations, Fiji, helps Dr Mottaghi wear the traditional Fiji skirt.

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media in conflict zones, media literacy and education, talent management and marketing strategies in a competitive media landscape, survival and growth of small broadcasting stations, new media and its impact on the new generation.

The AMS theme for 2009 is "Media Impact, Influence and Integrity in Changing Times."

The Summit will feature a special presentation on the 2010 World Football Cup, which will provide a venue for showcasing the developments in the African region.

"We will do our best and with the participants who we believe will come to Macau, I'm sure that we reunite all the conditions to make it an extraordinary event," Mr Goncalvez said.



## ASBU condemns Israel for 'targeting journalists'



In a strongly worded declaration, the Arab States Broadcasting Union (ASBU) has condemned Israel for what it describes as "indiscriminate shelling" and "criminal aggression" of information agencies and journalists working in Gaza.

The declaration was issued by the 28th General Assembly of ASBU which concluded in Jeddah, Saudi Arabia.

ASBU also called on broadcasting unions around the world "to show solidarity with Palestine" by organising a day between 17 and 24 January on which all broadcasters would show a logo on their screens in support of the people in Gaza.

The declaration said that ASBU "firmly condemns the aggression which violates all international treaties and conventions and human rights principles".

The Union said it strongly denounced what it claimed were attacks targeting Palestinian information agencies and journalists covering the events in Gaza, and called on the United Nations "to shoulder their professional and moral responsibility in the face of what is taking place".

"ASBU expresses its full and unflinching solidarity with the journalists and information institutions operating in the Gaza Strip, commending their resistance and determination to carry out their mission, in spite of the attacks and aggression they are subject to," the statement said.

Source:  
*ABU Weekly News Digest (Week ended 16 January 2009)*

# French Media Initiatives in South East Asia

The Government of France is pursuing a new strategic plan in media initiatives covering the Southeast Asian region beginning in 2009. Spanning a three-year period, the plan will prioritise the training of TV managers and the promotion of French production and TV programmes in the region.

Mr Dimitri Mendjisky, regional audio-visual attaché for South-East Asia at the French Embassy in Singapore, talked about the new plan in an interview with the *Broadcaster* during the recent Asia Television Forum in Singapore. He said that it was important to foster and stimulate the exchange of expertise and knowledge between audiovisual professionals and to promote French TV programmes in South-East Asia.



"The arrival by 2015 of the DVB-T standard in South East Asia, the all digital and its numerous applications will boost and facilitate the exchange of the information as well as stimulate the creation of new contents and new channels. Furthermore, the plurality of the available platforms such as the Mobile, the Internet, the IPTV...etc. and the convergence of content providers constitute a major opportunity in terms of creating new styles of content in order to respond to the new consumers' expectations. That's why, our objectives are to prepare this digital revolution with the Asian decision makers so as to achieve these challenging goals," Mr Mendjisky said.

AIBD plays a critical role in the implementation of the French media initiatives in the region. Mr Mendjisky said that the "AIBD is a fantastic and unique professional platform monitoring technological development and offering active network, logistic support and technical facilities, which ensures the success and the quality of our projects."

He commended the commitment of Dr Javad Mottaghi, AIBD director, and the French programme manager, to support the new strategic plan projects.

With a 15-year media background as TV producer and broadcast manager, Mr Mendjisky is ready to pursue close and fruitful collaboration between AIBD and the French Government to be able to "increase synergies between France and South-East Asia and get ready for the upcoming new opportunities".

# Growing Importance of Children's TV Programmes

By Ms Hyunsook Chung *AIBD Consultant*

"The ideas and creativity involved in coming up with interesting premises and creative approaches to educating the young ones were amazing."

"It gave me the sense of encouragement or motivation to go back to the basics of animation as creatively as well as in simpler form."

"It was very clear and what actually was interesting to me really was about the cultural differences of various countries: what would work for one country, would not work for another."

These were some of the sentiments of media practitioners, students and academics from Malaysia who participated in one of the three Prix Jeunesse Suitcase workshops held in various parts of Malaysia. The success and popularity of the previous Prix Jeunesse suitcase workshops that began in 2007 sparked interest to continue this event on a regular basis. The Goethe Institute Malaysia supported the three workshops. I served as consultant.

Dr Volker Wolf, director of the Goethe Institute in Malaysia, and a supporter of the local Prix Jeunesse workshop, said, If The Prix Jeunesse Suitcase had not been invented years ago, it needed to be invented now! Malaysian film students, – lecturers, and filmmakers highly appreciated the excellent global selection of world class and prize winning film samples that are stored in this creative suitcase.

The first workshop was conducted at the Digital Media in Kota Bahru, in the northeastern Malaysian State of Kelantan, on 19 June 2008. About 30 participants, mostly young adults who are majoring in animation, showed keen interest in working on story development. They were exposed to various programmes from all over the world, giving them a rare opportunity to indulge in any form of benchmarking.

The second workshop held at the Multi Media University (MMU), Cyberjaya on 22 August 08, attracted some 40 participants. A growing number of enthusiasts for this workshop expressed their wish to have more of the film screening and discussions on a regular basis.

The last workshop took place on 25 Aug, 08, attended by a freelance group of people from independent production houses that had been invited by the MCU, a governmental organisation that promotes media content development. About 25 business people attended this workshop, showing interest in animation and the other fictional programmes. Though many of the participants were not into critical social programmes, they understood the importance that children must know and understand the reality of life at different levels.



Participants to the 1st workshop, Digital Media in Kota Bahru, Kelantan, Malaysia



A workshop participant, Mr Kien Kiung, a freelance animator from Malaysia has been working on animation based on classical Chinese literature and generally focuses on corruption and abuse of power and on the human struggle to understand love, freedom and friendship. Though his works cater more towards teenagers and adults, he found the workshop as an eye-opener, giving him "the sense of encouragement or motivation to go back to the basics of animation as creatively as well as in simpler form, just to convey messages, to entertain as well as to learn at the same time. But these basics are not only emphasized in technical terms, but also through humanity itself, by reflecting the childhood and what can be done to maintain the rawness of life."

The more I traveled and shared the PJ Suitcase on quality children's TV in Asia, the more I am convinced of its importance, and the meaning of excellence in children's TV, a belief shared by many participants from Asia.

# Understanding Ethnic Identity

**D**r Chandra Muzaffar, President of JUST International, Malaysia, says media can play a critical role in communicating the various dimensions of ethnic identity to help minimise, if not prevent misunderstanding and ethnic conflicts and even wars. Given a world where globalisation and multiculturalism prevail, he said, this task becomes urgently necessary to ensure that people with diverse cultures are able to respect each other's rights, speak their own language, practice their own religion and preserve elements of their culture.

Dr Chandra spoke at the AIBD Regional Workshop on Culture, Conflict Communication held in Kuala Lumpur, Malaysia on the 3rd of November 2008. Thirty-one participants from the Asia-Pacific region and South Africa, mostly from radio and television, attended the three-day workshop.



(From left): Dr Chandra Muzaffar and Swiss Ambassador Dr Urs Stemmler

Its objectives were to help participants understand the impact, desirability and influence of cultural diversity on society, use concepts and communication strategies that promote cultural diversity and plurality, use the concepts of peace journalism and conflict resolution techniques in media to reduce and resolve conflicts that arise due to cultural differences and expand news sources and learn interview skills that respect cultural diversity.

Dr Urs Stemmler, Ambassador of Switzerland

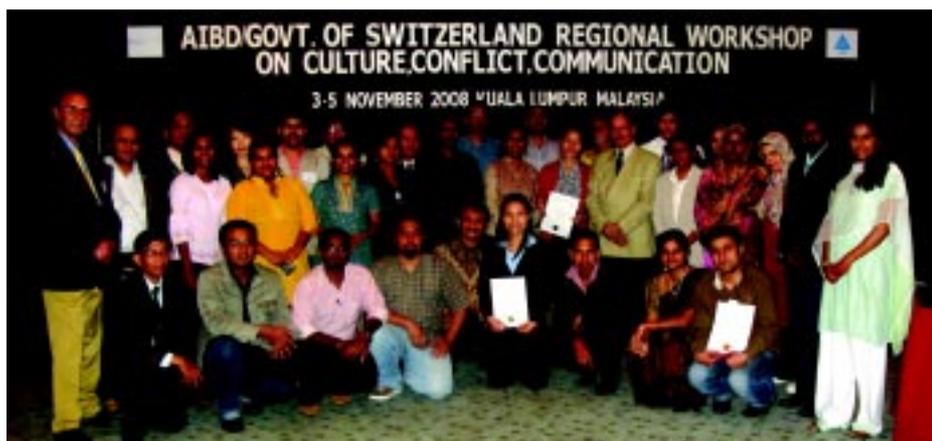
to Malaysia, welcome the participants and spoke about the need for governments to undertake the search for a common denominator with respect to international law, one that is acceptable to all countries, not just to countries belonging to the West. It should be truly universal, he said.



At the Knowledge or Educational level, he calls for improvement, citing the Danish cartoon controversy, which was partly due to sheer ignorance. He said that such polemics could be reduced if there was more factual knowledge, and media can address such weakness to help to avoid misunderstandings and possibly conflicts resulting from the contact of different cultures and civilisations.

At the end of the workshop, participants generated a common understanding of the need for careful consideration in the reporting of journalists, and the importance of thorough research and knowledge about the impact of careless wordings and expressions was understood. They also heard first hand how statements with a viewpoint from their angle had a very different connotation when interpreted by another culture or region. They also had the first hand communication with many others from different cultures in the region, which they felt was useful.

Mr Hienz Pianka, Consultant, Duetsche Welle Academy served as consultant of the workshop, which was supported by the Swiss Government.



## Avoiding Misunderstanding and Conflicts in a Multicultural World

By Dr Urs Stemmler  
Ambassador of Switzerland to Malaysia



**A**s you might know, there are a fair number of stereotypes, clichés and jokes regarding diplomats. One of them says that diplomats have to think twice before they say nothing.

Since understanding cultures within a multicultural team is a permanent challenge for diplomats I would like to offer a few thoughts of my own.

It goes without saying, that those thoughts are actually mine and are not the official position of the Swiss Authorities. I would so to speak plead to apply the Chatham House Rules.

Globalisation will inevitably bring us in more frequent and closer contact with people from different cultural, religious or ethnic backgrounds. Such encounters may also increase the risk of misunderstanding and even conflict, unless we strive for continuous efforts to educate ourselves and work on fostering confidence and trust across cultural differences.

But what can or should be done in the real world?

As a trained historian I have the natural propensity to explain today's phenomena as the result of historically grown developments.

Thus, my point of departure is:

### 1. The Legacy of the Past

Centuries ago countries and communities

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# Defining Ethnic Identity & Media's Role



**By Dr. Chandra Muzaffar**

*President of JUST International, Malaysia*

**F**riends, in this presentation this morning I shall put forward five propositions.

1. The creation of inter ethnic harmony and what the media has done to help to sustain it in some instances vs inter cultural and inter religion conflict and media's part in it.
2. One of the reasons why the media has sustained or aggravated inter culture and inter religion conflict is because it serves as the conduit or channel for articulation of ethnic sentiments, which are weakly linked to ethnic ego and the ethnic ego is a very powerful emotion.
3. Because of the articulation of one's ethnic ego, this can understandably sometimes degenerate into ethnic vilification, communal or even inter religious conflict.
4. Why the law is important? Law by itself is not a remedy as far as multi ethnic society is concerned. There is need to develop a whole range of other internal orders to develop better understanding among the people from different cultures and religions, which is one of the roles the media should play.
5. If there is a role the communicators should undertake, what are the concrete steps one should take.

## A.

That the media sometimes sustained and even aggravated inter cultural conflict or inter religious tension. Let me give some examples.

Let's look at what happened in 1992 in India, the Babry mosque incidence where one of the oldest mosques in India was destroyed.

If one looks at the incident itself, how it happened – the media played a role. The print media helped to fuel certain sentiments, which contributed to the destruction of the mosque.

Hindu Muslim riots spread into other parts of India including Mumbai.

And here again the media played a role – both vernacular Hindi language media and the Urdu media. The Hindi language media was found to sort of give support to the champions of what were known as India Hindu movements – movements of Hindu's and in the cases of the Urdu media there were links to the Muslims.

Rwanda in 1994 – the tragedy of Rwanda where 800,000 thousand people were killed was one of the greatest tragedies attached

to this century. In addition to the sadness of killing one another, we know from analysis of the Rwanda tragedy that the radio played a very big role. Radio took one side in some cases and radio took another side in other instances but emphasis was of the individual group of both communities.

Ethnic relations in Malaysia – Let me just give an example, especially for people outside of the country who may not be aware of the society here. If you look at a certain incident recently, where a certain political person stated that a certain Chinese community is an immigrant community, this has made quite a lot of people unhappy. Now, this was reported in one particular newspaper, which did not provide any context – whether they were referring to the Chinese community in the year 2008 or they were talking about the Chinese in the 19th century. The 19th century was the context to what the politician said, but that was not reported at all. This is where I think reports of these event's, especially those with the possibility of causing ethnic damage, must be very carefully reported.

The US presidential elections – the role of the media – we are exposed to CNN and BBC and all others are reporting these major events, but we do not realise that there other avenues of public communication which can be far more significant as an alternate media. DVDs have been distributed to millions and millions of houses in the United States of America especially in swing states – the states where a small number of votes can change the results.

What's the DVD all about? The very important role of communication of these DVDs is to show the so-called Islamic terrorists and their design to take over the world and how these will impact the United States of America. There is no mention of Obama but the message was very clear – be careful, you cannot have a president who is prepared to talk to terrorists. There had also been SMS and text messages all over the United States of America which

sought to exploit peoples' fears and prejudices in very effective and creative manners. These were some of the new media being used in this election and in what way they, the American public, would standup against these were to be seen. We don't know, but we must be aware of how media channels of these sort can be used to exploit political purposes. So this is why I say that the media can be used to sustain and aggravate inter culture tension anywhere in the world – in the north, south, east and the west– keep that in the mind.

## B.

Friends, this brings me to the second proposition – I regard the use of the media – the old media, the new media, the print media and electronic media for the purpose of aggravating ethnic tension exchange because of its dealing with the ethnic ego. An ethnic ego is very powerful. What do you mean by ethnic ego? I want to bring to your attention this term the ethnic ego because it is related to the individual ego. We all have that individual ego – it's what explains our being a human – it's what is explained by every survey. Without that ego there will be nothing to help us define our identity, our personality. It's important to us, its articulation of the individual ego. Like wise, in the ethnic ego, we understand its articulation and that brings problems.

And the ethnic ego is very sensitive – why – because it is unlike every expression of identity, whether it is by the identity of the economic class you belong to, your professional identity, or occupation identity, even gender male or female. Why – it's because since the time you were born, that ethnic ego evolved as you were exposed to the social environment, the language and perhaps the religion. In some matters however, the class image is never as strong as the ethnic image.

## C.

You will find these a very powerful emotion and the media – both the old and new media



can become a dangerous avenue for expression of one's ethnic ego.

There is need to regulate the expression of one's ethnic sentiment. Regulation does not mean control. I'm talking about the regulations where there is need to limit the boundaries and be clear what is beyond those boundaries for the law to take its course. Media participants have to understand these – you can't runaway from these, I'm a great believer in humans rights and civilisation's ability to self-regulate, but also believe that in societies freedom needs to establish very clear boundaries especially when it comes to ethnic issues of this sort. One example is the law like what we have in Australia – anti ethnic vilification law, Britain's law against communal education – beyond a certain point the law takes its course. And these are democracies.

In order to allow democracies to survive, you need some sort of regulation in multi-ethnic, multi-culture, and multi-religion society where the boundaries are understood by everyone including journalists.



## D.

Why the law? Economics and self-regulation are not sufficient, you have to have other avenues in order to develop a society, gather understanding within peoples of different culture and religion – where there are the same measures that are taken beyond certain boundaries and the law provides this.

## E.

I think it is important for us today, more than any other time in history – in the increasingly global world. It so important to us to understand what ethnic identity is and what it's not – in other words it is so important for all of us to know what is sincerely one's identity, what is not sincere to the identity – let me be more specific about some of the rights – the rights of the people to speak his own language, to practice his own religion – those are sincerely the rights to preserve the elements of your culture.

*Extemporaneous remarks of Dr Chandra Muzaffar, President of JUST International, Malaysia, at the AIBD / Govt. of Switzerland Regional Workshop on Culture, Conflict, Communication, 3-5 November 2008, Kuala Lumpur, Malaysia.*

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lived their "local lives". Events in one corner of the world would seldom produce results in other parts. Thus a famous German author, Johann Wolfgang von Goethe, could enthuse about far away wars in quite a romantic manner:

*"On holidays and Sundays naught  
know I more inviting*

*Than chatting about war and war's  
alarms,*

*When folk in Turkey, up in arms,*

*Far off, are 'gainst each other fighting.*

*We at the window stand, our glasses  
drain,*

*And watch adown the stream the  
painted vessels gliding*

*Then joyful we at eve come home  
again,*

*And peaceful times we bless, peace  
long-abiding". (Faust I, 1790)*

In today's world we can't enjoy this provincial cosiness anymore, as the Danish cartoon controversy has illustrated. This controversy has no doubt also highlighted the end of a supposedly common global standard, be that for norms of international law, ethical benchmarks etc.

After the Second World War, when globalisation developed in earnest, the world was still largely Euro-centred or westernised. This "mental state" was – in my view – the result of a "missionary mentality" in Europe and the US.

Basic documents in international law were thus essentially reflecting Western values. One example is the "Universal Declaration of Human Rights (1948)."

As early as 1981 the Iranian representative to the United Nations, Said Rajaie-Khorassani, declared: "the Universal Declaration of Human Rights (is) a secular understanding of the Judeo-Christian tradition, which could not be implemented by Muslims without trespassing the Islamic law".

## What should be done – Who should do what?

At the State level governments should undertake the search for a common

denominator with respect to International Law. If we have "universal declarations" to which the Iranian representative to the United Nations objects that they are incompatible with their core value, namely Islam, then they appear not to be all that "universal".

It is not only a question of "Islam vs the West", since "Asian Values" for example are clearly shared by populations that go beyond the Muslim communities in Asia (including Confucian, Buddhist and possibly Hindu societies).

The weakening of universally accepted rules, such as the Geneva Conventions, is not only the result of non-Western societies, since the US has made it amply clear, that in the fight against terror there were different priorities for them.

At the knowledge or educational level there is no doubt room for improvement. The Danish cartoon controversy was at least partly due to sheer ignorance. Such polemics could be reduced if there was more factual knowledge.

It is sometimes the lack of the most elementary factual knowledge that may produce a "cultural shock". The Dutch authorities have created a short DVD that has to be viewed by all foreigners applying for Dutch citizenship. The DVD simply depicts Dutch reality by showing among others a topless woman at a public beach or two homosexual men kissing in public etc.

It is clear, that these two examples won't upset a Swiss or a German, while in other parts of the world they would be considered obscene, immoral and possibly a criminal offence.

In this upcoming workshop it is no doubt your challenge and I am inclined to say your duty to refine ways and means so as to avoid misunderstandings and possibly conflicts resulting from the contact of different cultures and civilisations.

All of you are media professionals and you know best – and definitely better than I do – how to convey information to your respective audiences. This workshop will hopefully contribute not only in raising awareness of intercultural sensibilities but also how to integrate them in your primary task of informing the public.

In concluding I wish you a productive workshop and all the success that such an endeavour deserves.

*(Remarks by Dr Urs Stemmler, Ambassador of Switzerland to Malaysia, at the AIBD Regional Workshop on Culture, Conflict Communication, Kuala Lumpur, 3rd of November 2008)*



# Fixed Services, Unbelievable Value

By Dr John Cokley PhD

Education and journalism meet regularly in the series of workshops sponsored by AIBD around the Asia-Pacific region.

In my case they meet in the workshops on convergent journalism I have been hired to conduct in Iran (November 2007) and India (November 2008) where participants have included editors, reporters and anchors from *Islamic Republic of Iran Broadcasting* (IRIB) and *Prasar Bharati*, from media India.

For a week each time, 20 or so reporters and producers have come to grips with the challenging new styles and technologies involved in convergent journalism, trying their hands at hand-held video and audio capture, desk-top editing and scripting to vision, and unassisted uploading and publishing on mainstream as well as citizen journalism websites such as Panoramio (<http://www.panoramio.com/>) and YouTube (<http://in.youtube.com/>), and creation and filling of blog pages with news and links.

And these are weeks of hard work and challenge for the leader as well as for the participants. For an Australian journalist such as me, the experiences of travelling to Iran and India were exciting but sometimes daunting.

Who comes to my rescue? The people we journalists call “fixers” and that’s who this article is about. In Iran I was gifted to have two fixers, one for the daily seminar proceedings and one for the time I spent “out

and about” driving around Tehran and visiting sites. And in Delhi I had one, who attended to my travel and interpreting needs while navigating the crowded streets between my hotel and the *Prasar Bharati* staff training institute in the northern Delhi area of Kingsway Camp.

My fixers in Tehran were Mr Yaser Azarparand, head of the Foreign Languages Department in the IRIB Training Center, and Mr Tajkarimi of IRIB’s International Co-operation Department. Mr Azarparand interpreted all my seminars to the workshop delegates (and their contributions and questions back to me) and made sure everything needed for the workshops was provided. Mr Tajkarimi picked me up at my downtown hotel, the Howeyzeh, and together with our driver, we negotiated our way through the gridlock to the IRIB University, also in the north of the city, nestled against the mountains between Tehran and the Caspian Sea.

In Delhi, it was Mr Mahender Verma who, with our driver, rode shotgun on our journeys through the busy streets of the Indian capital.

It was Mr. Tajkarimi and Mr. Verma who picked me up at their respective airports in the middle of the night, and dropped me off on departure having shuttled me around for the week in each location.

Mr Verma shepherded me past the twitchy policy who wondered about the foreigner taking pictures from the back of our car.

Mr Tajkarimi settled the equally twitchy museum attendant in the Shah’s palace when he saw my camera flash go off against instructions.

Of course, there’s another (unfortunately unidentified) layer to this story: our drivers. We had two drivers during the week in Tehran and one in Delhi, but they all shared the nerve of test pilots and the cunning of street urchins, and the ability to push in, rather than collide, meant shortening the trip rather than remaining stuck in traffic while others whiz past.



Mr Verma at work in New Delhi

During my India visit, I was also fortunate to visit the studios of Prasar Bharati’s *Doordarshan Television* (<http://www.ddindia.gov.in/DDIndiaChannel/KendraHome.aspx?k=DELHI>) and the newsroom of the (commercially unrelated) *Hindustan Times* (<http://www.hindustantimes.com/Homepage/Homepage.aspx>) founded in 1924 by Mahatma Gandhi.

Why go into this detail, apparently about hospitality and travel arrangements? Because all round the world, journalists working as educators and foreign correspondents – or sometimes simply passing through towns on assignment – rely on the Messrs Azarparand, Tajkarimi and Verma to get to the event, then assist in the basic processes of research, interviewing in foreign languages and even the writing and filing of stories back to base for publication.

Without these “local experts” (Cokley 2008: 58) much of what we take for granted in international journalism would never happen and that means the flow and accuracy of news bulletins around the world would be interrupted, slowed or halted.

Now it’s becoming clearer that “fixers” are more than an integral part of obtaining journalistic information; they might be central to the process, and perhaps as central as is the reporter/producer. If this is correct, then we should consider whether “fixers” fall within the range of occupations already described as “journalist”, perhaps under the sub-category of citizen journalist, since this subcategory is being keenly contested (Tilley & Cokley 2008).

My colleague Colleen Murrell of Deakin University in Victoria is researching the role of the fixer in depth for her doctoral studies and we might have the opportunity to collaborate for some of this work.

Murrell (2008:4) suggests that, in 2008, fixers are beginning to assert themselves as editorial, rather than just logistical employees of international news organisations. One reason for this is that, in common with

essential support workers in other disciplines such as anthropology and archaeology, fixers have been overlooked and under-rated in some discourses, to the extent that a professional ‘fight-back’ has become inevitable.

Murrell and I wonder whether the same might apply to those other ‘outsiders’ known as citizen journalists, who have emerged on the fringe of ‘traditional journalism’ and made their presence felt by persistence and refusing to take ‘no’ for an answer.

This research has the potential to benefit not only journalists of the future, but “fixers” as well, and generally enhance the availability, flow and accuracy of news products.

If you want to have your say on the ‘fixer’ issue, or especially if you have been employed as a local expert for an editorial or educational organisation, contact Dr John Cokley on [j.cokley@uq.edu.au](mailto:j.cokley@uq.edu.au).

I look forward to more trips to AIBD workshops and to working with more excellent and friendly ‘fixers’ in the region.

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Workshop in progress



Discussion still on while at lunch

# Fiji Wins Business Excellence Award

Fiji Television Limited has won an award for achievement in business excellence.

The award was presented in Suva on 25 October 2008 as part of the Training and Productivity of Fiji (TPAF) Business Excellence Awards.

Fiji TV’s former Group Chief Executive Officer Mesake Nawari described the award as another milestone for Fiji TV and dedicated it to all the members of the Fiji TV group family.

This is the first time Fiji TV has taken part in the Awards. It decided to enter to allow an independent party to assess its business processes and change that it has been implementing over the last five years and to give the network feedback for improvement.

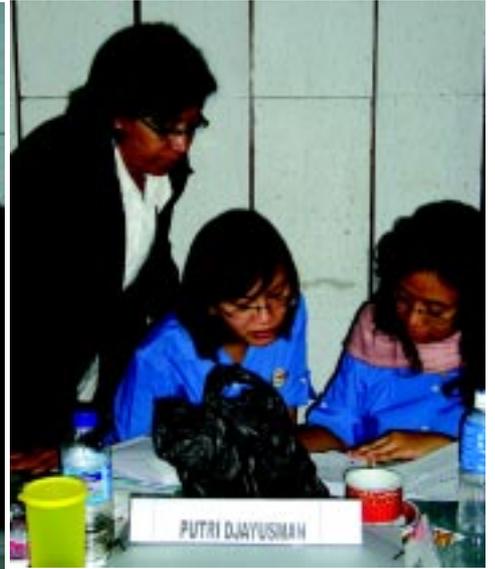
TPAF’s manager for productivity promotion, Villiame Waqalaivi, said it was the first time a media organisation had won a Fiji Business Excellence Award.



(4th from left): Fiji TV’s former Group Chief Executive Officer Mesake Nawari receives Business Excellence Award

# Children's Programmes for Children

By Hyunsook Chung  
AIBD Programme Manager / Consultant



**H**ow do you create a quality children's TV programme? One critical recommendation is for producers to make a children's story based on their own culture and colour radiating the universal value, with their own children in the story.

Such was the experience of 17 Indonesian media practitioners and producers from TVRI, Metro TV and Trans TV during an in-country workshop in Jakarta, organised by AIBD in collaboration with EBS and UNESCO from 14-18 October 2008. The workshop was hosted by the TVRI Training Center with the support of UNESCO Indonesia.

Despite their lack of experience in producing children's programmes, the participating producers showed keen interest in applying the storytelling technique in such programmes. They actively got involved in building a story based on their own childhood experience. At the end it turned out to be a lively local story that all the participants felt sympathy with.

The workshop provided each group comprised of participants from the different stations the opportunities to work on the story development and the storyboard in groups and to encourage them to get to know each other better and understand different working conditions in each station.

Participants learned that competition could be healthy and positive, serving as impetus for innovation and progress. During the four-day workshop, they also engaged in lively discussions on the local programmes that were screened. Many of the programmes

were not designed for children as audiences. Some children's programmes were more instructional and less entertaining. It was difficult to appeal to the children's audience with a one-dimensional instructional approach.

Through this workshop the participants understood the importance of children's programmes and how to make a story for them, whether it is drama or documentary.

I personally found the programmes from Metro TV to be more entertaining compared with the other local children's programmes. What struck me, as a common practice in the Indonesian broadcasting scene, was the lack

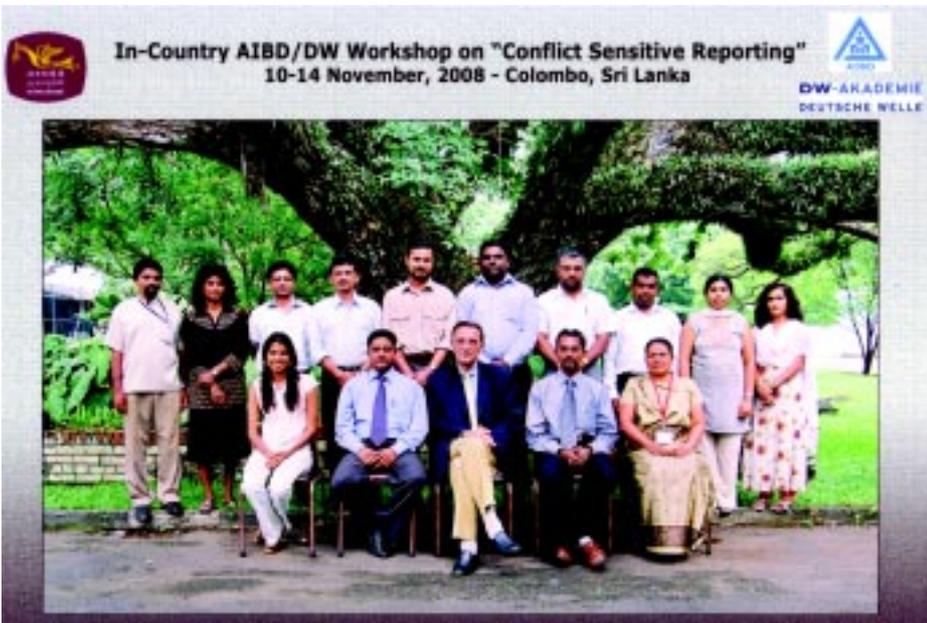
of pre-production work, making it difficult to generate quality production at the end. Several factors account for this weakness- the limited production time and human resource, which are common in many media organisations in Asia. They should be addressed so as not to dilute their passion and creativity for quality programmes. Each producer should keep in mind that we are making programmes for the audience, which is the ultimate goal, whether it is for the children or the general audience. They should be the masters of their service!

Inspired by the first workshop on quality children's programme, participants insisted on organising a second one next year, an opportunity that could pave the way for more improvements in children's programmes in Indonesia.



# Conflict Sensitive Reporting

By Le Yee Mon  
Programme Manager – IT, AIBD



What is the conceptual basis of conflict sensitive reporting, and which tools can journalists use to bring conflicting parties together? These issues were the subjects of an in-country workshop on 'Conflict Sensitive Reporting,' which AIBD organised in Sri Lanka, from 10th to 14th November 2008. The workshop took place at the Sri Lanka Television Training Institute in Colombo.

A total of 13 broadcast journalists joined the weeklong workshop. Eight participants came from the Sri Lanka Rupavahini Corporation (Television), four from Sri Lanka Broadcasting Corporation (Radio), which are state broadcasters and one participant belonged to Young Asia TV (YATV), a TV production company in Colombo.

The concept of "Peace Journalism" was used as basis for this workshop. The participants discussed what should be considered in newsgathering, news selection and reporting and also the methods of behaviour for journalists in conflict situations and war zones. The workshop emphasized not only the theory of "Peace Journalism," but also some practical exercises that provide variety and dynamism within the group.

The course focused on sensitising the participants in the use of their language while reporting on conflict situations.

Special emphasis was given to the right choice of words and in avoiding any kind of hate speech. Participants examined a number of articles/reports, identified the incorrect use of words and recommended alternative solutions.

Also, news articles in government and private print media were examined and checked for the right or wrong use of language.

Another focal point was to question the general and overall credibility of sources and to encourage the participants to give additional voice to those who suffer from conflicts and to both parties in a conflict.

Participants were taught to understand

conflict sensitive reporting as a way to avoid and to help bring an end to conflicts by reporting about peace initiatives rather than mere conflict-oriented reporting. The workshop also looked at in-depth reporting, which is more than just relying on official sources. Participants were trained to develop news packages and mini-features and find out additional sources of information.

Another training subject was how journalists should sensitively behave in times of war or disaster reporting, in interviewing victims of war and disaster situations, based on the recommendations of DART.

Participants also reviewed and discussed various TV documentaries from broadcasters in an active way, learnt interviewing techniques, the importance of good research, scripting and storytelling. Practical on-camera training in interview techniques supported the theoretical explanations.

This workshop provided an opportunity to make journalists from a country living in and with a deep-rooted military conflict since 25 years acquainted with the objectives of conflict sensitive journalism. Thus, the participants were taken out of their daily job routine of script and news writing by reviewing their own habits of working and by experiencing new perspectives in journalism.

The participants said this workshop was very useful and appropriate for their country's situation as they learned how to work as peace journalist and how to handle the victims when they are reporting on them.

Mr Heinz Pianka, trainer/consultant conducted the workshop.

## Radio News at MRTV

By Philomena Pragasam  
Senior Producer and Trainer, Radio Television Malaysia

The MRTV building was a hive of activity in December 2008 with 15 participants coming together to meet the deadline. For the first time ever these ladies picked up their recording machines and headed off to the city centre in search of news stories.

These 15 participants were part of the AIBD-FES radio news production workshop from the 1st to the 5th of December in Yangon, Myanmar. Working on vox-pops and soft news packages the participants were divided into three teams. It was exciting watching the group at work.

Fired with enthusiasm they came up with a commendable bulletin in a language that was a potpourri of Myanmar and English; commendable because of the multiple constraints they went through especially the lack of studio facilities, recording machines and transport.

It was the first time ever that news took a different turn in MRTV. News bulletins are normally taken from the Internet and the Myanmar News Agency (MNA).



As such the participants all ladies took the challenge with much gusto and ventured into a new era of news. As a trainer it was certainly a totally satisfying experience training an eager and enthusiastic team who were willing to take the challenge despite the odds.

# Patel Heads Fiji TV Group

Mr Tarun Patel who started as a camera operator, then editor and presentation director of Fiji Television Limited in the 90s is now the new Group Chief Executive Officer responsible for the overall leadership of the Fiji TV Group, which includes Fiji TV, Media Niuguni Limited and Communications Pacific Limited (COMPAC).



(Right): Mr Tarun Patel, new Group CEO Of Fiji TV Group, at the Asia Media Summit 2007, Kuala Lumpur

His appointment took effect on 1 January 2009. He replaces Mr Mesake Nawari who has accepted a senior position at the University of South Pacific, another milestone in his career as he will become the first Pacific islander to take up the Senior Fellow at the Graduate School of Business at USP.

On 26 September 2008, Fiji TV's Board of Directors announced its acceptance of Nawari's notice of non-renewal of contract. Board Chairman Mr Isao Kaloumaira said the board directors has accepted Mr Nawari's resignation with regret.

Mr Nawari was appointed as Fiji TV's Chief Executive Officer Designate in March, 2004 and became the first Group CEO of the company in January 2006. Under his stewardship, the company's revenue grew by 60% while investments were made in infrastructure development, equipment upgrade, acquisition of Communications Pacific Limited, establishment of 11 Pacific Island distributors and development of people in Fiji and PNG.

Mr Kaloumaira said the selection process for Mesake's replacement was a robust one. "We are confident that we have appointed the best person for the role. Mr Patel is well versed with the television industry in Fiji and global developments and his experience will be critical as we prepare for the digital transition," he said.

# Closer Cooperation between EATR & AIBD

The Eurasian Academy of Television and Radio (EATR) and AIBD have agreed to work closely to strengthen programme exchange, co-production, media dialogue and capacity building among broadcasters in the regions.

AIBD and EATR officials reached this agreement following a meeting during the XI Eurasian Teleforum held from 5-9 November 2008 in Moscow. AIBD Director Dr Javad Mottaghi invited EATR to join its Afro-Asia-Pacific and Arab-Asia-Pacific and Europe-Asia media partnership initiatives. EATR will also actively participate at the forthcoming Asia Media summit in Macau.

At the forum, Henrikas Iouchkiavitchious, former Assistant Director-General UNESCO and current advisor to the Director-General of UNESCO, condemned broadcasters for using violence and sex in their television programmes to get more advertisements and better rating without regard for the harm such content would bring to the young and the society at large.

The annual forum was hosted by the Eurasian Academy of Television and Radio (EATR), in



(Right): Henrikas Iouchkiavitchious, former Assistant Director-General of UNESCO

particular by the 1st Vice President of EATR, Dr Valeriy Ruzin, a well-known journalist in Russia.

Mr Oleg Poptsov, President of EATR, spoke at the meeting and encouraged media professionals to exploit opportunities at the gathering in promoting the film and television industry in the region. Mr Vsevolod Bogdanov, President of the Russian Union of Journalists, was among the key guests.

The Eurasian Teleforum is an international annual platform for TV producers, film makers, directors and stake-holders in the movie industry who get together to exchange views



Patel has been with Fiji TV since its inception in 1994. He was instrumental in setting up Fiji TV's first pay television service, Sky Fiji, in 1996. He was also the First Sky manager. After the company's reorganisation in 2005, he was appointed Chief Operating Officer.

The Board has also made two key other key appointments. Mr Ken Clark is the new CEO of Media Niugini Limited (MNL) for a second term of three years. Mr Clark will be responsible for the strategic direction and overall management of MNL, Fiji TV's subsidiary company in PNG.

Mr David Eyre has assumed the position of General Manager of COMPAC.



(Middle): Mr Tarun Patel in light conversation with Dr Mottaghi (left) and ABU Secretary-General David Astley

# The Documentary Lab

By **Le Yee Mon**  
*Programme Manager – IT, AIBD*

and programmes, and engage in professional discussion sessions and future co-production. It offers, among others, the Market-Exhibition of Projects, Content, Distribution, Competition of Television Films and Programmes, the International Congress and Conference and Round tables.

The recent Teleforum attracted some 200 media professionals including film producers from China, Kazakhstan, Tajikistani, Azerbaijan, Turkmenistan and Russia.

Some special events that were well organised were the EurAsian TV Market-Exhibition projects, Content, Distribution, Creative Youth of EurAsia and We're United by Common Goals. Among the Special events were the DAY of KAZAKHSTAN, DAY of CHINA and DAY of UKRAINE.

Dr Javad Mottaghi, AIBD Director, was also one of the keynote speakers who presented a comprehensive perspective on radio and television in Asia-Pacific: challenges and possible solutions. He said that the Asia-Pacific region is rich in human resources, as evidenced by the presence of poets, writers, scientists and the Nobel Prize winners.

He referred to the fact that the broadcasting environment in this region like other regions is changing fast. "Rapid technological change is opening the door to information access and exchange in an unprecedented scale. If well managed, this holds enormous promise for the people in our region and the world – to improve health, trade, education, governance and ultimately, individual lives," he said.

Mr Mottaghi emphasized that the dominance of commercial interests tends to erode the public sphere by creating a "culture of entertainment". Under the commercial model, he said that media outputs are often commodified and designed to serve the needs of the market more than of citizenship. Market driven programming will result in marketing and rating to be the only reference point for media.

"The challenges we face in the 21st century such as poverty, war, terrorism, arms, drug trafficking, diseases and ecological destruction have increasingly diminished our capacity to engage in conversation and relate to each other as human beings," he pointed out.

Mr Mottaghi called on broadcasters to put an end to the unpleasant situation of poverty not as a gesture of charity but as an act of justice. He added that poverty includes lack of information, possibilities and power, in addition to economic poverty and lack of physical resources. He added that war, conflict and violence worsen poverty. He said that media professionals do not admit that some of the greatest tragedies that confront us are linked in one way or another with the human greed.

"Media shows what is happening in Chad, Liberia, Palestine, Iraq, Afghanistan and so on, which is good but it fails to report on the underlying causes of the wars in those countries," he said.



Some 31 participants from various disciplines of documentary making – such as directors, producers, editors, cameramen, sound recorders and lighting men participated in the TV Documentary Production – The Documentary Lab in-country workshop in Tehran, Iran from 4th to 8th October 2008.

The Documentary Lab was designed as a documentary making workshop that examined the basics of the craft of documentary making and the conceptualisation of documentaries. The workshop aimed to provide a mix of practical exercises, hands-on learning and conceptual development. The methodology adopted was to avoid a didactic approach in favour of debate, discussion and development of ideas. Saacha Jain served as the consultant for this workshop.

During the workshop, some of the award

winning and latest documentaries were screened which provided exposure to the very latest in international documentaries. In addition, many of the participants brought their own documentaries for screening and discussion, and lively interactions were witnessed.

Apart from the screenings of international, Iranian and Indian documentaries, one of the most interactive activities during the Documentary Lab were the sessions where participants split up into groups and made mini documentaries within the IRIBU campus. The four teams generated substantive outputs, which were screened and applauded during the workshop.

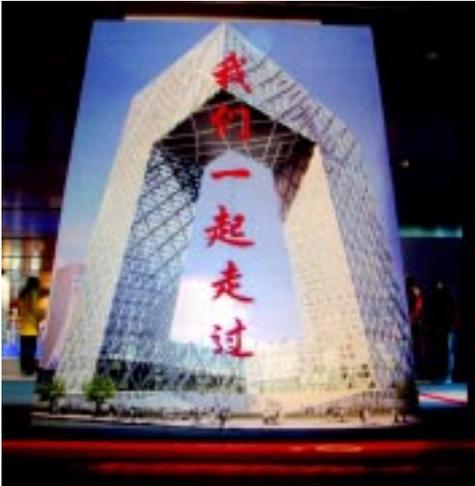
The participants learned a lot not only from looking at the broad conceptual lines of international documentary making, but also from undertaking the creative process that went into the practical exercises.



# CCTV Celebrates its

# 50th Anniversary

2008 was a year of special significance both for China and the China Central Television (CCTV). That year, the country celebrated the 30th anniversary of the reform and opening-up policy and held the Beijing Olympic Games while CCTV celebrated its 50th anniversary.



Facing new opportunities and challenges, CCTV will continue with the strategy of creating name-brand programmes, of going global and of producing large-scale and high-quality programmes. CCTV will make even greater efforts to enhance its role as a public opinion maker and its capabilities to make China's voice heard throughout the world.

side with new media technologies and new businesses, and continuing initiatives to expand the areas covered by its programmes and boost its ratings. It will also aim for new breakthroughs and open up new prospects to be a major international television broadcaster and become one of the top-notch television broadcasters in the world.



In its 50 years' history, CCTV has taken the aim of spreading and preserving Chinese civilisation, and has stuck to the guidelines of exploration and innovation. Over the past five decades, CCTV has been supporting the nation, keeping pace with the world and moving with the times.

Today, CCTV has become one of world's most influential media outlets. In addition to its TV programmes, CCTV has built up a multimedia-broadcasting platform and a mode of diversified business operations, which include movies, publications and the Internet.

## CCTV's History and Channels

CCTV is the national TV station of the People's Republic of China and it is one of China's most important news broadcast companies. The station started a trial telecast on May 1, 1958, and commenced formal broadcasting on September 2 the same year under the name of Beijing Television. On May 1, 1978, the name was changed into China Central Television, or CCTV.

CCTV is the main news source for the Chinese people. It is also an important window for the Chinese people to learn about the outside world, and for the world to find out more about China. In 2008, CCTV was listed, for the fourth time, as one of the GLOBAL TOP 500 BRANDS, with its ranking raised to 65th. CCTV is making efforts to become an influential global media network.

Part of CCTV's strategy includes speeding up its digitalisation process, deepening its management reforms, and steadily implementing extensive development and intensive management. This involves pushing the traditional TV industry to develop side by

CCTV currently has 20 free-to-air channels in operation. They include the Comprehensive Channel, the Economics Channel, the Arts & Entertainment Channel, the International Chinese Channel (with Asian, European and American editions), the Sports Channel, the Movie Channel, the Children, Military and Agriculture Channel, the TV Drama Channel, the International English Channel, the Science & Education Channel, the Traditional Opera Channel, the Social & Legal Affairs Channel, the News Channel, the Children's Channel, the Music Channel, the International Spanish Channel, the International French Channel and the HDTV Channel. CCTV programs cover almost every aspect of Chinese social life. Meanwhile, the CCTV-affiliated Central Digital Program Platform integrates 41 digital pay-to-view channels. CCTV operates 19 of these channels by itself. CCTV has also started business in new media platforms such as Internet TV, Mobile TV, Bus Mobile TV and IP TV. CCTV also has a huge archive library, including more than 400,000 hours of TV programmes and over 7,000 hours of film footage.

In 2008, CCTV broadcast a total of 275,500 hours of programming, at an average of 752 hours a day. Nearly CCTV itself made 70% of

topics which carry forward the national spirit and current themes have also been popular among audiences, such as "Drawing Swords", "A Dream of Youth", "Jinggang Mountain", "Emperor Hanwu", and "Qiao's Grand Courtyard." Cartoons like "Legend of Nezha" and "The Adventures of Little Carp" are also popular. Many CCTV programmes have won major domestic and international awards on a yearly basis.



### Outstanding Achievement in Covering the 2008 Olympic Games

The 1st Olympic Games that was covered by CCTV was the Los Angeles

these programmes. In 2008, CCTV programmes reached 97.28% of the country's population, with the total audience at 1.191 billion. Of the country's top 15 satellite channels, 14 are CCTV channels.

### Coverage of crucial events

In the coverage on the fight against SARS, the Iraq War, combating the snowstorms and the Wenchuan earthquake rescue and relief efforts, CCTV played a leading role.

CCTV has also produced several excellent programmes, including News Broadcast Nationwide, Topics in Focus, China News, Economy 30 Minutes, Law Today, Forum of Scholars, and Art Life. Some performances and sports events have also become famous brands, such as the CCTV Spring Festival Gala, the Heart-to-Heart Art Ensemble and the National Youth Singing Contest. Some thought-provoking and highly artistic documentaries have not only become popular shows, but also have great repercussions on all social circles. These include "The Forbidden City", "The Old Summer Palace", "The Rising of Great Powers", "Road to Revival", "Hong Kong - Ten Years On", and "Nourished by the Same River". Some excellent TV dramas on various

Summer Olympic Games in 1984. For the Beijing Olympic Games in 2008, CCTV devoted 14 channels to cover the entire events. More According to statistics in a survey that CTR conducted in 128 cities across China, 96.8% of Chinese watched Olympic competitions on TV. And 1.125 billion people nationwide watched the Olympic events broadcast through CCTV, 91.92% of the total viewers. As the official Internet/Mobile Phone Broadcaster of the Beijing Olympics, CCTV.com broadcast 3,800 hours of Olympic contests. CCTV gave full play to the platforms of television, the Internet, mobile phone and bus television and IP TV to cover the Beijing Olympics, presenting the world with a more open, civilised and harmonious China and showcasing the overall broadcasting strength of CCTV.



### International Communication

CCTV's signals are available around the globe. Its programmes reach 139 countries and regions. The CCTV International Chinese Channel broadcasts in three separate versions to Asia, America, and Europe. International Channels in English, French and Spanish have also been launched. A new structure has been set up for its overseas broadcasting through multi-channels in different languages. The overseas audiences of CCTV's international channels in Chinese, English, French and Spanish total 96.5 million households.

CCTV has also set up the Great Wall Platform with 14 domestic TV companies for sending Chinese programmes abroad, and has expanded the platform to the United States, Canada, Latin America, Asia and Europe. Currently, the number of viewers for pay channels has reached 104,700. The American Platform is now the largest of its kind as a provider of Chinese programmes in North America and the world as well. CCTV's sales network has reached 70 countries and regions around the world. In 2008, the programme sales volume was 10,100 episodes. And CCTV.com attracts a daily browser volume of over 21.82 million from overseas. CCTV maintains cooperation with 229 media organisations in 139 countries and regions, and has correspondents in 19 localities around the world.



### New CCTV Headquarters

To facilitate its future development, CCTV will soon move into its new headquarters, which is located at Third Ring Road in Chaoyang District in the eastern part of Beijing. The new headquarters covers an area of 196,960 square meters with a total floor space of 599,548 square meters. It is the largest single building used as a public cultural establishment that China has built since the founding of the People's Republic in 1949. It will become one of Beijing's landmarks. Some of the facilities in the new building were used for the broadcast of the 2008 Beijing Summer Olympics.



# Enhancing Election Reporting

By Le Yee Mon  
Programme Manager – IT, AIBD

The critical role of mass media during elections, the election process, and ethical dilemmas and landmines in covering politics as well as post-election scenarios were the core subjects of a regional workshop on Media and Elections in Kuala Lumpur. Jointly organised by AIBD and Friedrich Ebert Stiftung (FES), the workshop began on 17 November 2008 and ended on 21 November 2008.

Workshop participants were some thirteen media practitioners from radio and television organisations in ten countries: Bangladesh, Fiji, India, Indonesia, Malaysia, Myanmar, Philippines, Sudan, Vietnam and Yemen.



The five-day training workshop designed specially for broadcast journalists was aimed at upgrading their journalistic skills in election reporting through a combination of theoretical aspects, discussions, hands-on exercises and sharing of regional experiences in efforts to ensure good journalism during elections. Ms Che Che Lazaro and Booma Cruz of Probe Production, Philippines, both of whom have had extensive expertise and experience in reporting Philippine elections, served as the workshop trainers.



Ms Che Che Lazaro, Workshop Trainer

The participants reported on media's performance during elections in their respective countries and discussed about the election rules and procedures, types of coverage, the campaign trail, the voters and their rights, the candidates' profile, the art of interview, ethical dilemmas and landmines of covering politics and post-election scenarios.



The workshop featured three guest speakers. Dr Kiranjit Kaur, Associate Professor, Faculty of Communications & Media Studies, Universiti Teknologi MARA (UiTM), Malaysia, provided an election landscape of the Asian region, and shared the Malaysian experience in the last election.

Mr Zainon Ahmad, Group Executive Editor/Political Editor of the Sun, Malaysia, gave an overview of the elections in Malaysia and shared his insight on the role of media. He also explained the relationship between media and the government in the context of the country's political history.

Ms Gayathry Venkiteswaran, Executive Director of the Centre for Independent Journalism (CIJ), Malaysia, talked about the

importance of an election watchdog based on her experience. She gave an overview of the monitoring of the elections, criticisms and threats against the opposition, and the trend toward the use of new media – the interactive Internet, which attracted the youth.

The participating group was divided into three teams to do production work on the news clip projects. All groups were asked to prepare a complete storyboard.

This workshop enabled the participants and consultants to share experiences and expertise in media coverage in general and election reporting in particular. The different perspectives contributed to the understanding and appreciation of the best practices in election reporting.



# Training of Trainers at IRIB

By Manil Cooray

Consultant / Programme Manager, AIBD

**AIBD** in collaboration with the Islamic Republic of Iran Broadcasting (IRIB) organised the workshop on Training of Trainers in Tehran in October 2008 as one of the training activities under the long-term project planned to assist Radio Television Afghanistan. The financial support was received through UNESCO office in Kabul.

Fourteen participants who were potential trainers attended the workshop. They were from IRIB's regional stations in Isfahan, Mazandaran, Semnan, Kurdistan, Kish and Tehran. A local consultant served as the translator in Farsi to facilitate learning and interaction during the workshop.



The course that regularly runs for 10 days was revised to suit a six-day programme, without sacrificing its standard structure and curriculum, and the specific needs of the participants for effective transfer of knowledge and skills. The task, however, proved to be more difficult due to the varying level of knowledge and experience of this diverse group of participants.

The course dealt with the concepts and philosophies of adult learning and their application, instructional techniques and instructional systems design. Some were not used to adult learning approaches as opposed to the traditional teacher-centered pedagogical approach and depended heavily on the trainers for presentation. Others were not open to learning. Some found it hard to rationalise when applying the techniques and the need for consistency in the planning, implementation and evaluation stages.

Though some of them had years of working experience behind them in their own professions since they were neither directly involved in training nor had experience in training, they found it difficult to understand the concepts and to apply them. They found the principles or the applications too simple, leading to a debate and heated discussions even going beyond the scope of the workshop content. During the group practical projects, however, they worked together and somehow came to terms with some standards and acceptable methods, which could be applied to their own training environment, if their training were to be effective.

Those who benefited most were the participants mainly from the IRIB provincial

stations. They endeavored to make use of the training to their advantage, as opportunities of this nature were rare to them though they were required to carry out in-house training.

IRIB's Training Center in Tehran served as the workshop venue. It caters to a vast number of persons in providing training from various fields in the media and has an experienced faculty of trainers in different disciplines.

Mr Ali Arsalany, Director for Educational Communication Affairs in charge training at IRIB, was the focal person who liaised with AIBD and provided the support services for the training.

Mr Shahrooz, Tarverdizadeh Director, Educational Evaluation Effectiveness at the Training Office of the Training Center at IRIB, shared his expertise as the local consultant and delivered the presentations in Farsi. Mr Mehdi Salili assisted as a resource person mainly during discussions and debates in Farsi.

Mr Reza Kashani, Vice President of the Training College of IRIB, presented the certificates of participation to the delegates while a few other senior staff members were present at the closing of the workshop.



IRIB Training Center in Tehran

# Growing Video Games & Interactive Media in Asia-Pacific

By Juliette Vivier,  
Programme Manager, AIBD

The Asia-Pacific region is leading the world video game market, and in 2009 it expects an 18% growth rate, earning an estimated US\$23 billion in revenues. The global market will raise US\$55 billion in revenues by 2009.

In 2007, China had 37 million gamers. In 2009, the number of gamers should rise to 60 million from around the globe. And in 2011, 50% of the mobile market revenue will come from Asia.

The types of gaming platforms are expanding so as to respond to the gamers' increasingly high expectations. From the hard gamers to the casual one, online games, PC games, consoles or mobile phone, the industry should adapt itself to the diversity of this huge market.

The video game and the multimedia industry will have a major impact on the broadcasting market and the whole entertainment and interactive sector in the years to come.

It is, therefore, crucial to examine the growth of the videogames and interactive media industry, and the impact of convergence among the broadcast, the telecommunications and the videogames/interactive media industries. Broadcasters, mobile operators, interactive content providers and schools should share expertise and create new collaborations to achieve this goal.

It was in this context that the second edition of the Video Games and Interactive Media Symposium took place from 18 to 20 November 2008 in Cyberjaya, Malaysia. It provided an opportunity for networking and



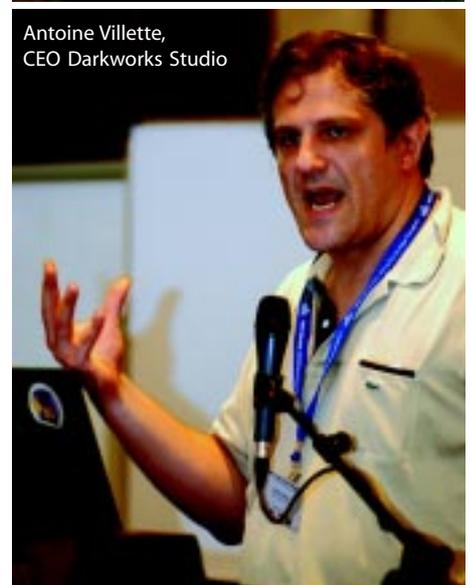
(From left): At the opening ceremony were Mr Daniel Blaize, Cultural Counselor of the French Embassy in KL, Ms Manil Cooray of AIBD, Mr Hasnul Nadzrin Shah, Creative Multimedia Department Manager of MdeC, and Dr Khong Kim Hoong, Senior VP of HELP University College

sharing of expertise and experience between broadcasters and professionals from the animation industry and interactive media as well as from international experts. It also served as a platform not only to foster collaboration between professionals from Asia and Europe, but also to promote the international schools/universities involved in the field.

A total of 91 participants from Malaysia, Thailand, China, Indonesia, Philippines, Singapore, and France took part in this activity. They were mainly head representatives of videogames, multimedia, interactive media companies, animation studios, telecom operators and videogames schools and universities.



Antoine Villette,  
CEO Darkworks Studio





Shah Zarak Khan, IT Department Manager, HELP University



Mr David Tene, Representative of Supinfogame School



Dato' Dr Kamal, Founder and CEO of Global Innovation Research Center

Various presentations and lectures were given on such topics as the global videogames markets and the economics of the videogames industry. The Symposium scheduled roundtable discussions on video games & ethics and video games as an educational tool, on mobile gaming and global business opportunities with case studies as well as employment prospects. Also tackled were the strengths and gaps in education in addressing the needs of these industries.

The seminar was supported and organised by the French Ministry of Foreign Affairs with the support of its embassies in Kuala Lumpur and in the region (Singapore, Thailand, Philippines and Indonesia), the HELP University College, the Multimedia Development Corporation and the AIBD. Deloitte was a key sponsor.

Encouraged by the success of this Symposium, the organisers decided to set up this event on a bi-annual basis and scheduled the next Video Games and Interactive Media Symposium in April 2010.



Sittichai, Managing Director of Debuz Studios



Symposium Participant



Michael Ooi, CEO, Collective Intelligence



Max Villandre, GM, Codemasters Studios



Visit to the Innovation Center of the Multimedia Super Corridor, Malaysia



Symposium Delegate

# A Workshop in Yangon

By Sanjay Nigam

CEO – Metronation, New Delhi Television (NDTV)

What goes through a person's head when he is learning? Let's make this specific to Myanmar in 2008; specific to the 15 people who attended the TV News Production Workshop. Between 22 and 35 years old, with about 2 to 15 years of experience, they broadcast in Myanmar and speak very little English. Most of them have traveled overnight from Nay Pyi Daw to Yangon. They face two trainers who have come to Yangon from Kuala Lumpur and New Delhi.

The 15 participants' expectations were vague and only made more ambiguous by the barrier of language. How much can they learn from trainers who do not speak Myanmar? After so many years of work what else is there to learn? Of course, etiquette forbids the airing of such doubts. But the misgivings are transparent, and emerge from questions that are put by way of introductions. These are intended to reveal expectations that the training jargon is called 'needs analysis'.

For the trainers the success of the workshop will be gauged by its relevance to the

participants and how effectively they can work around the language handicap. Daw Kay Khine Swe, one of the participants speaks English, and offers to interpret the proceedings.

The most effective way to introduce new ideas is to draw a connection with an old one in a manner that validates rather than challenges pre-existing beliefs. Motivation to learn must derive from an understanding that learning will not defeat the learner but enhance his skills. Training motivation is the key to increasing attention and the receptivity to new ideas. Accordingly the 'story' was taken as the starting point of the training. Across cultures and languages stories are how children connect to the outside world. The unit of all communication is a story. However, the form of the story changes with the medium of communication. While theatre, radio and now television may have changed its form, the story still remains the most compelling mode of communication. So the workshop, it was decided, will focus on two ideas – the story and the medium, which is pretty much all there is to television!

What's going on in the head of a trainer when he is training? The same question that goes through the head of an actor or a television anchor: how do I grab attention? Effective communication grabs attention and holds it. It holds attention in spite of the neural networks in the brain that get tired very quickly leading to boredom. Television uses different areas of the brain to overcome short attention – sound, moving images, graphics, and tickers. Like good television, good training needs to emphasize variety that is relevant and can be easily understood by its audience.

The TV News Production Workshop used a variety of tools to enable better participation and retention. TV training videos, discussions, and newsroom simulations were used to communicate selection, sequencing and editing of news stories. Practical sessions in a simulated newsroom environment created interaction to engage interest. The participants were divided into five teams of three. Each team comprised a reporter, a cameraman and a video editor. In all 25 news stories were done; five by each team. The process of story selection was done in the 'news room' and feedback was given by all participants. Stories were evaluated for their relevance, content and technical proficiency. Peer level reviews were encouraged to good effect.

As the workshop progressed, the language barrier between the trainers and the participants was breached. A language of broadcast was the new mode of communication and the participants came to rely less on Daw Kay Khine Swe's translations.

The workshop was supported by the Friedrich Ebert Stiftung (FES), Myanmar Radio and Television and the Forever Group.



# Draft Guidebook on

# Asia-Pacific Approach to PSB

A Group of Experts from Asia-Pacific met recently in Kuala Lumpur to fine tune the second draft of the Guidebook on the Asia-Pacific Approach to Public Service Broadcasting. Their tasks were to ensure consistency and coherence between the various chapters and the objectives of PSB; to improve the flow and substance of ideas, policies and regulations for a more effective PSB, and to enhance language use so that the Guidebook becomes more user-friendly and understandable to various stakeholders interested in PSB.

Kumar Abeysinghe, Governor, Marga Institute, Sri Lanka, was selected to chair the Group of Experts meeting held on 18 November 2008.



Kumar Abeysinghe chairs the meeting

The meeting began with a welcome address from Dr Javad Mottaghi, AIBD Director, who encouraged participants to examine every detail of the Guidebook to ensure a more effective implementation of PSB for those interested in the region. He said that it was not the intention of AIBD to make the Guidebook mandatory, but to encourage its members to set up PSB in their respective countries. He thanked and invited the participants to continue sending any other inputs before the final publication.



Dr. Javad Mottaghi, AIBD Director, delivers opening remarks

Mr Abeysinghe said the task of the Group was to fine-tune the document as most of the ideas were already in place. He also explained the mechanics of the discussion and sought



(Left): Rajendra Prasad Sharma, Deputy Executive Director, Radio Nepal, Nepal

their cooperation to ensure that the tasks were undertaken within the given period.

Subsequently, Mr Jose Ma G Carlos, AIBD Consultant and the Guidebook Editor/Researcher, gave a 15-minute presentation on the work done for the publication at the roundtable discussion on 24-25 May 2008 in Kuala Lumpur. He identified changes and recommendations arrived at by the participants of the roundtable discussion.

The Group of Experts then examined these recommendations as well as every page of the draft Guidebook. They stressed that PSB audiences should be seen not only as consumers, but more importantly as citizens who have a big stake in the development of PSB. They said that the Guidebook was a teamwork initiative meant to benefit the AIBD family.

Mr Carlos was to submit the third revised version of the Guidebook to AIBD by mid-December 2008, which would then be circulated to the members of the AIBD Strategic Plan Team for further comments and recommendations. The Friedrich Ebert Stiftung (FES) is funding the PSB project.

The participants to the Group of Experts meeting included Chu Pui Hing, Consultant, Commonwealth Broadcasting Association, Hong Kong; Savyasaachi Jain, India Projects Coordinator, The EU-India Media Initiative on HIV/AIDS, Thomson Foundation, India; Milind Kokje, Coordinator, Asia Media Forum, India; Ali Khalid, CEO, Television Maldives, Maldives; Rajendra Prasad Sharma, Deputy Executive



Ali Khalid, CEO, Television Maldives, Maldives



(From left): Chu Pui Hing, CBA Consultant, Hongkong, and Jose Ma G Carlos, Guidebook Editor from the Philippines

Director, Programmes, Radio Broadcasting Service, Radio Nepal, Nepal; Evelyn Agato, Acting Station Manager, DZRP-Radyo Pilipinas and Chief Planning Officer, Philippine Broadcasting Service/Bureau of Broadcast Services, Philippines; Kumar Abeysinghe, Governor, Marga Institute, Sri Lanka; Robert Beveridge, Director, Voice of the Listener and Viewer and Lecturer at the Open and Napier University, United Kingdom; Paul Pasch, FES representative in Malaysia; Javad Mottaghi, AIBD Director, Malaysia and Jose Maria G Carlos, Media Consultant from the Philippines and Editor of the Guidebook.



(From left): Robert Beveridge, Director, Voice of the Listener & Viewer, UK, and Dr Paul Pasch, FES Malaysia



Savyasaachi Jain, Thomson Foundation



(Left): Evelyn Agato, Chief Planning Officer, Philippine Broadcasting Service

# Joint Ventures between ASBU and AIBD



The Arab States Broadcasting Union (ASBU) agreed to involve actively in some key AIBD projects in 2009 such as the Asia Media Summit and the World Television Awards in 2009 as part of its continuing partnership with the Asia-Pacific organisation.

The decision came at the 4th ASBU Consultative Training Committee that took place from 11-12 October 2008 in Damascus, Syria. AIBD director Dr Javad Mottaghi who participated in the meeting said the Committee reviewed some of the joint projects in training and conferences for implementation in 2009. Representatives from EBU, DW, RAI and Prix Jeunesse International also attended the Damascus meeting.

Others in attendance were Saleheddine Ma'aoui (Director-General, ASBU) and his colleagues, Suleiman Abdel Rahim (Director of Engineering Affair, ASBU), Abdul Momen (Director, ASBU Programme Department) and Dr Haidar Yaziji (Director, ASBU Training Centre Radio & TV).

ASBU has also agreed to join the International TV Children Co-production on "I am..." and host a workshop for this project in Tunis. Other organisations that will be joining this project are Southern African Broadcasting Association (SABA), African Union of Broadcasters (AUB) and the Commonwealth Broadcasting Association (CBA). AIBD and ASBU will jointly conduct two training needs analysis in two Arab countries.



(From left): Suleiman Abdel Rahim, Director of Engineering Affair, ASBU, Javad Mottaghi, AIBD Director, Saleheddine Ma'aoui, Director-General, ASBU, Dr Haidar Yaziji, Director, ASBU Training Centre Radio & TV and Abdul Momen, Director, ASBU Programme Department

## TNA for ASBU Members

By Marcel Gomez Programme Manager

ASBU and AIBD jointly conducted two Training Needs Analysis (TNA) workshops for two of the members of the Arab States Broadcasting Union (ASBU).

The first TNA workshop was held for the Yemen General Corporation for Radio and TV (YGCRTV) from 19-30 July 2008 in Sana'a, Yemen. This was followed by a TNA workshop for the Sudan Radio and TV Corporation (SRTC) from 3-14 August 2008 in Khartoum, Sudan.



(Standing): Marcel Gomez facilitates TNA workshop in Yemen



TNA workshop in Sudan

The workshop was aimed at enhancing the professionalism of both organisations through an up-to-date and needs oriented training scheme. The emphasis of the analysis was on all departments related to news and current affairs, programme production and engineering.

The results of the TNA workshops would enable both organisations to identify their strong areas and their weaknesses, and help them to devise strategies to overcome their weaknesses and explore strength areas to improve overall effectiveness of the organisation.

Training Needs Analysis gives an overview of bottlenecks (or bottlenecks to come) in various departments, which might lead to dangerous situations in these critical output units.

Moreover YGCRTV and SRTC will then easily – on the basis of these data – come up with short and long term solutions to these problems.

Whether these HRD strategies will result in training programmes or other solutions (revisions of staffing plans, numbers, shifting of staff) has to be decided by the planning units of both organisations.

The consultants for the TNA were Marcel Gomez, Programme Manager and P Das, AIBD Programme Managers.

The project was supported by the Arab States Broadcasting Union (ASBU), Yemen General Corporation for Radio and TV (YGCRTV), Sudan Radio and TV Corporation and AIBD. More TNA's are planned for ASBU members in 2009.

***"News is something someone somewhere doesn't want published – all the rest is advertising"***

# INVESTIGATIVE JOURNALISM

**By Le Yee Mon**

*Programme Manager – IT, AIBD*

"Investigative Journalism" is, in a sense, tautologous because all journalism should involve some kind of investigation that results in the revelation of a hidden truth. But there is a qualitative difference between investigative journalism and all the other editorial matter that appears in newspapers. It is the highest form of journalism, which is pure journalism, real journalism, and the reason journalists exist. At their best, investigative journalists serve the public interest by revealing secrets, exposing lies (and liars), uncovering uncomfortable facts, evading censorship and, sometimes, risking their lives to act as eyewitnesses to events.

AIBD in collaboration with the Friedrich Ebert Stiftung (FES), with the support of the French Ministry of Foreign Affairs and Canal France International (CFI) conducted a five-day regional workshop on Investigative Journalism. TRANS TV, one of the famous Indonesian TV, was the host of this workshop in Jakarta, Indonesia from 16 to 20 December 2008.

General ethical rules on journalism and investigative journalism, sources and toolbox for investigation, how to pitch a story and define an angle, the good practices of interview and practical case studies and exercises were the core subjects of a regional workshop on Investigative Journalism.

The participants were 15 journalists and TV reporters from Southeast Asia, which are Brunei, Cambodia, Indonesia, Macau, Malaysia, and Vietnam.

During the workshop, the participants reported based on their own work of investigative piece and discussed about how



to work undercover, how to investigate on corruption.

The group was divided into four teams and organised press conferences based on the case study. Two groups were doing a press conference separately using key messages and writing press releases. The other two groups were the journalists asking questions and writing reports. All groups were asked to prepare a complete investigative report from scratch and then filmed it.

The classroom was well equipped with computers, cameras, projector, and DVD player etc., which helped the process of teaching and doing the practical works. An Internet facility was provided to enable the participants get connected and download some materials for the case studies.

As the result, the ethical rules were well understood by the participants as the consultant asked them to draft a charter through sources, pitching the story and angle.

They also learned how to pitch and get an angle through practical cases. All the participants were motivated during the workshop and interested in sharing of common interests.

Participants said the workshop was very useful and professional, as they have learned some techniques that they have not known before and it was refreshing to learn new type of methods to approach or tackle the news.

Sebastien Le Belzic who is the Beijing Bureau Chief of France24 delivered the workshop. He has worked for several medias such as Europe 1 Radio, Agence France Presse, TV5 Monde and France24.



# Training TV Producers on HIV and AIDS

*Sponsored by the Global Media AIDS Initiative/Asia Pacific Media AIDS Initiative*

**By K P Madhu, Programme Manager, AIBD**



**G**MAI/AMAI supported AIBD to deliver a series of in-country workshops on HIV and AIDS in the region to build up adequate number of trained TV producers who could deal with the issue in a sensitive and accurate manner.

The first workshop was held in Sri Lanka was hosted by SLRC. The two-week workshop in September trained 10 TV producers from SLRC and YA TV on issues related to HIV and AIDS. The second week focused on the production of different genres of programmes for HIV prevention. Experts from National STD and AIDS Control Programme, WHO and local NGOs made presentations on different aspects of the epidemic in the country. Dr Shankar Chowdhury from UNESCO Delhi and Mr K P Madhu were the trainers. The workshop was highly interactive and site visits to an HIV testing centre and a PLHIV group were organised.



The second workshop was organised in India also supported by AMAI and GMAI. 11 TV producers from Doordarshan and NDTV participated in the one-week workshop hosted by Prasar Bharati. The trainers, Ms. Mia Malan and Mr K P Madhu, focused primarily on production of quality programmes, which were accurate and fair. National AIDS Control Organisation made presentations on the epidemic in India and the strategies adopted in containing it. Site visits, games and interactive discussions made the workshop interesting to the participants.

The third workshop was held at the IRIB university campus in Tehran in December 2008. The workshop supported by UNESCO Tehran had 17 participants.

The trainers found Iran culturally very different from Sri Lanka and India. The participants enjoyed the exercises and games designed to build attitudes and skills appropriate to handling HIV and AIDS issues. There were highly interactive and open debates on sensitive issues. The trainers, Ms Mia Malan with considerable experience from the African region and Mr K P Madhu with experiences from the South and South East Asian region enjoyed the workshop as much as the participants did.

In-country workshops in Nepal, Bangladesh, Myanmar, China and Cambodia are in the offing. Mr Stephen Massey, from the GMAI secretariat said while talking to AIBD director Dr. Javad Mottaghi that he is hopeful of support for more workshops on HIV and AIDS in other countries in the region in 2009.



## New AIBD Affiliate Members

Eight media organisations have become new affiliate members of the AIBD family. They have joined the Institute since August 2008 following approval of their memberships. This brings the total number of AIBD affiliate members to 87. The new members are as follows:

1. Communications Fiji Limited in Fiji
2. Consulting Asia Entertainment Co Ltd in Belgium
3. MAI TV (Fiji) Limited) in Fiji
4. Pacific Islands News Association (PINA) in Fiji
5. Thai Public Broadcasting Service (TPBS) in Thailand
6. TV Numeric (TVN) – France
7. YA Media Ltd – UK & Kuala Lumpur
8. Voice of Nigeria (VON) in Nigeria
9. Consortium for Education Communication (CEC)
10. Communication Corner (Ujyaalo 90 Network)
11. Antenna Foundation Nepal (AFN)
12. Radio Today Broadcasting FM (Bangladesh) Co. Ltd.

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