

Expanding Media Partnership

Engagement with Southeast Asia

AIBD is pursuing stronger media partnerships in Southeast Asia as part of its strategy to expand the region's participation in the Institute's major activities such as the Asia Media Summit and in-country workshops covering many areas of broadcasting.

In March 2009, Dr Javad Mottaghi, AIBD Director, visited Indonesia and Thailand. In Thailand he met Satit Wongnongataey, Minister attached to the Prime Minister's Office, to discuss the 1st Conference of the Heads of States in Indonesia in 2011, the AMS in 2009, and the General Conference in Fiji.

Also in the meeting's agenda were AIBD's cooperation with the National Broadcasting Services of Thailand (NBT) and its long - term cooperation with other media organisations in the country.

Prof Dr Ir
Mohammad
Nuh, Minister of
Communication
and Information
Technology,
Indonesia and Dr
Javad Mottaghi,
AIBD Director



AIBD Ministerial Meeting in Thailand on the right Satit Wongnongataey, Minister attached to the Prime Minister's Office

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AIBD's Strategic Directions



Mr Cao Yin at the recent AIBD General Conference

Mr Cao Yin, chairman of the AIBD Strategic Plan Team, recommends that the AIBD should continue to explore media initiatives that would address pressing social issues in Asia-Pacific such as poverty, climate change, HIV & AIDs, cultural diversity and conflict resolution. He said that such a task was made more urgent by globalisation

and the depressing economic downturn across the globe. According to Mr Cao Yin, who is also Deputy Director-General, International Cooperation Department (ICD) State Administration of Radio, Film and Television (SARFT) People's Republic of China,

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ASBU & AIBD Ties Get Stronger

Recognising their successful ties based on mutual respect, ASBU is pursuing more projects with AIBD in 2009, to include a joint venture TV co-production on children's programmes entitled: "I am," training needs analysis workshops in Saudi Arabia, Syria and Mauritania, and other capacity building activities on training the trainers, HDTV, TV documentary, TV drama, digitising audio visual archives, and news room production.



Mr Salah Eddine Ma'aoui, ASBU Director-General, Dr Riyadh Najm, ASBU President and Dr Abdullah S Al-Jasir, Senior Vice Minister, MOCI

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From left: Mr Cao Yin, Deputy Director-General, International Cooperation Department, SARFT, China, Mr Salah Eddine Ma'aoui, ASBU Director-General, Dr Riyadh Najm, ABSU President, Dr Ir Ashwin Sasongko S, Secretary-General, Ministry of Communication and Information Technology, Indonesia and Dr Javad Mottaghi, AIBD Director

ASBU and AIBD will also consider how best they can promote programme exchange among broadcasters in Asia and Pacific and the Arab countries.

The forging of closer ties between the two media organisations came during the 2nd meeting of the ASBU / AIBD Media Partnership Committee, which was held to coincide with the ASBU General Assembly in Jeddah, Saudi Arabia from 9-13 January 2009. Some 35 delegates from both regions participated in the General Assembly.

The ASBU General Assembly was officiated by Minister Iyad bin Ameen Madani of the Ministry of Culture and Information (MOCI), Saudi Arabia, and Dr Abdullah S Al-Jasir, Senior Vice Minister, MOCI. Dr Riyadh Najm, from Saudi Arabia was unanimously elected as ASBU President. He also chaired the 2nd meeting of the ASBU/AIBD Media Partnership Committee.

At the ASBU/AIBD Media Partnership Committee meeting, Mr Salah Eddine Ma'aoui, ASBU Director-General, said that the current cooperation between the two organisations



AIBD Delegation at the ASBU General Assembly



From left: Mr Cao Yin, Dr Riyadh Najm, Dr Mohammed A Sobaihi, Secretary General, IBU and Dr Ir Ashwin Sasongko S

has been a successful example of partnership based on mutual respect. He stressed that ASBU takes this partnership seriously, anticipating a more expanded relationship as AIBD implements various projects in the region.

Those in attendance from Asia included Dr Ir Ashwin Sasongko S, Secretary-General, Ministry of Communication and Information Technology, Indonesia, in his capacity as the chairman of the AIBD Executive Committee and Mr Cao Yin, Deputy Director-General, International Cooperation Department, SARFT, China, in his capacity as the Chairman of the AIBD Strategic Plan Team, and Dr Javad Mottaghi, AIBD Director.

The formation of the ASBU/AIBD Media Partnership Committee was initiated by the two media organisations during the 27th Ordinary Session of the ASBU General Assembly held in Tunis from 9-11 January 2008.

The 1st Meeting of the ASBU/AIBD Media Partnership Committee took place in Kuala Lumpur on 26 May 2008 to strengthen the partnership between broadcasters in the Asia-Pacific and Arab countries.

In his remarks, Dr Ir Ashwin Sasongko S praised both organisations for their initiatives to pursue joint projects aimed not only at building media capacity, but also at enhancing understanding among the peoples of Asia-Pacific and the Arab world. He said that "in the long term such a meaningful cooperation enables audiences in both regions to hear and watch programmes about each other directly rather than through a third party channel." He thanked the Ministry of Culture and Information, Saudi Arabia for hosting the ASBU General Assembly efficiently.

ASBU and AIBD agreed to pursue the following initiatives:

1. A joint venture TV co-production on children's programmes entitled: "I am...", featuring 7-12 year old children in various countries who will tell their stories about their lives, where they come from, what is their identification, how they live, and what they do. The stories will be produced in the form of I am Chinese, I am from



Dr Ir Ashwin and Mrs Ashwin, Mr Salah Eddine Ma'aoui and Mr Cao Yin

Tunis, I am from Saudi Arabia, I am from Morocco, and I am from Indonesia.

In addition to ASBU, CBA and SABA will also join this global project. As a result three workshops will be conducted in Kuala Lumpur for the Asia-Pacific region, Tunis for the Arab countries and Johannesburg for the Southern African countries. To assist in the projects are two consultants from South Africa, namely; Mr Faith Isiakpere and Mrs Firdoze Bulbulia, both directors of Moments Entertainment in South Africa ("Moments" moments@icon.co.za). From ASBU, Mr Abdelmoumen, Director of the ASBU Programme Department in Tunis, will lead the project.

2. Three Training Needs Analysis workshops in Saudi Arabia, Syria and Mauritania in 2009. Similar workshops were conducted in Yemen and Sudan in 2008. AIBD will work closely with Mr Abdelrahim Suleiman, Director of the Engineering Department in ASBU, to implement these projects.
3. Possible activities in 2009 and 2010 covering Training the Trainers, HDTV, TV documentary, TV drama, digitising audio visual archives, academic courses and news room production.
4. Promotion of programme exchange among broadcasters in Asia and Pacific and the Arab countries. MENOS and Global Media Center for Development (GMCD) could be considered in this



respect. ASBU was invited to attend the GMCD pre-Summit workshop that will be held in Macao on 25th May 2009.

Mr Cao Yin invited all ASBU delegates to attend the forthcoming Asia Media Summit and its Associated Meetings in Macau from 24-28 May 2009. He said that the AMS would provide simultaneous translation for English Arabic and Chinese.

Mr Salah Eddine Ma'aoui, Director-General, ASBU, emphasized the importance of actively participating in the AMS in Macau, recalling the contributions of ASBU delegates as speakers and chairpersons in previous AMS. The Asia Media Summit 2010 will be held in Beijing from 24-26 May. Mr Cao Yin said that since ASBU is a permanent partner and member of the organising committee of the AMS and its Associated Meetings, ASBU is welcome to comment on the proposed topics for the pre-summit events.

It was brought to the attention of the meeting that ASBU, AIBD, SABA and CBA have introduced a World TV Award since 2004. Two themes alternate every year for this competition; they are "The Best TV Documentary contributing to Conflict Resolution" and the "Best TV Documentary Contributing to Religious Understanding."

Mrs Djabi Born Khathir Houria, Director of the Algerian Third Channel, Algerian Television, and a permanent member of the World TV Award Jury, reported on the importance of this Award and invited ASBU members to send more entries. A cash prize of USD7000.00 awaits the winner. The 2009 TV World Award winner will be selected during the AMS 2009.

At the Media Partnership Committee Meeting, AIBD placed on record its sincere thanks and appreciation to Dr Haidar Yaziji, Director, ASBU Training Centre, for his eight years of endeavors in promoting the ASBU Training Center in Damascus and strengthening human capital in the region. Mr Talib Qadhi Amin from Syria has been appointed the new Director of the Center. AIBD also thanked Mr Elias for his efforts on programme exchange and news exchange and welcomed Mrs Houria the newly appointed director for the ASBU News Exchange in Algeria.

Dr Riyadh K Najm confirmed that the 3rd meeting of the ASBU/AIBD Media Partnership Committee will be held on 25th May 2009 in Macau and invited all participants to join this meeting.



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strengthening media partnerships should be a key tool to achieve this strategy.

The Broadcaster recently sent him a list of questions in which he articulated this strategy.

In his response, Mr. Cao Yin, talked about strategies the AIBD could pursue to grow in the midst of an economic meltdown around the world, to attract more members, and source more support for AIBD's activities. These strategies may be the subject of discussion and reflection during the Partners' Meeting AIBD will host during the Asia Media Summit in Macau on 28 May 2009.

Broadcaster:
How do you attract more members, both regular and affiliates and what benefits can members get out of their membership in organisations like AIBD?

Cao Yin:
I think the Institute continues to be a media reference center for the region in particular in human resources. The number of workshops it offers are still the backbone of the organisation, and members derive a major benefit from them. But the AIBD has kept enriching its offerings and has gained success in such activities particularly those relevant to developmental needs of its members, helping them in capacity building, media laws, structural changes, advisory services, programme exchange, co-production, going to digital etc.

The AIBD has also been very effective in offering regional and international platform, and encouraging regional and international media dialogue and cooperation in electronic media policy such as the Asia Media Summit and the Asia-Europe Media Dialogue. I think the Institute has taken it as its mission to help members in meeting the rapid changes in the media landscape. It offers a window for policy makers to access to information and media, and tries to be a think-tank for the development of regional programming that reflects the traditional values of this region. It also aims to be an agent of change in information environment. The publications of the AIBD that its members use as handbooks are another important attraction we cannot neglect.

Broadcaster:
In a financial downturn, many companies reduce training programmes to be able to meet business costs. Should media institutions do likewise? What can be done to keep and upgrade training programmes? What can AIBD do?

Cao Yin:
AIBD is already operating on a cost effective basis with minimum operational expenses. Most of the Institute's expenses are meant for its projects for which AIBD sources for sponsorship. AIBD is saving when it comes to its communications costs and in-house expenses.

However, the sponsorship fund is shrinking these days given the economic crisis and the Institute could perhaps develop new arrangements for its activities. Members should also continue and even increase their support towards their Institute enabling AIBD to continue doing good work that it is currently doing over the next few years to overcome the economic crisis. By remaining responsive to changes in the environment, AIBD has underscored its relevance in the present and the future.

Broadcaster:
Aside from exploiting new technologies, are there any other areas AIBD should pursue to strategically position itself as a major communication center in Asia-Pacific and even beyond?

Cao Yin:
Countries in this region are facing cultural, social and economic challenges. Issues such as poverty, health, education, children, women, HIV & AIDS, climate changes, environmental issues, cultural diversity, conflict prevention, conflict resolution, peace-building events, utilising new technologies, media development, etc will continue to be our main challenges.

AIBD should continue addressing these important issues among other things that are relevant to the member countries and their challenges. The Asia Media Summit, the region's annual premiere media event that the AIBD organises, is never short of topics. In my view it has become the paramount exemplification and embodiment of the AIBD's endeavour to address the various issues the region has encountered. Its contributions towards information sharing and knowledge building have enhanced the capability of media organisations in the region to think and act differently, and creatively address individual objectives and respond to the demands globalisation. The current environment of global economic crisis, no less than a direct result of globalisation, has made it all more urgent and necessary, if not appropriate, for the AIBD and the AMS to explore the relationship and interactivity between media and the broad social world, in this most diversified part of our planet.

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[AIBD's Strategic Directions]

Broadcaster:

Are there specific strategies AIBD is pursuing to address the depressing economic situation experienced by private and public institutions worldwide?

Cao Yin:

AIBD is doing well in this respect. AIBD is regularly arranging dialogue and roundtable discussions at the highest possible level for all stakeholders in media, regulatory bodies etc. There are ways and means that broadcasters can maximise their income, reduce their operational costs and operation effectively and efficiently. AIBD could supplement and complement the efforts that all broadcasters are doing.

AIBD by definition is an institution for broadcasting development. It's best when it helps broadcasting organisations play a better role in fostering communication for the benefit of good corporate operation in the current economic situation, both private and public.

Broadcaster:

What does the Summit of Heads of State, AIBD is organising aim to accomplish in the field of communication and media, given the present economic conditions in the region?

Cao Yin:

Challenges that broadcasters are facing are not different in various countries in this region. The Conference of the Heads of States would offer a regional platform to explore ways to create more partnership among broadcasters in this region in programme exchange, going to digital, news exchange, media development, capacity building, international partnership, learning from each others' experiences, media's role in addressing pressing cultural, economic and political issues, strengthening regional cooperation on cultural diversity and all other areas such as poverty alleviation, health etc. This will pave the way for policy makers to pay more attention to the media development in their own countries and at the regional level at large.

The Summit of Heads of State will be an opportunity for policy makers to share their views with the Heads of States on media issues, and for policy makers to meet and exchange their views on how their countries could respond to broadcasting challenges. It will be a platform to know more about media and its impact on the globe, both for the Heads of States and for media practitioners.

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[Engagement with Southeast Asia]



Dr Mottaghi took the opportunity to extend AIBD's invitation to the Prime Minister of Thailand to be a special guest speaker at the forthcoming AMS in Macau. Minister Satit Wongnongataey said he would advise AIBD on this matter soon.

Other personalities present during their meeting were Mr Phachern Khamphoe, Director-General of the Government Public Relations Department, Mr Rattanaburee Atisapt, Deputy Director-General, PRD, Mrs Ladavan Bua-aim, Executive Director, Foreign Office, PRD, Mrs Wanna Vuthiaporn, Director, International Cooperation Division, Foreign Office, and Mrs Wanida Gajasen, Senior Information Officer.



Mr Satit Wongnongataey, Minister attached to the Prime Minister's Office and Dr Javad Mottaghi, AIBD Director



Mrs Ladavan Bua-aim, Executive Director, Foreign Office, PRD (centre)

Visit to TPBS

While in Bangkok, Dr Mottaghi visited the newly established Thai Public Broadcasting Service (TPBS) and discussed with its Managing Director, Thepchai Yong, the Asia Media Summit 2009 and future joint ventures in media development. Mr Thepchai will speak at the AMS.

Others present in the meeting were members of the Board Committee of TPBS, namely; Dr Uajit Virojtrairatt, Mrs Chintana Bhandhufai, Mattana Homiaar, and Mr Somchai Sawaengkarn, Ms Sopit Wangvivatana, manager of the Executive

Office and Prof Kirrkiat Phipatseritham, Chairman of Board of Governors of TPBS.

Thai PBS is composed of 15 board members who appoint the managing director for four years. It sources its funding from tobacco and alcohol taxes on an annual basis.



Mr Thepchai Yong, Managing Director of Thai Public Broadcasting Service (TPBS) and Dr Javad Mottaghi, AIBD Director



Mr Thepchai Yong, Managing Director of Thai Public Broadcasting Service (TPBS), Dr Javad Mottaghi, Dr Uajit Virojtrairatt and Mr Somchai Sawaengkarn, member BOG, TPBS

AIBD & ITU 4-Year Plan

The International Telecommunication Union (ITU) and AIBD recently agreed to develop a four-year action plan aimed at maximising access and use of new technologies as well as telecommunication that will benefit the Asia-Pacific region.



Dr Eun-Ju Kim, Head of the ITU Regional Office for Asia and the Pacific (centre) and her colleagues Ashish, Sameera and Wisit in Bangkok

The agreement came in a meeting between Dr Eun-Ju Kim, Head of the ITU Regional Office for Asia and the Pacific and her colleagues Ashish, Sameera and Wisit in Bangkok. At the same time, they engaged in a teleconference with Istvan at ITU's Office in Geneva and Ms Aurora Rubio, ITU senior advisor for Asia and the Pacific based in Jakarta. Also discussed in the meeting last March 2009 were ITU's involvement in the 1st Conference of the Heads of States and the AMS.

Dialogue with Unesco Officials

AIBD and Unesco officials discussed plans to develop a two-year action plan starting 2010 covering media development in Southeast Asia. Dr Mottaghi discussed details of the plan in a meeting with Dr Susanne Ornager, Adviser for Communication and Information in Asia, Bangkok Cluster Office in charge of Cambodia, Lao People's Democratic Republic, Myanmar, Singapore, Thailand, and Viet Nam, and Mrs Lapapan Choovong, national professional officer, UNESCO, Thailand.

Dr Mottaghi said the plan would include IPDC projects that Unesco and AIBD could pursue in the next two years.

Journey to Indonesia

The Association of Southeast Asian Nations (ASEAN) will nominate a representative to the organising committee for the 1st Conference of the Heads of States AIBD is organising.

On 20 March 2009, AIBD Director Dr Javad Mottaghi met with Mr Sundram Pushpanathan, ASEAN Deputy Secretary General, who pledged to support this initiative by actively involving the organisation in planning and organising the conference.



Mr Sundram Pushpanathan, ASEAN Deputy Secretary General and Dr Javad Mottaghi, AIBD Director

The ASEAN and AIBD also agreed to explore the possibility of cooperation in the march towards digitalisation, TV co-production on ASEAN community, and media capacity building and conflict resolution.

Partnership with Trans TV

While in Jakarta, Dr Mottaghi met Dr Ishadi S K, commissioner of Trans TV, and President/Director of PT Konsorsium Televisi Digital Indonesia, who agreed to speak on marketing issues at the AMS.

Dr Ishadi was one of those responsible for pursuing effective marketing strategies that have generated high ratings for Trans TV's programmes. Trans TV will participate in AIBD's "I am" project.



Dr Ishadi S K, commissioner of Trans TV, and President/Director of PT Konsorsium Televisi Digital Indonesia and Dr Javad Mottaghi, AIBD Director

Tie Up with RRI

Mr Parni Hardi, President of Radio Republik Indonesia (RRI) has also agreed to speak at the AMS 2009. Mr Hardi met Dr Mottaghi during the latter's visit to Jakarta and discussed joint media projects with AIBD.



Mr Parni Hardi, President of Radio Republik Indonesia (RRI) and Dr Javad Mottaghi, AIBD Director

Indonesian Delegation to AMS 2009

A big delegation from Indonesia is expected to participate in the forthcoming Asia Media Summit. Dr Mottaghi learned this in his visit to Jakarta and meeting with Prof Dr Ir Mohammad Nuh, Minister of Communication and Information Technology (MCIT), Dr Ir

Ashwin Sasongko S, Secretary-General, MCIT, Mr Freddy H Tulung, Director-General of Communication Media and Information Dissemination, MCIT, and Mrs Agnes Widiyanti, Broadcasting Director, Directorate General of Media and Information Dissemination, MCIT.

Dr Mottaghi also took the occasion to pay Aurora A Rubio (ITU senior advisor for Asia and the Pacific, ITU representative in Jakarta, to follow through the ITU/AIBD 4-Year Action Plan as discussed with Dr Eun-Ju Kim, Head, ITU Regional Office for Asia and the Pacific, Thailand.

Also in Jakarta, Dr Mottaghi met with Mr Arya Gunawan Usis, national professional officer, UNESCO Office Jakarta and Regional Bureau for Science in Asia and the Pacific, UNESCO, and agreed to create an annual event in Jakarta, one that is attractive to private and public broadcasters, and beneficial to radio, TV, new media and the press.



Prof Dr Ir Mohammad Nuh, Minister of Communication and Information Technology (MCIT), Indonesia discusses with Dr Javad Mottaghi, AIBD Director



From left: Mr Freddy H Tulung, Director-General of Communication Media and Information Dissemination and on the right, Dr Ashwin Sasongko S, Secretary-General of MCIT

Capacity Building for Reporting HIV issues

By K P Madhu and Lutfah Ahmed



Under the aegis of AMAI/GMAI, a series of in country workshops have been conducted in the Asia-Pacific region. In a span of 7 months, more than 100 producers from 8 countries were trained to deal with HIV, AIDS and related issues in an accurate and sensitive manner.

The AMAI was established in 2007 as the regional action arm of GMAI. The secretariat of AMAI is jointly managed by the AIBD and the ABU. GMAI has provided financial and technical support for this series of in-country workshops on HIV and AIDS. Stephen Massey from the GMAI secretariat has been the contact for the secretariat.



Stephen Massey from the secretariat of GMAI

Sri Lanka

With less than .01 percent prevalence of HIV, Sri Lankan media had other, more pressing priorities when the workshop was conducted. But over the two weeks, the participants – TV producers from Sri Lanka Rupavahini Corporation and YA TV – underwent a major shift in perceptions about the virus and its social, cultural, economic and political implications. When the producers met HIV positive people and interacted with them, the transition was complete.

The workshop had an impact on the local host – Sri Lanka Rupavahini Corporation. There was active co-operation from the National STD/AIDS Control Authority, WHO and other relevant organisations. The training coordinators felt that the issue was important enough to be addressed through a seminar on

HIV and AIDS for all the staff members. Besides Madhu from and Dr Shankar Chowdhury from UNESCO Delhi, many local experts and resource persons contributed to the workshop. This put SLRC in contact with the key people dealing with HIV and AIDS issues in Sri Lanka. So within a month, it was possible for them to organise a seminar. Though it was meant primarily for the staff of SLRC, many people from outside the organisation also participated.

Soon after the workshop, three programmes on HIV related issues were produced by the participants.



Participants of the workshop during a visit to the National reference laboratory for HIV testing and confirmation

India

“We had participated in another workshop on HIV. But what we got from this workshop was much more”, said a participant at the end of the workshop in India. India is a huge country with a very large population. The prevalence figures of HIV in many districts were demonstrable reasons for concern. So quite a few capacity building exercises had been undertaken in the country. Yet the media response to HIV has been inadequate and quite often, harmful. So this time we focused only on the northern region where the

prevalence was slightly lower – the time for media to make a difference. The participants included producers from Doordarshan and NDTV.

Prasar Bharati hosted the one-week workshop. Besides Ms Mia Malan, a South African consultant and Madhu, the media trainers for the workshop, experts from National AIDS Organisation contributed to the workshop. NACO also co-ordinated the site visit to the testing centre.



Participants visited a TB hospital to see the HIV testing facilities. But again, it was the visit to an NGO to meet and talk to HIV positive people that opened the eyes of many producers

Myanmar

The HIV epidemic in Myanmar has moved on to concentrated scenario. The media in the country is not very developed. Yet the workshop had participants from MRTV, MRTV 3, MRTV 4 and Myavadi TV. The participants showed a high degree of enthusiasm for learning, including those related to TV production.



Participants working in groups to focus on the information needs of specific target audiences on HIV related issues

The producers showed a high dependence on the handouts of information and less on their own research. Methods of research for TV production, use of vox pop etc. were soaked in by the participants. By the end of the workshop, participants came up with specific ideas for production. "I will use the knowledge that I have gained to train my colleagues", said one participant.

MRTV 4 hosted the two-week workshop and Dr Shankar Chowdhury from UNESCO Delhi and Madhu were the trainers. According to Dr Shankar Chowdhury, it was one of the most satisfying and enjoyable workshops he had conducted.

Vietnam

"When I came to the workshop, I did not know that HIV was such an important issue. The workshop has changed my attitude completely", said a young participant after the one-week workshop.

Taking off from the HIV data related to Vietnam and the behaviour surveillance survey, the trainers, Mr Savyasaachi Jain and Madhu had managed to overcome denial and blame to point out the issues behind the epidemic in Vietnam. Ludo Bok, the UNAIDS Partnership advisor collaborated in the workshop that was hosted by VTV. Besides participants from VTV, the workshop had participation from Trans TV, Hanoi Television, Quang Ninh TV, VTV4, Youth Television Center, NAC Ninh TV, O2 TV and Bai Ninh Radio and Television.



Participants during a visit to one of the most sophisticated and automated HIV testing centres in the region



During the workshop a site visit was organised and some of the participants used the opportunity to produce a short feature

Compared to its neighbors like Cambodia or Thailand, Vietnam had less HIV prevalence. Inspired by the neighbours, the TV medium in Vietnam had stepped up HIV communication. Yet, the participants did not

have adequate understanding when they came into the workshop. The print media campaign materials that were available contained messages without the relevant and supporting information. This was the first time that the participants got a well-rounded and comprehensive information. So the producers participated actively and raised a large number of questions.

Cambodia

Cambodia has proved that it is possible to bring down the prevalence rate of HIV. The figures speak for themselves. Stigma and discrimination related to HIV also seemed to have come down given the number of HIV positive people that the participants had come across. In fact, active contribution from four people living with HIV, two of them throughout the workshop, made the event quite remarkable.



Participants comparing Cambodian HIV law and Media Law as a part of group work

Besides the participants from the host organisation, TVK producers from TV5, Cambodian Red Cross, Phnom Penh Municipal Radio and TV and South East Asia TV and Radio also were present in the workshop.

"I wanted to kill all HIV positive people and save them from misery. Now I want to help them", said a participant from TV5.

"I had made some programmes on HIV earlier. Now I realise the mistakes that I had made in those programmes", said one participant from TVK after the workshop.

Nepal

Nepal Radio and TV came together to host the training for HIV and AIDS in Nepal. 14 trainees from Radio and TV joined the workshop in December 2008.

The workshop was designed as a one-week workshop with a practical and focused approach to positively impacting reporting of HIV and AIDS on radio and television in Nepal. The geographical focus was global, with an emphasis on the situation in Nepal, and the thematic focus was guided by local relevance.

The participants included reporters and programme makers from a variety of broadcasting organisations.



Participants of the workshop planning for a visit to a HIV hospice and testing centre

Most participants had prior experience of reporting/making programmes on HIV and AIDS. The course content was designed to provide a mix of practical exercises, hands-on learning and conceptual development.

Major objectives included discussions and development of in-country perspectives on HIV and AIDS, achieving understanding of medical and social aspects of HIV and AIDS, understanding of programming genres and the impact of media messaging, catalysing a media response to HIV, and encouraging programming on HIV and AIDS.

The methodology adopted was a mix of interactive and participatory didactic activity and extensive debate, discussion and development of ideas. Guest speakers and site visits played a very important role. Some participants brought their own documentaries and other materials for audition/ screening and discussion, and lively interactions were witnessed.

The training was well received with great interest from participants on producing relevant programmes.

Bangladesh

The workshop on HIV and AIDS was hosted and conducted at the premises of Channel I in Dhaka from 3-7 January 2009.

The workshop was designed with a practical and focused approach to positively impact reporting of HIV and AIDS on television in Bangladesh, with an emphasis on the local situation, and the thematic focus was guided by local relevance.

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 [Capacity Building for Reporting HIV issues]



Expert Savysaachi Jain and Mr Shaikh Siraj, Managing Director of Channel I, Bangladesh at closing ceremony and lively discussions in the Dhaka workshop

The course content was designed by the expert Mr Savysaachi Jain to provide a mix of practical exercises, hands-on learning and conceptual development. Major objectives included discussions and development of in-country perspectives on HIV and AIDS, achieving understanding of medical and social aspects of HIV and AIDS.

The methodology adopted was a mix of interactive and participatory didactic activity and extensive debate, discussion and development of ideas. Guest speakers and site visits played a very important role.

Great interest was aroused among many of the participants, across ages and genders. The training was well received.



"My head is too full", said one participant, after the first three days of information-rich workshop

Mongolia

With only a little more than two and half million people, most of them living in a handful of urban areas, Mongolia has developed many TV and radio channels. The possibility of combining the forces of different media is also very high. The 15 participants of the workshop thus came from print radio and television channels. The National AIDS Committee, National AIDS Foundation, UNICEF, Red Cross and some key NGOs working with PLHIV also contributed to the workshop.

The prevalence of HIV is low in Mongolia and the participants wanted to bring it down even lower. So the trainers Lutfa and Madhu had to re-orient themselves. What are the strengths and weaknesses of different media and how do we leverage on the strengths of each media to reach across to people? What kind of information can we give through different media? What kind of target audiences are reached through different media? What are the key points from the behaviour surveillance survey that must be taken into account? How can we make sure that the information is scientifically accurate and sensitive to the social and psychological issues?

On the last day of the one-week workshop, the participants had worked out a plan for a concerted media response to contain HIV.



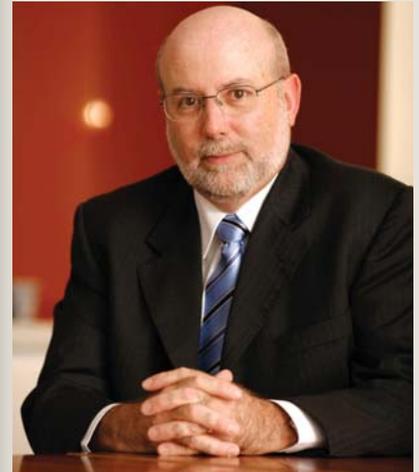
Participants working out the information needed by different target audiences

New-age broadcast

DEMANDS BETTER NETWORK 'VIEW',

says Broadcast Australia

Sweeping changes to core broadcast technologies and business models are creating demand from Asian broadcasters for a better 'view' of their transmission network performance, according to broadcast transmission services provider, Broadcast Australia.



Mike Dallimore, Broadcast Australia's Vice President International Business Development, said that the 'business of broadcast' in the Asian region is changing significantly. This, in turn, is creating a surge in demand for more timely and refined network performance reporting and management – both at a station and a whole-of-network level.

Dallimore cited two key drivers behind this upsurge: firstly, the shift away from conventional vertically integrated broadcast business models to more free-form, fragmented and collaborative variants; and secondly, the region-wide migration from legacy analogue to digital transmission systems.

"We are increasingly seeing Asian broadcasters moving toward business models that incorporate a separation of transmission system responsibility," he said. The most common example of this is the evolution of commercially efficient business models that see transmission pared away from core content development and management activities. But this is not the only reason. "Fragmentation can also be due to the allocation of transmission responsibilities across a number of separate groups – say, on a province-by-province basis. Both these situations result in the same outcome – a need for real-time performance monitoring and management across the network as a whole," Dallimore said.

MEDIA LAW IN BHUTAN

By **Dr Venkat Iyer**

Media Law Specialist & AIBD Consultant

As the world's newest democracy, Bhutan is in the throes of exciting change. The quest for change finds a resonance in the Bhutanese media, as I discovered while conducting a workshop on Media Law for some 40 journalists between 29 December 2008 and 1 January 2009 in the capital city, Thimphu.

The event, organised by AIBD with support from UNESCO and hosted by the country's state-owned broadcaster, the Bhutan Broadcasting Service, attracted participation from both the electronic and print media. It is worth noting, incidentally, that television only came to this beautiful land-locked country – known as the Land of the Thunder Dragon – as recently as 1999. In addition to the BBS-run terrestrial TV and radio, the country now boasts several FM radio channels, and four newspapers (only one of which is state-owned).

The workshop covered four major topics: defamation, contempt of court, copyright, and 'hate speech', which had been identified in advance by the organisers as relevant in the Bhutanese context. Each topic was discussed at some length, beginning with a presentation of the main principles, concepts, rules and key areas of contention. This was followed by a vigorous discussion. Extensive use was also made of case studies and group work, which maximised audience participation at every session.



The interest and enthusiasm of the attending journalists for the subject was palpable. Given that the legal and judicial infrastructure in Bhutan was still in a stage of development, media-related litigation in the country is comparatively rare. Even so, issues such as defamation had been surfacing from time to time, with a small number of cases actually going to the courts.

By coincidence, the High Court in Thimphu delivered judgment in one keenly-fought libel suit while the workshop was in progress. This judgment attracted significant interest, and became the focus of intense analysis at the workshop. The workshop also profited from the participation, during part of the proceedings, of Mr Cheda, a lawyer who was working as one of the Registrars in the High Court. Mr Cheda was able to explain some of



the finer points of Bhutanese legal procedure as it affected media-related litigation.

The workshop ended with closing speeches by Pema Choden, Managing Director of BBS, and Vathinee Jitjaturunt, Deputy Representative of UNICEF in Bhutan (which was one of the local supporters of the event). Certificates were also awarded to all participants.

One of the points that emerged from the feedback received at the end of the workshop was that there is a pressing and widely-felt need among broadcasters and journalists in Bhutan for training on media ethics to supplement the knowledge they had received of media law, as the Bhutanese media expands and strives to become more professional. It was felt that a workshop on media ethics was highly desirable, given the comparatively low level of awareness that currently existed among Bhutanese media personnel in this area, and given the increasing range of ethical challenges that were facing journalists across the board.



How 'Citizen Reporters'

Capture the Imagination of the Thai Audience



Supported by the Canada Fund, Thailand and Thai PBS

By **Somchai Suwanban**,
Member of the Board of Governors, Thai PBS

Thepchai Yong, board of governor members Somchai Suwanban, Dr Uajit Virojtrairatt, TPBS producers and local academics, professional civil media trainers.

When Thai Public Broadcast Service (TPBS) came into being last year what worried the organisation most was how to make its output distinctive from other commercial broadcasters who dominate the industry for so long. The question was how the organisation could project itself on the national media scene with all public service characteristics.

For almost a year TPBS's three-minute a day slot, "Citizen Reporters" has done just that. Many of the 'citizen reports' have worked wonder in providing voice for the voiceless, put critical community issues onto national attention, providing impetus for change in attitude and even public policies, linking communities with common problem. They are putting people's agenda onto national television screen.

The beauty of Citizen Reporters is how the stories are told. TPBS and their 'volunteer' reporters have developed a very unique story telling, subtlety with high impact. There are many memorable reports, which surprised media professionals, because villagers can tell their stories better than professional reporters; they tell stories from their hearts. As a result this programme has become a new phenomenon in the Thailand media scene when at least two commercial TV stations have tried to follow this trend.

Among many other missions, TPBS must encourage people participation and promote people media skills from community level to national level.

With the current resource, competing priorities and audience expectations, TPBS alone cannot fulfill all its missions at once. But we are not alone, AIBD and Canada Fund stepped in with generous support to help expand and develop more citizen reporters in Thailand beginning with Southern Thailand.

Pattani Workshop

During March 2009, a series of four workshop was held on "Capacity Building for Civil Media in Public Broadcasting" in southern Thailand where trainers went out to Pattani, Phangnga, Songkhla and Nakhonsithammarat holding media skills workshop for community and issue based group workers. Workshop trainers included TPBS Director-General,



Participants were able to share not only their experiences from their community, but also learn problem solving skills, new production technique and develop story telling styles. They are hungry for more, and would like to help with drama, and documentary production skills. They have many other stories to tell not only in the form of citizen reports but other formats as well.

TPBS joined AIBD end of 2008.



Map of Southern Thailand

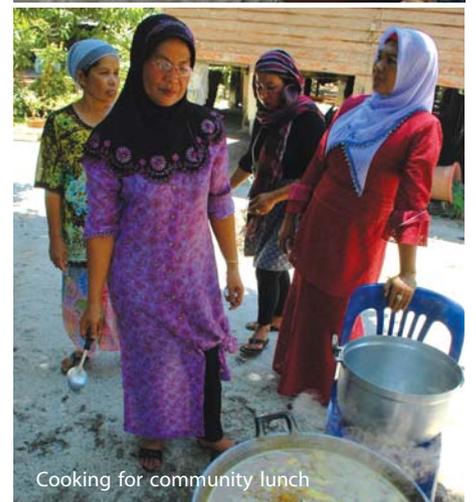
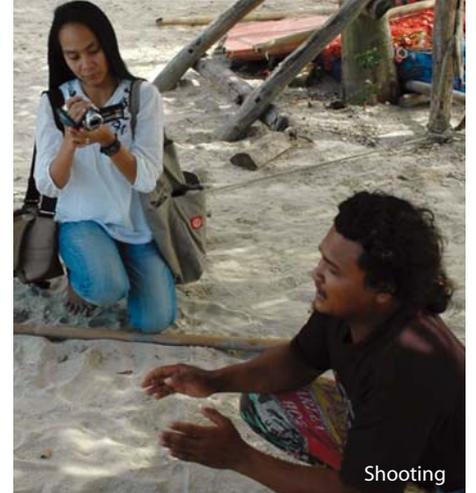
Phang Nga Workshop



Songkla Workshop



Nakon Si Thammarat Workshop



The Representative of the Canada Fund in Thailand, Cavelle Dove (center of photo on the right) handing out certificates at the closing ceremony of the 4th workshop

CBA Awards

AIBD's Contributions to PSB

The prestigious Elizabeth R Award for Exceptional Contribution to Public Service Broadcasting has been awarded to Dr Javad Mottaghi, Director, Asia-Pacific Institute for Broadcasting Development, who has worked tirelessly for many years to help develop the broadcasting industry, in particular to promote the ideals of public service broadcasting. The judges were truly impressed by the international nature of his contributions.

Ms Elizabeth Smith, secretary-general of the Commonwealth Broadcasting Association (CBA), presented the Award to Dr Mottaghi during a simple ceremony at Nuku'alofa, Tonga on 11 February 2009. The event coincided with the announcement of the main winners of the Commonwealth Broadcasting Association's Broadcasting Awards, namely; BBC, Australian Broadcasting Corporation, Canadian Broadcasting Corporation, All India Radio, and New Delhi Television (India).

The CBA-Rolls-Royce Award for Exceptional News Feature has been awarded to Canadian



(Left): Ms Elizabeth Smith, CBA Secretary-General presents award to Dr Javad Mottaghi, AIBD Director

Broadcasting Corporation for the CBC News television programme *The National – Moshe and Munir* which tells the moving story of an unlikely friendship between two men, one Palestinian, the other Israeli. The judges were drawn into the story, which shed light on how it is possible to overcome centuries-old ingrained prejudice.

New Delhi Television (NDTV) (India) is the winner of the CBA-World Bank Award for Programmes on Development Issues with a television programme *Witness: Hungry Tribal Women*, which touches on issues that affect all societies: what happens to vulnerable older women in rural situations. The programme has had an impact on local policy and attitudes.

The CBA-UNESCO Award for Science Reporting and Programming has been won by All India Radio for the radio programme 'Favour Begets Fortune.' The judging panel was extremely impressed by the inventiveness and creativity employed in this programme which made full use of the intimacy of radio as a medium.

The CBA-Amnesty International Award for Human Rights Programme has been awarded to BBC World Service for the radio feature "Taxi to the Dark Side," – a fascinating, moving and detailed look at American abuses of prisoners in the so-called 'war on terror'. An effective radio adaptation from acclaimed American documentary maker Alex Gibney, the original film won an Oscar for best documentary 2008.

The CBA-IBC Award for Innovative Engineering has been won by Nathaniel Clarke of the Australian Broadcasting Corporation for *Nat's Box Of Tricks (NBOT)*. The NBOT was conceived, designed and developed to provide an ingenious and cost effective solution to the problem of testing radio contribution circuits in various parts of the vast landmass of Western Australia.

Owen Bennett-Jones of BBC World Service won the CBA-Thomson Foundation Journalist of the Year Award for his exceptionally well-informed coverage of the Benazir Bhutto assassination and its aftermath, and his coverage of the feelings of the Arab world about the Six Days War, 40 years on.

Big Plans for Broadcast Australia at BroadcastAsia 2009

Digital broadcast specialist Broadcast Australia is looking forward to sharing its unique digital network insights with visitors to June's BroadcastAsia exhibition. The company, which offers network-consulting services, has spent a number of years gaining an unsurpassed understanding of key digital network deployment issues, via several planning projects and field trials.

"The main message stands: good planning is key," said Chris Jaeger, Managing Director of Broadcast Australia's international business. "Do not discount the planning effort. Whether we're talking fixed or mobile reception networks, there are significant benefits that are derived from rigorous planning and modeling. It ensures that the rollout of digital infrastructure happens on time and on budget.

"Conversely, poor planning will result in schedule delays, cost overruns and poor quality outcomes. The cost of planning is only a small percentage of the whole project, but each per cent spent on good planning will deliver big returns further on in the project."

Jaeger cited coverage modeling as a huge factor in the early stages of network deployment, particularly given the differences between analogue and digital reception characteristics. "The 'cliff effect' is a well documented digital phenomenon, but what isn't always taken into account is its contribution to black-spot areas," he said. "Digital can eradicate analogue reception problems such as ghosting, but network planners need to recognise its different coverage characteristics at the beginning. Otherwise, it can lead to avoidable re-work."

AIBD Family Grows

The AIBD family continues to grow as it attracts new affiliate members not only from Asia-Pacific, but also from Europe and Africa. Some 9 media and communication organisations have become new members, bringing to 84 the total number of affiliate members of AIBD. Below is the list of new affiliate members:

1. Voice of Nigeria (VON), Nigeria
2. MAI TV (Fiji) Limited, Fiji
3. Pacific Islands News Association (PINA) – Fiji
4. Thai Public Broadcasting Service (TPBS), Thailand
5. TV Numeric (TVN), France
6. YA Media Ltd., United Kingdom
7. Communications Fiji Limited, Fiji
8. Consulting Asia Entertainment Co. Ltd., Belgium
9. Consortium for Educational Communication (CEC), India



Media and higher learning entities across the globe face a myriad of changes and growing competition where it is imperative that they effectively manage their human resource development programmes. Those in the countries in Central Asian Republics are not an exception.

Media trainers need to be creative and innovative to respond effectively to the human resource developmental needs in their organisations while educators in academic institutions are also required re examine the need to reform curricula and teaching methods to help prepare students to gain entry for employment in the fast-changing media industry. Although journalism and media are popular courses of study, due to reasons beyond their control within the systems most academicians seemed to fall back on theoretical content and tend to overlook teaching practical skills. While media organisations must bear responsibility for training the staff, training needs and costs will be reduced if new entrants to the broadcast industry equally possess higher education and equipped with knowledge and skills through training.

Within the framework of the IPDC-UNESCO project, AIBD implemented an advanced workshop on curriculum development titled "Design, Develop and Deliver Effective Competency Development" for university journalism/media teachers and broadcast trainers from the Central Asian countries. The objective was to develop curricula for training programmes, and to improve their skills as educators and trainers.

The participants for this workshop were selected on a competitive basis. The announcement calling for applications was distributed well ahead by AIBD's website and the UNESCO Almaty Cluster office for Central Asia in the fall of 2008 seeking project proposals from Central Asian countries. Applicants were required to submit a proposal in either Russian and or an English-language outlining a training need and their ideas

Design, Develop and Deliver

Effective Competency Development Programmes

By **Manil Cooray**
Consultant/Programme Manager, AIBD

on how to implement the project. The selection criteria included teaching/training qualifications of the applicant, feasibility of the proposal, demonstrating the potential need for the training to be disseminated to other media organisations and universities in Central Asia.

Of the forty-five applications received fourteen were selected by the review committee to attend the regional face-to-face workshop in Almaty, Kazakhstan. The selection committee panel was composed of officials from Ohio University, UNESCO office in Almaty, KIMEP and AIBD.

Those selected were five from Kazakhstan (two university teachers/lecturers and four professional broadcast trainers), two from Kyrgyzstan (trainers), two from Tajikistan (one university teacher/lecturer and one trainer); one from Uzbekistan (university teacher/trainer), one from Radio Television Afghanistan and the other a professional trainer from a regional organisation based in Almaty. Although the application and selection process was time-consuming, it paid off in terms of the qualifications and motivation of the participants during the regional workshop.

The face-to-face workshop was held in February 2009 in Almaty, Kazakstan. The host was Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP), a leading academic institution in Central Asia. KIMEP offers a wide selection of under graduate, post graduate and professional



... continued on page 14

... continued from page 13
 (Design, Develop and Deliver Effective Competency Development Programmes)



development programmes in a wide area of disciplines with a team of internationally renowned academicians and researchers.

AIBD through UNESCO office in Almaty collaborated with the Department of Journalism and Mass Communication in organising this regional workshop. The workshop was held in a well-spacious conference room, well suited to the wintry conditions of the month of February and was equipped with a central computer unit with individual monitors for each participant. All facilities were arranged through Ms Gulnara Assanbayeva, senior lecturer in the Department of Journalism and Mass Communication (KIMEP). Dina Khamitova, a senior student in the Department, served as the interpreter from English to Russian and vice versa.



Dr Hal Foster, dean of Social Sciences, KIMEP, Sergey Karpov, UNESCO Communication and Information Unit, in Almaty, welcomed the delegates. During the workshop, Dr Habib Rakhman, assistant to the president of KIMEP, and Dr Dana Stevens, vice president of Academic Affairs at KIMEP, were keen to interact with the participants from the Central Asian countries. They were also keen to collaborate with AIBD for endeavors of this nature.

Majority spoke Russian and a few participants communicated in English, The instructions from either Russian to English or vice versa were through an interpreter, Dr David Mould who spoke intermediate Russian. All participants had substantial experience as lecturers and or trainers in addition to professional journalists except for one. Yet, she was able to follow-up and was able to make an excellent presentation on her training programme. Some had previously attended the Training of Trainers workshop before attending this more advanced and demanding programme. One in particular had difficulties in keeping up with the topics and discussions. Therefore, time was consumed in providing him with individual consultations on his training plan. He made his final presentation in Farsi, with his colleague who understood Farsi interpreting to Russian-thus taking considerable time.



The training content covered an assessment of learning skills of the learners, definitions of course/training objectives, learning outcomes, selection of content appropriate to the background and learning levels of the learners using a range of teaching and presentation techniques, evaluation of learning and skills gain and critical analysis of course syllabi and training plans.

As outcomes, all the participants outlined and presented a syllabus or plan on journalism for a university course or a training programme for broadcasting, and received feedback from the rest of the group. Overall, the atmosphere in the workshop was positive and collaborative.

Participants were challenged to look beyond traditional delivery modes. A strong emphasis was placed on problem and project-based learning methodologies, individual working styles, feedback with focus on the behavior of the learners, the use of case studies, group work, and on-line and self-paced techniques.

The university teachers came from institutions that, to a greater or lesser degree, still follow a curriculum style with strict requirements for course structure, assignments and assessment while the trainers from the media organisations followed a more flexible and creative models, in terms of methodology. It was useful for each group to learn about how the others approached journalism and media education. Thus, the composition of the participants contributed to sharing of best practices.



The team of consultants was led by Dr David Mould, professor of media arts and studies and associate dean of the Scripps College of Communication at Ohio University (USA.), Ms Manil Cooray, programme manager for the Asia-Pacific Institute for Broadcasting Development (AIBD), Mr Sergey Karpov, Communication and Information Unit specialist for the UNESCO Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan, and Ms Gulnar Assanbayeva, senior lecturer in the Department of Journalism and Mass Communication (KIMEP).

In addition to the support of IPDC-UNESCO, the workshop also received guidance on

the content and the assistance of Ms Tarja Virtanen, communication adviser for Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan, along with Sergey Karpov. The workshop completed the UNESCO-IPDC project implemented by AIBD for 2008/2009.



Academicians and practitioners in the higher learning organisations and broadcasting training departments complemented each other in supporting this capacity building programme. The workshop helped develop a curriculum, a fruitful attempt in building-up a group of trained trainers who benefited from sharing different cultures and systems of training and education in the countries of the Central Asian Republics.



Bhutan's 1st Press Secretary is a Broadcaster-Journalist



A Bhutanese broadcaster and journalist well known to AIBD members, Dorji Wangchuk, has been appointed Press Secretary to the King of Bhutan. The country's first press secretary, Dorji Wangchuk remains managing director of Bhutan's first private FM station, Centennial Radio.

He previously headed the programme department at BBS-Bhutan. Mr. Wangchuk said the King had agreed that he would continue to oversee the operations of Centennial Radio for the time being.

"The fact that an independent journalist has been asked to set up and head this post is the best thing that has come about for development of media in Bhutan," Mr Wangchuk said.

"Bhutan is going through fundamental changes in politics, economy and social life – all initiated and driven by the King himself."

Democratic elections were held for the first time last year in Bhutan at the initiative of the former king, Jigme Singye Wangchuck. In November 2008 the King handed over his crown to his 28-year-old son, Jigme Khesar Namgyel Wangchuck, as part of his plans to modernise the country and end the absolute rule of the monarchy.



Indonesia Prepares Shift to Digital TV



Dr Ishadi at a recent Asia Media Summit in Kuala Lumpur

Dr Ishadi S K has been appointed CEO of the PT Konsorsium Televisi Digital Indonesia (KTDI), which aims to pursue the shift towards digital TV technology in the country. Six Indonesian TV stations, namely; SCTV, AN TV, TV One, Metro TV, Trans TV and Trans 7, have set up KTDI to start the experimental trial period of TV Digital in Indonesia.

The consortium has built a new tower (250 m height) with 5 KW digital transmission in Jakarta, and at the same time distributed 3000 set up boxes for free to audiences in Jakarta. Dr. Ishadi said that the company would subsequently conduct extensive research to study how far the people in Jakarta

were ready to buy set up boxes and enter the TV digital era.

The Indonesia government has announced that the official cut off date for the analog system all over Indonesia will be in 2012.

Serving the Public Interest through 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.

AIBD in collaboration with the Friedrich Ebert Stiftung (FES), and 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 stations, hosted this workshop in Jakarta, Indonesia from 16 to 20 December 2008.

The core subjects of the workshop covered general ethic 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.

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

During the workshop, the participants reported on their own work of investigative



piece and discussed how to work undercover, how to use a hidden camera, how to investigate on corruption, the political problems in their respective countries and how to approach the targets.

Divided into four teams, the whole group organised press conferences based on the case study. Two groups conducted a press conference separately using key messages and wrote press releases. The other two groups asked questions and wrote reports. All groups were asked to prepare a complete investigative report from scratch and then filmed it.

Participants said the workshop was useful and professional, as they learned the techniques that they had never known before. They found learning new methods to approach or tackle the news refreshing.

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



SHORT TV PROGRAMME FORMAT

to boost audience
AND generate income

By **Juliette Vivier**
 Programme Manager

In the early 80', Some European broadcasters faced the challenge of keeping their viewers on their channel while other companies were not allowed to advertise. This combination of facts gave birth to a new format in television: the short programme.

Among some European countries, France was one of the first to explore the short TV programme format. The first short programme to come out was the "weather programme". By splitting the programme to two distinct segments, news and weather, audience viewership increased from 20% to 30% while the weather programme was sponsored ensuring additional revenue to the channel. Here started the revolutionary short TV programmes back to back with a brand...

The mid-80' saw the short informative programmes 100% sponsored with the logo of the brand '10' before and after the informative programme. Very quickly, those programmes became a meeting point for the audience, who highly preferred to watch an informative programme instead of commercials. In the meantime, the sponsor was able to better highlight its brand values expressed in the programme and gained recognition from the audience.

In 1986 in France, sponsorship represented 5% of the total revenue of the programmes, while in 2007; it represented 15,8% or a revenue of one billion Euros. From 1986 to 2007, the short programmes production increased to 40%.

What was happening was that broadcasters were generating more income, while reducing their production costs. This was the key success of the short TV programme.

After exploring the informative/educative short TV programmes, some broadcasters took the risk to produce short fictions. They won their bet; the audience rate gained 10% more.

The strengths of this specific format are huge. For instance, it can be applicable for a large range of content (e.g.: environment, security, health, architecture, way of life, sport events, news, economy, fictions, entertainment...and so on). It offers an alternative to the commercial break, which is generally too long and invites viewers to shift to another channel. It creates a meeting point with the audience keeping them. It also increases the audience viewership rate, allowing the broadcaster to increase the commercials airtime fare.

Moreover, it allows a brand to communicate differently, to be associated with a chosen content programme, which is not commercials, to promote its values, to increase its notoriety and to be exposed to a bigger audience. Last but not least, short programmes can reduce costs for the broadcasters.

Thus, this new TV content format meets an incredible success and meets the expectations of the broadcaster, viewer and advertiser.

This format of which the French are the leader



Interview of Ms Ramlan from TV3, Malaysia



is arriving in Asia. To support some Asian broadcasters in exploring and developing this innovative TV format, the French government and AIBD joined hands to conduct a workshop showcasing the "Short TV programmes. Held from 16 to 20 March 2009 in Manila, the workshop brought together senior producers, content managers, and general directors from VTV, Vietnam, TVOne, Indonesia, TV3, Malaysia and GMA/QTV, Philippines. It was supported by GMA, Philippines.

On the same basis and in the framework of a three-year plan, the French Government through the Regional Audiovisual Attaché from the French Embassy in Singapore and AIBD will set up a series of workshops dedicated to "TV content". The next activity will cover "Edutainment/Infotainment TV programmes" to be held in Media Prima, Malaysia.



Among guests present at the opening ceremony were Mr Howie Severino, Presenter/Producer of "I Witness", Mr Feydeau, Cultural Counselor, French Embassy in Manila, Mr Nougariolis, Producer & Consultant, Mr Mendjisky, Regional Audiovisual Attache-French embassy in Singapore, Mr Macalintal, Audiovisual Attache-French Embassy in Manila



The Commonwealth Broadcasting Association (CBA) and its media partners held a successful CBA Regional Conference for the Pacific in Tonga on 9-13 February 2009, agreeing among others, to expand information dissemination initiatives to address the impact of climate change.

With the theme “Broadcasting for a Better Tomorrow,” the conference attracted over 100 people from the Pacific region, including Australia and New Zealand, and all round the Commonwealth. Delegates from South Africa, Sri Lanka, India, Canada and the UK also attended the Conference. The Acting Prime Minister and Minister of Health for Tonga, Dr Hon Viliami Tangi, opened the Conference.

In a workshop on climate change held to coincide with the conference, more than 50 media participants forged a memorandum of understanding that would:

- Call for effective media representation in national climate change country teams.
- Encourage government agencies to alert the media to all climate change workshops and meetings attended by officials.
- Identify more effective ways in which broadcasters/media can co-operate at a sub regional/regional level including content sharing, training and technical expertise.
- Encourage and support innovative ways of delivering climate change information to the widest possible audiences.
- Involve all sectors in developing climate change media strategies at the earliest possible stage, e.g. media producers/publishers/broadcasters, youth, environmentally vulnerable groups, women, politicians and civil society groups.
- Urge broadcasters to commit airtime to raising awareness of climate change issues.
- Lobby for clear information/press releases from government agencies and NGO's.
- Continue to discuss ways of improving climate change coverage by the media as a priority at conferences e.g. PINA, AIBD, CBA.
- Ensure that accessible media information reaches the most vulnerable rural communities.
- Work to improve journalistic understanding of climate change as an issue that will have a fundamental effect on all sectors and areas of society.
- Encourage and facilitate the international media to cover climate change issues in the Pacific.

In recognition of the special difficulties experienced by small states, the CBA launched at the conference a booklet entitled “Covering Elections in Small States: Guidelines for Broadcasters” authored by Mary Raine.

The Conference had an excellent and

Broadcasting for a Better Tomorrow



informative session on “The Role of Guidelines in Political Reporting and Election Coverage,” addressed by Phil Molefe, General Manager International Affairs and former Editor in Chief of SABC News, and Murray Green, Director ABC International and former Chair of ABC’s Election Coverage Review Group.

Rick Ellis, CEO TVNZ, addressed the topic on “The NZ/Pacific Relationship, in the Past and in the Future.” Professor Rajesh Chandra, vice chancellor of the University of the South Pacific, also spoke and stressed the need for the next generation of leaders to gain a broad grounding in ethics, science, and understanding the media. Mark Scott, managing director of ABC, spoke about the importance of broadcasting in the public interest.

A panel consisting of Peter Cavanagh, CEO RNZ, Pesu Fonua, Matangitonga website, George Pitt, Chairman of Pitt Media Group, Cook Islands, and Pere Maitai, Director of News and Current Affairs, Pacific Radio News/Pacific Media Network, Auckland discussed Pacific media freedom challenges.

Another interesting topic covered was “Innovative Programming, including Human Rights, Diversity and Gender Issues, and Material Generated by the Public.” Speakers were Patrick Holmes, Director of Amnesty International New Zealand; Sonya Haggie, General Manager (Sales and Marketing), Maori TV; Paul Cutler, Director of News and Current Affairs, SBS; Ian Kalushner, Producer News and Current Affairs, CBC TV.

Delegates found useful the session on “Pacific Rights for the 2010 World Cup,” which Ken Shipp, Head of Sport, SBS, Pacific rights holder for the World Cup, discussed in detail.

Another conference feature was a workshop on regulatory issues attended by 25 participants mostly broadcast regulators. It was a groundbreaking opportunity for Pacific broadcasting regulators who probably gathered for the first get-together. The workshop also served as a venue to launch the second updated edition of “Guidelines for Broadcasting Regulation” by Eve Salomon.



Dr Javad Mottaghi, AIBD Director and Mr Ken Clark, CBA Vice President



UNESCO/AIBD/IRIB Training Programme To Support The Development of Radio Television Afghanistan (RTA)



IRIB and UNESCO, Kabul supported 19 training programmes covering over 50 weeks of training between October 2008 and February 2009. The trainings were managed jointly by AIBD and IRIB. Trainers and experts were sourced from IRIB and also offered attachments in Tehran supported by IRIB.

All training was delivered in Persian language. The IRIB training division, with its excellent team of Persian speaking trainers, delivered the training in Kabul and Tehran. UNESCO Kabul supported the whole project through practical on the ground support as well as funding.

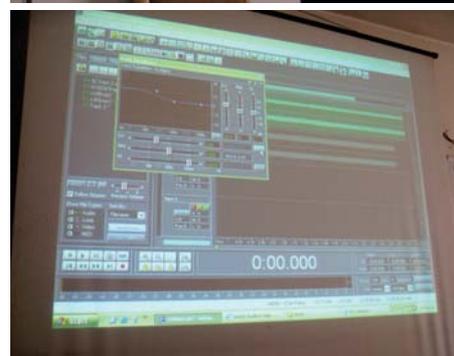
The AIBD organised 26-week programme for 10 activities, which covered technical trainings, attachments and programming training as well training for a sustainable future.

The Technical training included Distribution Technology, TV Studio Technologies, TV Transmission Technology, Radio Transmission Technology and Radio Studio Technologies covered a wide range of subjects on the topics relevant to RTA.

On the Programming side there were two sets of attachments on Children's programming and News programming, where a trainee was attached to the IRIB programming departments under the supervision of a qualified trainer for one month.

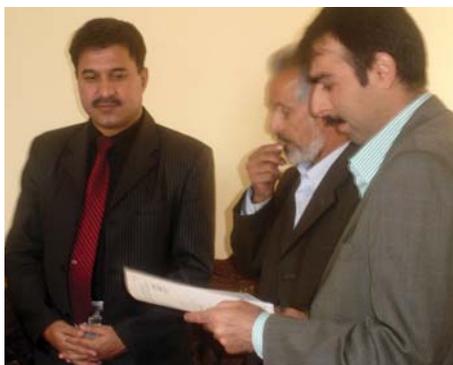
Training activities for sustained development included Training of Trainers support and Training Needs Analysis which provided support for potential trainers on methods of design, application, implementation, and evaluation of core competency development programmes for adult learners. Training needs analysis was conducted with Consultants from AIBD and IRIB, who held discussions with relevant personnel in RTA. Data has been collected and its analysis and recommendations has been collated into a report for UNESCO.

IRIB delivered a further 9 programmes covering 27 weeks of training. This included a number of attachments as well as face to face technical training in Kabul, including Training



for Set design and scenic backgrounds, Training for Make up artists and costumes. Also included was attachments for RTA staff to IRIB for four to six weeks on the topics of technical training, set design training and programming. Practical training support was provided for on the job maintenance of engineering equipment and Training was also provided on streaming Broadcast material to the Internet, Training trainers and HD TV.

The obstacles in delivering the training in time were many—from the situation on the ground in Kabul, to managing the release of so many trainers from IRIB in such a short time, managing within funding limits to name just a few. All of these obstacles were overcome through the co operation, collaboration and goodwill of all the organisations involved.



Quality Service through Digital Television Broadcasting

By **Amal Punchihewa**
Lecturer, Consultant, Researcher on Broadcast Engineering

The implementation of digital broadcast services has started in many parts of the world. Mauritius presently has a digital radio and television broadcast service terrestrially. However, some of the staff lack knowledge on digital broadcast technologies, raising the need to train staff regularly. With the rapid changes in technology, the need for skill and knowledge upgrade becomes critical.

The Mauritius Broadcasting Corporation (MBC) sought assistance from the AIBD and Asia-Pacific Broadcasting Union (ABU) to conduct a special activity to elevate digital broadcasting knowledge of its technical staff. With the sponsorship of AIBD and ABU under Technical Advisory Service (TAS), MBC organised a digital television broadcasting workshop held at the MBC broadcast facility on 1-10 December 2008. Most of the participants out of 44 were from the MBC. There were six participants from the Multi Carrier Mauritius Ltd (MCML) – the



Mr Bijaye Madhou, Director General, MBC being interviewed.



organisation that provides the transmission services for MBC. MCML was a part of MBC prior to the reorganisation as we find with most of the broadcast organisations.

The workshop covered topics on concepts of television signals, analogue to digital and digital to analogue conversion, concepts in image, audio and video compression, compression standards – MPEG-2, MPEG-4 and scalable video coding, coding for error correction, digital television systems, DVB-T, S, C, H, SH and second generation technologies DVB-S2 and DVB-T2, IPTV, Mobile television and DAB & DAB+. The workshop also discussed the HDTV, analogue switch-off, set-top boxes and frequency planning issues.



The contents emphasised the importance of good understanding on the basic concepts and principles in digital broadcast technologies to provide quality service to the viewers. During the workshop, detailed discussions were made on the main components of a digital broadcast network starting from acquisition to the delivery.

As the course consultant, I enjoyed this workshop despite its heavy workload due to the intense nature of the workshop. The participants were keen to learn and attended almost all the sessions. The friendly staff of MBC, Mr Prem Seebaluck, Ms Luxmi Samboo and Ms Anouksha Laval made my stay a very pleasant one. I have great memories with some of the other staff who accompanied me during site visits.



Mr Farid Jangeer Khan, Chairman of MBC (right)

Is the glass half full or half empty

By **Otto Evjenth**, Executive Director, GMCD



It is in accordance with the calendar close to year since some of us met in Kuala Lumpur, during the 2008 AMS, to discuss the role of media in a society increasingly characterised by polarisation, divides and new paradigms.

During the same year an era has seen its end and a new started to find its form. Over this period of time some of the most powerful media groups of this decennium have experienced financial collapse whilst technological convergence and convergence of user behaviour has made it possible for newcomers to enter the global, regional, national, and local arenas for activities by and competition amongst media.

As a media person I find it quite interesting that media lately have been using pages and minutes to describe the way the financial sector has been creatively pushing “financial instruments” whilst some few columns and seconds have been focusing on the way the media-sector has been creatively “pushing” consumer goods which are dependent upon the financial instruments we so eagerly have been criticising.

During my presentation last year I underlined that credibility is likely to be the most important pillar for media economics and that our value-propositions have to be trustworthy to make us continue to deserve the positions gained.

During the meetings last year, AIBD and WGM presented the objective of opening a “Global Media Centre for Development” – GMCD. Since then we have had series of meetings with

broadcasters and their associations. And even if we have had to adjust the financial models we have been standing firm on the importance of the contribution from media to be able to handle the huge challenges connected with education, health, and cross cultural communication in the information society.

GMCD is, however, not solely created as a device to improve life in underserved areas through making information on health, knowledge and cultural communication, accessible and affordable. It is more than anything a tool to regain and further develop the credibility which once made mass media a cornerstone for social development.

I am looking forward to be seeing you at the GMCD pre summit meeting in Macau in May and to be able to share with you what we have been doing during the pilot with MBC the “Mauritian Broadcasting Corporation”, and the opportunities which are ahead of us when it comes to the repositioning of mass media as a driving force for social development.



Budding Aspiring Cameramen in Myanmar

By **Omar Salleh**
Radio & Television Malaysia

Myanmar Radio and Television 4 (MRTV4) is taking aggressive efforts to improve its TV broadcast quality. For the first time ever, it hosted a Workshop on Camera and Lighting Technique held in Yangon from 4th till 18th December 2008. Fifteen students aged between 18 to 25 years old participated in the workshop.

It has been my passion to share my experience and gain knowledge everywhere I go. I believe that being part of this kind of programme, I will be able to better myself by generating new ideas in different settings and enhancing problem solving skills in my work as a cameraman. What matters most to me is to be able to see those who may have been dreaming to be one or being assigned as a cameraman or required to operate the tool deliver their assignment as trusted by their employer.

And for me being offered to pioneer such workshop in Myanmar was a challenge. Interest in learning from the participants had triggered lots of questions on the topic before I actually went to Myanmar and met the enthusiastic group of young men. I knew the workshop was crucial and people were keen to acquire the knowledge and skill.

So there I was, taking the lead in the Camera and Lighting Technique Workshop for 14 days in Yangon, Myanmar.

The two-week course exposed participants to camera work. It was designed to suit the requirements of the trainees, based on their level of expertise and background.

Among the focus of the workshop were the main basic techniques for TV shoots. For instance 'shoot in sequence' that ruled the 'call time and roll time,' 'visual shooting' and 'lighting techniques' of '3-point lighting

mixing colour temperature, indoor and outdoor' were also introduced.

Participants were given the opportunity to put theories into practice during hands-on sessions and group assignments throughout the workshop. They also explored possible solutions for troubleshooting.

The workshop gave emphasis to work etiquette and discipline, which are crucial in this creative industry. Hence, it was critical to provide the right motivation for the participants in becoming a cameraperson, an important ingredient before one understands how a picture tells a story.

The broadcasting industry in Myanmar is moving up in trend and content and has enormous potentials to be tapped by the people. The overwhelming response by the trainees will bring positive effects to MRTV4 regardless on how young the station is.

The opportunity and trust given by AIBD to me in pioneering such workshop in Myanmar is indeed invaluable and has undeniably brought much self-satisfaction. I believe that the high motivation and natural aptitude of the participants will augur well for the industry.



Although the workshop was held in a small scale with not many trainees, the one-on-one coaching session had seemed short. However, with the progress displayed throughout my stay there, I am confident that MRTV4 will experience a turnaround in its productivity.

MRTV4 should take pride now that it owns a pool of talented camerapersons that are committed, artistic and energetic and will be able to bring a leap in the broadcasting industry in Myanmar.

From looking so immature and careless, those 15 trainees transformed themselves in 14 days with the right traits of becoming camerapersons. They were really into it and even made me work during my rest time or off day on Sunday, which made my time pass even faster and I didn't mind at all! They made my stay worthwhile and made use of my time to the fullest.

When I was there or even back in Kuala Lumpur, everybody would ask me about my stay in Yangon. I responded by smiling sheepishly, recalling the two precious words that I learnt there, namely; "*Minglabar*" and "*Nalela*"; recalling the moment when I was warmly greeted, "*Minglabar*". I was so surprised. It had a similar phonic sound as '*menggelabah*,' which in Malay word means a panicky person. But then I learned that "*Minglabar*" is a normal word used widely for greetings.

As a seasoned cameraman, I find miscommunication common whenever I travel around the globe. In order to ensure that my message got right, I was heavily influenced by the frequent usage of the word "*nalela*" in class, which means 'understand' in Myanmar language. So "*nalela*" everyone?



Omar Salleh is an award-winning cameraman with the Radio & Television Malaysia. With over 26 years experience in the broadcasting industry, Omar has covered many prominent figures in the country and war zones in Somalia, Iraq and Bosnia. He was once taken as a hostage during the war in Iraq but the incident never stopped him pursue his passion as a cameraman.

ASBU AND SABA JOINS HANDS WITH AIBD TO PRODUCE

The 2nd Edition of the International Co-production

“I AM...” Children voices on TV Programmes

The international co-production “I am...” is a series of short TV programmes for the children with a view to strengthen cultural diversity and create a better understanding among children about various cultures and school of thoughts.

During the first edition, completed in 2008, a series of 14 touching episodes* have been produced. These short TV programmes show how children voice what they think about their religion, why they like the countries they live in, how they were affected by the tsunami, their view on the relationship within the family, their expectations or that they dislike the pollution on their beach.

This series is a true translation of cultural dialogue among children from around the world. Our main objective is to enhance the voice of children by saying « I am... » and consequently offering another glance of the world.

But to make that possible is a long and tough mission... Passion, commitment and dialogues among media professionals are crucial and that's why, for 2009, AIBD, ASBU (Arab States Broadcasting Union) and SABA (Southern African Broadcasting Association) have joined hands with AIBD, to broaden the series and encourage media to promote the diversity of visions, values, beliefs and thoughts.

AIBD, ASBU and SABA are organizing the second “I am...” co-production in 2009, in collaboration with the Commonwealth Broadcasting Association, the Islamic Broadcasting Union, the French Ministry of Foreign affairs and the Children & Broadcasting Foundation for Africa.

AIBD, SABA & ASBU are bringing together at least 35 Children's TV programme producers



Algeria, Sudan, Syria, Palestine, Qatar, Egypt, Morocco, Yemen and Lebanon).

The second and the third workshops will take place in Kuala Lumpur, Malaysia and in Johannesburg, South Africa end of April and early May 2009.

Each workshop is conducted by 2 outstanding experts: Ms Firdoze Bulbulia, director, producer, writer and educator specialised in children's issues, children's rights and Children's TV programmes and Mr Faith Isiakpere, a distinguished director-producer, who worked internationally for many broadcasters including Thames TV, Channel 4, Central TV, and BBC.

Following the workshop, participants will produce their own “I am...” episode focused on a child. At the end, AIBD will collect all episodes and edit a series for participating organisations. Whilst they have to cover the costs of one production they will benefit from receiving at least 30 programmes at no cost and free of royalties for broadcasting during a period of one year.

from Asia, Africa and the Arab world, to participate in this international co-production of short programmes series for Children.

Before launching the production, AIBD, ASBU and SABA are organising 3 identical workshops for preparing the “I am...” production and for exploring, more generally, children's TV programmes production.

The first workshop took place in Tunis, Tunisia from 6 to 10 April 2009 and was organised and hosted by ASBU. We welcomed 20 participants from 10 countries (Tunisia,

*Four examples episodes from Egypt, Papua New Guinea, Sri Lanka and Iran are available on our website
<http://www.aibd.org.my/homepage/article.cgi/284.html>
 The whole series is available on DVD from AIBD.



From left: Mr Abdul Momen, Director ASBU Programme Department



Memories of Myanmar

By **Robin Sharma**

Executive Director of Nepal Radio & AIBD Consultant

What is striking about the golden city of Yangon is the warmth of the hospitality that finds expression in the smiles of the people. From the moment a visitor arrives at the airport you cannot be more comfortable anywhere else. This feeling of being so welcome sets the tone for a thoroughly satisfying professional experience.

The Communication, Management and Interview Workshop was organised in Yangon, Myanmar from 16-20 March 2009. This two days workshop was organised for two groups of participants that included directors, scrutinizers, editors and researchers from the Minister's office, Radio and Television, Information and Public Relations Department, Printing and Public Enterprise, Motion Picture Enterprise as well as MRTV 4 and Mandalay FM.

Other topics like broadcast management, how to give feed-back and interviewing techniques were also touched upon. Although the workshop duration (2 days each) was short, the participants benefited through the lectures, discussion and interaction. As one participant put it, "I was hesitant in the beginning but I'm glad I attended this workshop. This has given me immense exposure." Another participant said this was the first workshop he attended even as he approached retirement. "This has given me the motivation to work differently and deal with my colleagues more efficiently," he said.

Sandwiched between the two workshops was a one-day session with potential trainers of MRTV 4. A total of fourteen production directors, assistant production directors and programme coordinators attended this day-long workshop on training of trainers, TOT. Despite the intensive lectures on need analysis, teaching techniques, planning



and feedback, the participants worked in two groups to design week-long training outlines, complete with objectives and expected outcome. Without even a moment of boredom, desperation or stress the workshop was over. Nothing can be more satisfying than the smiles of gratitude emanating from the groups of visibly content participants. This is the reward for any trainer or consultant with a mission in Myanmar.

Back to the culture of hospitality I started with: the sumptuous lunches and dinners with exotic culinary delights in the most ambient of surroundings with smiling people all around deserves special mention. The hosts in Myanmar never fail to surprise you with the variety of food and the sincerity with which they serve. As one friend rightly put it, "Be careful. The friendly people could kill you with kindness." And indeed, any visitor returns from the golden city of pagodas with fond memories to treasure for a life-time and the desire to go back again.



The focus of the workshops was to prepare the officials to effectively face the media, make powerful presentations and communicate with their colleagues with clarity and precision

EATR Joins AIBD



The Eurasian Academy of Television and Radio (EATR) is the newest member of the AIBD family. As a permanent, non-profit professional organisation, EATR promotes the development and strengthening of international cooperation of countries of Eurasia media. It supports and implements its own programmes and projects in the field of mass media, science and culture, education and the law, initiated by the Bureau EATR. It also provides policy and expert advice.

EATR operates in accordance with the laws of the Russian Federation, including – the law "On mass media," the basic legislation on culture.

Headed by its president, Mr Poptsov Oleg Maximovich, EATR has other objectives; to promote the creation of a common open information space of CIS countries, new states in the former Soviet Union and other countries in Europe and Asia, cross-cultural communication, establishing partnerships and networks at the international level. IT cooperates with the Ministry of Culture and Mass Communication, the Executive Committee of the CIS, the Eurasian Economic Community, the Union State of Russia Board – Belarus, the Eurasian Mediaforumom, national associations and organizations, television and radio.

Currently, EATR is the most representative, authoritative and influential organisation in the former Soviet Union professional bodies.

One of the most important areas of work EATR is the cooperation with Russian regional broadcasting companies, festivals and competitions. EATR features a systematic analysis of television as a cultural phenomenon and a unique public institution with ever-increasing responsibilities. By developing such aspects EATR attracts specialists from the Ministry of Culture, Ministry of Foreign Affairs, the academic and industrial institutions and international organisations.

Closer Cooperation with UN-ESCAP

The United Nations Information Services Economic and Social Commission for Asia and the Pacific (UN-ESCAP) and AIBD have agreed to develop a long-term action plan to pursue TV co-production and support for the Millennium Development Goals (MDGs) in the region.

The agreement was forged during the meeting between Dr Noeleen Heyzer, Under-Secretary-General of UN-ESCAP and Dr Javad Mottaghi, AIBD Director, at her office in Bangkok in March 2009.



In their talks, Dr Heyzer agreed that UN-ESCAP would be actively involved in the forthcoming conference of the Heads of States in 2011.

Mr Hak-Fan Lau, Chief of the United Nations Information Services Economic and Social Commission for Asia and the Pacific (ESCAP), will be the focal person for advancing the future cooperation between UN-ESCAP and AIBD.

In 2007, UN-ESCAP supported the MDG Media Awards for print, radio and television in Asia Pacific, which AIBD helped organise and implement.



President of Maldives to support Media Development

The AIBD Director met His Excellency the President Mohamed Nasheed of Maldives and discussions were held on potential initiatives to pursue media development in Maldives and the region.

In the meeting on the 1st February 2009, President Nasheed advised that he was keen on supporting the development of Media for the free flow of information in Maldives. He also said that Maldives was keen to support programmes that would promote freedom of expression.

Dr Mottaghi informed the Maldives President of AIBD's efforts to organise the 1st Conference of the Heads of States in 2011 in Indonesia, and how Maldives can support to ensure its success. He also talked about the benefits of public service broadcasting and how this model can be adopted in the region.

Mr Thoyyib Mohamed Waheed, Minister of State for Tourism, Arts and Culture, was present in the meeting. He will represent Maldives as the President of the AIBD General Conference in Macao and Fiji, site of the next AIBD General Conference.

It was learned that the Voice of Maldives and Maldives Television would be merged to form the Maldives National Broadcasting Corporation (MNBC). The merger will take time but Minister Waheed said that the government was behind the merger and the shift to a more professional organisation.

Dr Mottaghi had occasion to meet the three members of the MNBC Board, and discussed matters of mutual concern. They were Mr Ibrahim Kaleel, Managing Director, Maldives National Broadcasting Cooperation-MNBC, Mr Mohamed Asif, Deputy Director General, Television Maldives-TVM, and Mr Badru Naseer Assistant Executive Director, Voice of Maldives-VOM.

It was agreed that AIBD would help MNBC



organise a workshop on Training the Trainers in Maldives followed by a Training Needs Analysis (TNA). This will be implemented in July 2009.

Following the restructuring of MNBC, Mr Kaleel agreed to release one of his qualified staff to AIBD for a period of two years on a secondment basis. Dr Mottaghi also had a two-hour brainstorming session with MNBC senior staff about restructuring the Voice of Maldives and Maldives TV into one organisation.

While in Maldives, Dr Mottaghi met representatives of other AIBD members in the country and discussed activities to strengthen cooperation with private media organisations.



Mr Mohamed Asif, Deputy Director General, Television Maldives-TVM, Mr Ibrahim Kaleel, Managing Director, Maldives National Broadcasting Cooperation-MNBC, Dr Javad Mottaghi and Mr Badru Naseer, Assistant Executive Director, Voice of Maldives-VOM

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THE 3RD ASIA-PACIFIC AND EUROPE MEDIA DIALOGUE, Amsterdam, Netherlands, 9-10 Nov 2009

Radio Netherlands Worldwide and the Asia-Pacific Institute for Broadcasting Development (AIBD), will hold the 3rd Asia-Pacific and Europe Media Dialogue at the Royal Tropical Institute in Amsterdam from 9 to 10 November 2009.

The conference theme is "a new agenda for media" and a part of the conference will focus on the consequences of the current economic crisis for the media agenda in Asia and Europe. What is the effect for programme management and content in state, public, private and community media? Does it change the relationship between Europe and Asia? In addition to this, such themes as public involvement, ownership and responsible journalism, as well as discussion on the use of new technologies and social networks will be organized. There should be opportunities for exchange of ideas and discussions between media professionals from Asia and Europe, which could bring new insights and produce innovative strategies to counter the current economic and technical challenges. For more information check, www.aibd.org.my