



Mr Edmund Ho, Chief Executive of the Macau Special Administrative Region, China

Mr Edmund Ho, Chief Executive of the Macau Special Administrative Region, China says that the present global economic situation requires leadership and vision from industry leaders in media, an institution that strongly impacts the social and cultural life of our societies, and can improve the quality of life of people around the world.

Mr Ho was the inaugural speaker of the 6th Asia Media Summit held in Macau on 26 May 2009. In his speech, Mr Ho said that this global gathering of some 500 top ranking stakeholders of the media industry would impact positively the new media environment and provide significant opportunities opening up in the future.

In his remarks, Mr Thoyyib Mohamed Waheed, Minister of State for Tourism, Arts and

Vision & Leadership



Mr Thoyyib Mohamed Waheed, Minister of State for Tourism, Arts and Culture, Republic of Maldives

Culture, Republic of Maldives, and President of the AIBD General Conference, said that the financial meltdown and deterioration of peace and order across the globe calls for initiatives to go back to basics; media must do the same.

"The world needs to ensure that the welfare of the larger community takes precedence over individual agenda or nation's self-interest. The



world needs to put value and priority to integrity, honesty, good governance and respect for the people. Media could do the same so that truth and justice are well served." Minister Waheed said.

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Constructive Dialogue and Cooperation



H.E. (Mr) Wang Taihua, Minister of the State Administration of Radio, Film and Television (SARFT)

Wang Taihua, Minister of the State Administration of Radio, Film and Television (SARFT), China, calls for constructive dialogue and cooperation among media leaders and stakeholders through the Asia Media Summit, which is taking place in Beijing on 25-26 May 2010. He is inviting key stakeholders in the media industry to participate in the 7th AMS. He said that the Summit would be a meaningful gathering in China, *"the land of dignity, culture and civilization, that would pave the way for a constructive dialogue and cooperation among media leaders and stakeholders."*

Mr Wang issued the invitation during the 6th Asia Media Summit in Macau on 26-27 May 2009. In his letter to some 500 participants from over 150 organisations in Asia, Pacific, Europe, Africa, North America and the Arab World, he said that SARFT was glad to host

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More Opportunities FOR TRAINING

Media stakeholders have urged broadcast organisations to provide staffs that have received formal training as trainers more opportunities to practice and develop their skills. This initiative could help overcome a chronic shortage of trained and able trainers in Asia-Pacific. They also encouraged them to consider everyone in their organisation as a training resource, who could be utilised for training activities and informal on-the-job training.

These were some of the recommendations of some 60 participants to the pre-summit regional workshop on "Media & Capacity Building: Empowering Media Practitioners through HRD," held on 24 May 2009 in Macau. This forum was aimed at evolving a new direction and integrating strategic planning to enrich human resource development.

Henrikas Iouchiavitchious, Adviser to the UNESCO Director General, delivered the opening address, urging broadcast organisations to implement new methods of addressing new issues in today's changing media landscape. He cited the need for news analysis in journalism and relevant codes of ethics, which should be incorporated in any training programme.



Other recommendations called for the development of a strong positive culture that engenders loyalty within the public media organisations, which could lead to a better strategy in attracting and retaining skilled human resources.

To counter higher salaries being offered by private media to attract people, they also suggested promoting an environment that fosters opportunities for creativity and self-fulfillment in their organisations.

Training departments and institutions were also urged to take a leadership role in advancing the cause of gender mainstreaming in broadcasting in order to fulfill the commitments of governments at various UN and international fora. This required providing gender sensitivity training for media



professionals to eliminate discrimination and stereotyping in all aspects of media.

During the workshop, participants raised several issues that demanded clear strategies for human resource development. Among them:

- much training dwelt on technology; attitude and culture mattered as well. Achieving a better balance was called for.
- Training need not be thought to be something 'out there,' it was as much the informal passing on of skills in the workplace.
- Training did not command senior management support; training needed selling it upwards and downwards.
- Long-term training was a more substantive mechanism to produce sustained results.
- The creativity and creative opportunities in an organisation could be key success factors in attracting and retaining people.

Other strategies to address human resource development were expounded. Riyaz Sayed-Khaiyum, CEO of Fiji Broadcasting Corporation said training must be closely geared towards actual practice in an era of strong competition.

Fu Yixuan, Deputy Director, State Administration Radio, Film and TV Training Center in China, said their approach to tap role playing served them well in training.

Dr Uajit Virojtrairatt of the Thai broadcasting Service, spoke of the initial success of its citizen journalism initiatives. Dr Drew McDaniel, professor, Media Arts and Studies, Ohio University, USA called for mapping out clear goals in drafting a strategic plan for human resource development, one that values the concept of a learning organisation. Mano Wickramanayake, Group Director, Electronic Media Business and Board Director of Maharaja Group, Sri Lanka said that an effective HR strategy must work from the bottom up with people taking ownership of agreed targets.

Dr Helmut Osang, Head, Asia Division of DW Media Akademie in Germany, stressed the effectiveness of long-term training to produce sustained results, and of moving all its training to the country where it was directed.

Bernadette van Dijck, Deputy General Manager of Radio Nederland Training Center, said her organisation was no longer a training center, but a center of excellence, stressing that giving more attention to the management of change was key to a good training policy.

The workshop also served as an opportunity to discuss the code of ethics on gender mainstreaming in broadcasting organisations and the challenges they face to enhance



human resource development. Speakers emphasized ethnicity and recognition of diversity in the way training in this area was planned. Without such recognition, training would fail to connect with the people for whom it was intended and to provide the service to the audience.

Among the other speakers were Nandini Prasad, Founder-Director of the Centre for Educational Research and Development, India, Gulam Murtaza, Director General, Pakistan Broadcasting Corporation, Mohamad Asif, Deputy Director General, TV Maldives, Gatot Budhi Utomo, Head of TVRI Training Center, Indonesia, Kham Siah Hindon BT Md Said, Head of Research & Development, IPTAR, Malaysia, Gopal Gurudan, Managing Director of Communication Corner, Nepal and Nguyen Phuong Anh, Deputy Head of Training, Vietnam Television.

In concluding the workshop, Ms Manil Cooray, AIBD Senior Programme Manager, said the Institute was seeking new strategies in training and development. She thanked its partners particularly UNIFEM, FES UNESCO cluster offices for supporting this event.



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(Constructive Dialogue and Cooperation)

the 7th AMS at Beijing Hotel, which "has an ambience inspired by an illustrious past and a dynamic modernity in the heart of Beijing." The AMS venue was also the Olympic Family Hotel and the headquarters for the International Olympic Committee during the 2008 Summer Olympic Games.

At the AMS closing ceremony, Mr Cao Yin, Deputy Director-General, International Cooperation Department (SARFT), and Chairman of the AIBD Strategic Plan team, also reiterated China's invitation to broadcasters across the globe, saying that they would do their best to mount a memorable Summit.

The conference in China will feature simultaneous translations in English, Arabic and Chinese to ensure wider participation. SARFT has negotiated for reasonable rates for hotel accommodation and tour packages.

Earlier, AIBD and SARFT officials sat down to discuss details of the next Summit to include invitation to local partner institutions and participants, especially young students in media and communication.



The Organising Committee for the AMS 2010 in Beijing



... continued from page 1
(Vision & Leadership)



Mr Manuel Gonçalves, Vice-Chairman & CEO of Teledifusão de Macau

Another speaker was Wang Chen, Minister of the State Council Information Office, China, who cited the need to get more Asian voices heard throughout the world, and tackle the unfairness in the world order, which shows biased and selective coverage of events. To strengthen Asian voices and cooperation among Asia media, Minister Wang recommended improving the quality of information and cooperation, pursuing media exchanges and training, coverage of each other's history, expanding channels of coverage, and popularising programmes in the rural areas.

The two-day Summit made history when for the first time it was held outside Kuala Lumpur. Featured were more than 40 media experts from all over the world who spoke in eight plenary sessions. There were also six pre-Summit events on media capacity building, human capital development, AIDS, management, digital technology and children's TV.



Wang Chen, Minister of the State Council Information Office, China

AIBD also took the occasion to meet with its partners such as the South African Broadcasting Association (SABA) and the Arab States Broadcasting Union (ASBU) to intensify collaboration in media development. The Institute also discussed with other international partners creative strategies to intensify media development initiatives in the region. The result was the creation of an International Partnership Committee for Media Development (PCMD), which aims to draft an action plan, including the proposed study that will examine the media landscape in the next 15 to 20 years.

During the Summit, delegates got a glimpse of the preparations for the Asia-Pacific and Europe Media Dialogue to be held on 9-10 November 2009 in the Netherlands. Mr Jan C. Hoek, Director General of Radio Netherlands Worldwide, which is hosting the two-day event, said that the media environment is fast changing and the aim of the Media Dialogue is "more conversation, less speeches." He invited broadcasters to be part of this conversation between East and West.

South African officials also assured participants and sports enthusiasts that preparations are well in place for the 2010 Football World Cup in June, the world's biggest sporting event after the Olympic Games.

During the inauguration ceremony, Mr Manuel Gonçalves, Vice-Chairman & CEO of



Jan C Hoek, Director General of Radio Netherlands Worldwide



AIBD Director Dr Javad Mottaghi

Teledifusão de Macau, invited broadcasters to see in Macau the mix of European and Chinese cultures, a diversity that values respect of all races, which the Summit promotes.

In closing, AIBD Director Dr Javad Mottaghi said that the solutions to the challenges we now face could differ and would demand continuous dialogue and engagement to create a better understanding among the media stakeholders and the public. He stressed that the Summit was the best place for knowledge sharing and networking, urging delegates to be involved in pursuing further its relevance and usefulness to the whole industry and to our society.



Phil Molefe,
General Manager,
SABC



Robin Kempthorne,
Broadcast
Manager 2010
FIFA World Cup

Growing Interest in the Repository

Hughes B D'Annoux, Chairman of the Worldwide Global Media SA, says interest in Asia and Africa is growing for the Repository, a system designed for broadcasters and multimedia content providers to reach their constituents, and for educational institutions, civil society organisations and individual users to explore and integrate media products to enhance learning and empowerment. It serves as a database for exchange of educational and social content that is adequate, relevant, accessible and affordable.

The Repository is one of the initiatives of the Asia-Pacific Institute for Broadcasting Development (AIBD) and the Global Media Development Centre (GMCD), a foundation dedicated to enabling people to exercise the rights and responsibilities of media participation for the development and betterment of their societies.



Hughes B D'Annoux, Chairman of the Worldwide Global Media SA

The Open University Malaysia is looking at this initiative to use media for secondary education and for livelihood learning for an Island in Sarawak to develop the Islands' potential and its economy. In Africa, a pilot project has been set up in cooperation with the Mauritius Broadcasting Corporation, which so far has generated some positive results. The Mauritius experience was presented at a pre-event of the Asia Media Summit held on 25 May 2009 in Macau.

In an interview with the *Broadcaster*, Mr D'Annoux said that the technology used in the project proved that it was viable in creating benefits for the educational sector and for the

New Approaches to Media Challenges

Mr Manuel Gonçalves, Vice-Chairman and CEO of Teledifusão de Macau (TDM), was happy to host the 6th Asia Media Summit, saying it generated new ideas and approaches that could address some of the challenges broadcasters face especially in these difficult times.



"We have no regrets. We are proud and honoured to have hosted the Summit. TDM benefited from this global gathering so did a lot of people. We spent some resources for the Summit, but we learn a lot from this experience," Mr Gonçalves said.

These learnings are useful as TDM and its 400 workforce face new challenges in the immediate future. Given its financial stability and well-defined mission, TDM is moving



towards expanding its reach and services, and by the end of the year, it will operate five digital terrestrial channels and one satellite channel, broadcasting in Portuguese, Chinese and English.

Its satellite channel will serve as a link and platform for dialogue between the Chinese and the eight Portuguese-speaking countries in Africa, Europe, South America and Asia.

Mr Gonçalves said that he is grateful that AIBD has become part of TDM's life, highlighting its many involvement with the Institute in training courses and conferences, including its hosting of the AIBD General Conference in 2010.

broadcasters who wish to market their content to prospective clients.

For his part, Mr Otto Evjenth, Executive Director of GMCD, told the *Broadcaster* that the Repository will provide the tool and quality materials suitable to enable broadcasters to compete with interactive media, and reposition their role as strong advocates for social development.

During the Asia Media Summit, Mr D'Annoux and Dr Javad Mottaghi, AIBD Director, signed a memorandum of agreement formalising the joint venture between AIBD and its partner, Worldview Global Media, through the setting up of the GMCD. This company will operate

as a separate social enterprise entity, which will deal with the technological partners and work on a self funded basis.

The Repository can archive content such as programmes on history, social development, music and performing arts, people, natural history and the environment, science and technology and education. The programme master can be digitised without compression and meta tagging, and stored on a secure server system. With the use of a powerful transcoding engine, they can be copied suitable for any platform and made available for exploitation and even be purchased online.

(Left): Otto Evjenth, Executive Director of GMCD



Session 1

New Media, Changing the World Order



Chairperson (left): Walter Fust, Chairman of UNESCO's International Program for Development and Communication, IPDC

"If people end not paying attention to media that is unreliable, it would be akin to throwing away a compass that will help us to navigate through complex and unpredictable century that is the 21st century. On the other hand, there is a possibility that while the media loses its grip on its traditional role of fact-finding and confirmation function, information may be manipulated at many levels and irresponsible information will be disseminated by the alternative media, leading narrow and insular views of certain groups to go unchallenged, and causing irreparable division within the society. In order to support the foundation of democracy and



to protect our civil society, we must act firmly to maintain reliable and high-quality media at all cost."

Yoshinori Imai
Vice President, Japan Broadcasting Corporation & President, Asia-Pacific Broadcasting Union

"What are the necessary conditions to ensure the effectiveness and success in harnessing new media for development? Affordability, infrastructure, enabling environment, human resources, multilingualism, capacity for local content creation and information and media literacy."

Abdul Waheed Khan
UNESCO Assistant Director-General, for Communication and Information



"All these suggested that the influence of virtual world becomes powerful day by day. New media has become a force with soft power beyond the media, and it can even change the political order of the world...New media will bring us more surprises."



Wang Wenbin
General Manager, CCTV.com, People's Republic of China

"It is hoped that the new media will take up the challenge of presenting this universal spiritual and moral vision on contemporary challenges to the world. New media writers and journalists should not view this proposal as a call to return to religion in the superficial, ritualistic, formalistic sense. Far from it, we are espousing a vision, which not only transcends religion, but also harnesses the essence of faith for the service of all of humankind, indeed all of creation. What humankind needs today, more than perhaps anything else, is a genuine spiritual revolution."



Dr Chandra Muzaffar
President, International Movement for A Just World (JUST)

Session 2

Global Financial Meltdown – Where Can Media Help



(Right): Chairperson: Freddy H Tulung, Director General of Communication Media and Information Dissemination, Ministry of Communication and Information Technology, Indonesia



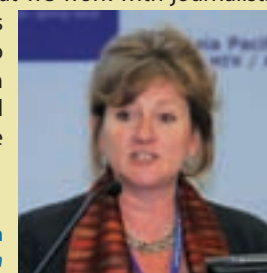
"To address the financial tsunami, media should fight misconceptions, raise awareness on solutions such as the Grameen microfinancing exercise, contribute to education, and enhance leadership, good governance and accountability."

Arlindo Lopez
Secretary General, Southern African Broadcasting Association, South Africa



"As an organisation working in media development we are looking at the lessons of this failure to ensure that we work with journalists so that they have the means to tell stories about finance in a jargon free way so that readers, viewers and twitterers can understand what the number mean; and not be frightened by hype or irresponsible headline."

Janet Boston
Director, The Thomson Foundation





Chairperson (middle):
Elizabeth Smith, Secretary General,
Commonwealth Broadcasting
Association

"The answer lies in media and activists and civil society keeping the space open for media and to struggle against attempts to control or gag the press. The Internet offers hope to bypass these controls in

dictatorships and expand participation in democracies. The technology has to be made more accessible and affordable to bridge the digital divide."



Kunda Dixit
Founding Editor and Publisher,
Nepali Times, Nepal

"Therefore, the media need to extend the notion of openness and transparency to other areas and institutions that are close to ordinary citizens. While the media continue to hold the government and other major institutions accountable, they should not neglect the abuses at the local level. Local good governance is as essential as good governance at the national level."



Thepchai Yong
Managing Director,
Thai Public Broadcast Service, Thailand

"Just because the media in China are run by the government doesn't mean they must report the positive sides only. Silence on the outbreak of SARS and effective response to the Sichuan earthquake are two of many examples – and two opposite ones – proving the same thing: disclosing the truth and reporting on problems and hot issues more timely and proactively only enhances good governance and contributes to social harmony and stability."



Jade Lu Wang
Vice President, English Service,
China Radio International (CRI),
People's Republic of China

"... It is equally important to recognize that the media can also very easily cause panic and fear through melodramatic and tabloid type coverage of serious issues. We must guard against the temptation to get attention by shocking, scaring or exciting our public."



Mano Wikramanayake
Group Director, Electronic Media Business,
Member of Board of Directors,
Maharaja Group, Sri Lanka

"The best the media can do, in order to have a positive role in the context of the global meltdown, is to go back to basic values of independence, accuracy and balanced approach to matters of public interest."



Jose Carlos Matias
Journalist, TDM – Teledifusão de Macau,
Macau China

"As a whole, media is a unique force within society. It channels diverse opinions, facilitates debate, mediates the search for common ground, and tries to foster the joint development of a common future. But it can only do this if it is well-balanced, protected through rules and regulations, with a clear role inside society and inside the state."



Gerda Meur
Managing Director,
DW Akademi, Germany

Session 4

Rethinking Media in Conflict Zones

CHAIRPERSON:
KUMAR ABEYSINGHE
*Governor,
Marga Institute,
Sri Lanka*



"Readers and viewers will become increasingly aware that the story they are getting from traditional sources is seriously at odds with the one they can find on YouTube, Facebook or any number of personal and group blogs...There will be a renewed appetite for un-biased, uncensored and intelligent reporting and analysis on the world's conflict zones."

Abdel Bari Atwan
Editor-in-Chief, Al-Quds, Al-Arabi, UK



"Know-how and resources of media owner, editor, and journalists can influence the role of media. If this role is wisely implied and professional standard as a requisite has been strongly established, the media will have more potential to give positive impact."

Dr Ir Ashwin Sasongko
*Secretary General, Ministry of Communication
and Information, Indonesia*



"Therefore, in conflict zones we have to take special care when reporting or covering events because we can turn potential conflicts to full-pledged conflicts. The media has been used to justify state terrorism as legitimate violence. For example, many journalists cover massacres or attacks on civilians using military terminology that is cold and calculative, when in fact the action or incident constitutes a tragic massacre."



Saed Jamal-Hijeh
*Director, Center for Global Consciousness,
Nablus, Palestine*

"A comprehensive knowledge of language, culture and geography of the region is an absolute necessity for a successful journalistic activity. It cannot be fully achieved by the use of interpreters and guides. A reporter who does not know the language and geography of his region resembles a blind using his cane as a guide. Apparently the truth cannot be fully discovered by a cane in the dark."



Mohammad Ali Mohtadi
*Editor, International Section, Ettelaat
Newspaper, former IRIB correspondent, Iran*

"War is awfully good for TV."

Jim Laurie
Consultant Al Jazeera English Channel



Session 5

Media Literacy & Education



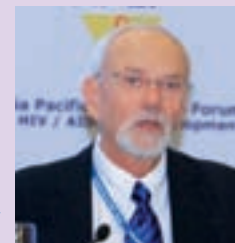
CHAIRPERSON (EXTREME RIGHT): **MR SAVYASAACHI JAIN**
India Projects Coordinator, Thomson Foundation

"What are we doing in universities? Education on professionalism and media responsibilities for the undergraduate and post-graduate students majoring in journalism and media studies; training media ethics and media law for the mid-career professionals; developing the modules on media literacy for the public, especially the students in primary and secondary school; critical research on the public media literacy and civil participation in China."



Dr Zhengrong Hu
*Professor of Communication,
Communication University of China*

"New technologies have changed the nature of media literacy... Increased interactivity demands more sophistication on the part of users. User control of media choices has expanded enormously raising new issues for parents...Media literacy is no longer just how to make sense of media content, but today how to sensibly create content."



Drew McDaniel
*Professor, Media Arts and Studies,
Ohio University, USA*

"Educating an audience to be literate is like teaching a man to fish. You will have provided him a lifetime tool to navigate media so he is not at the mercy of media that negates truth, integrity and honesty – issues that go back to the core of why we do what we do- to earn the trust of the public we serve by the way we tell our stories."



Che Che Lazaro
President, Probe Productions, Philippines

"In the media survey in Macau, its people are satisfied with the media functions. Most of them are one-way users, receivers, not active in interaction except for personal communication through internet tools. They trust the media, but have misunderstandings on the media industry. Media education is needed to enhance media literacy."



Dr Agnes Lam
*Assistant Professor & Coordinator
Journalism & Public Communication Programme,
University of Macau.*

Keeping Small Media Stations Afloat: Survival & Growth



CHAIRPERSON: MIN EUN-KYUNG
Senior Project Director, International Relations, Korean Broadcasting System, Korea

"By 2015, we will switch to digital, but this may be difficult...There is no magic recipe applicable to all. I advise that we take the digital plug, offer a wide choice of programmes, retain staff in the digital world and request new funding mechanism."



Bijayecoomar Madhu
President, Southern African Broadcasting Association, and Director General, Mauritius Broadcasting Corporation, Mauritius

"All of this really comes down to knowing what you are, what you want to be and planning – thinking about where you are going, how you are going to get there – making a plan, fulfilling it one careful step at a time and sticking to it."



Ken Klark
General Manager International, Fiji Television Limited, Suva, Fiji

"We strongly believe that our survival depends on the ability to reach out to niche audiences and finding new avenues of financial support other than the traditional roles. A completely new approach in marketing programmes is the key to ensuring sustainability for small broadcasters like ours."



Hilmy Ahamed
Chairman/CEO, Young Asia Television, Sri Lanka

"In conclusion, the survival of small media depends on a combination of creativity by the media houses and enabling regulatory strategies. Small media are able to identify area of collaboration, which would ensure that they focus their resources on their core business as opposed to supporting structures. Their survival also depends on their ability to identify niche markets both locally and globally."



Modipe Nkwe
Member, National Broadcasting Board, Botswana

"We need to develop and train journalists and video editors, as we prepare to start our news service. We need to ensure they are able to respond to new technology. And of course, the challenge, once this is done, is to sustain our news service and provide quality journalism."



Stanley Simpson
News Director, MAI TV, Fiji

"First of all, efforts are made to save every penny. Multi-tasking is one way to keep the overhead down...The private radio in Bhutan has also created a radio advertising culture, which was non-existent before...And finally, diversifying the business is another strategy that has been used effectively."



Dorji Wangchuk
Managing Partner, Centennial Radio, Bhutan

Session 7

New Media and the Next Generation

CHAIRPERSON:
TOSHIYUKI SATO
*Special Controller,
General Broadcasting
Department,
Japan Broadcasting
Corporation, Japan*



"Broadcasters must alter their business plans so that they actively participate in at least some of the new media in order to maintain their customer base... Content in the new media is largely unregulated and needs to be under similar regulations to that of conventional broadcasting. Education to the young generation on how to consume new media wisely must be given at school and in the home. Mobile TV is an opportunity for broadcasters to deliver useful and attractive content to the young generation as they consume it more and more."



Dr Riyadh K Najm
*Assistant Deputy Minister, Engineering Affairs,
Ministry of Culture & Information,
Saudi Arabia, and President,
Arab States Broadcasting Union*

"What are some of the ITU initiatives on new generation technologies and applications? Global standards on IMT-advanced through providing a global platform on which to build the next generation of mobile services...; telecom standards on VOIP, mobile technology, multimedia, emergency and disaster relief, security of networks, next-generation networks (NGN), the transition from Ipv4 to Ipv6, triple and quadruple play and cybersecurity, among others?"

Dr Eun-Ju Kim
*Head, ITU Regional Office for Asia
and the Pacific*



"Internet, inter-terminal and inter-community are converging; the boundary of media is indefinite, extending and disappearing; the TV revolution has begun. New business and operations, new models and new opportunities are created with the indistinct media boundary; the non-boundary TV service needs the innovation and accommodation of regulations. TV can only keep on attracting the next generation and not be off the mainstream by providing non-boundary TV service."



Zhang Dazhong
*Vice President, Shanghai Media Group,
People's Republic of China*

"There is more good than bad in cyberspace...and computer technology has been shown to be a powerful force as a self-instructional educational tool. The Internet holds the potential to continue to bring our world closer together in peace. Young people hold the key to the way the new media will evolve and be consumed. So, is it "game on.. or game over?" The game has just begun."

Martin Hadlow
*Associate Professor, School of Journalism and
Communication, University of Queensland,
Australia*



Session 8

Marketing/Advertising Strategies in a Competitive Media Landscape



CHAIRPERSON (LEFT): DAVID ASTLEY
Secretary General, Asia-Pacific Broadcasting Union

"There are two ways to acquire much desired profit. One, through cost efficiency, and the other by obtaining the highest possible revenues while at the same time relying on the social cultural environment and by abiding to the existing local regulations."

Dr Ishadi S K
*Commissioner, PT. Televisi Transformasi
Indonesia & President Direktor,
PT. Konsortium Televisi Digital Indonesia*



"Thriving in a competitive market place has been for Communications Fiji Ltd about creating strong and focused radio brands and working on ways to exploit these brands in multiple ways. As communications technology evolves, we continue to seek new ways to earn revenues from these brands."



William Parkinson
*Chief Executive Officer, Communication Fiji
Limited and former President, PINA, Fiji*

"I would risk making the assumption that the time of analog television and obtrusive advertising is coming to an end. The future belongs to those who can work with local communities and place advertising into trustful content, i.e. first and foremost, in local information projects."

Vsevolod Bogdanov
*President, Russian Union of Journalists and
President of International Confederation of
Journalists' Unions of CIS, Russia*



"So what does it take? Entrepreneurial spirit and skills to study and grab new opportunities, flexibility to give up the old and familiar paradigm, experiment with new partnerships; readiness to change and take risks; and evolve and build a new image."



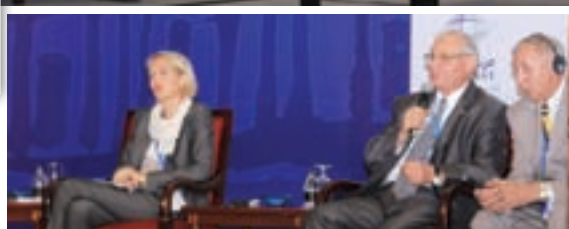
Rajendra Sharma
*Deputy Executive Director,
Radio Nepal, Nepal*

Highlights of the Asia Media Summit 2009

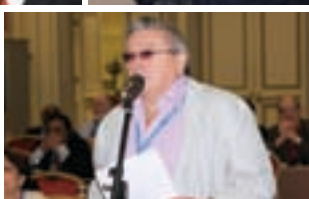
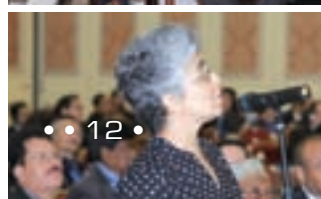
Inaugural Session



Day 1 26 May 2009



Day 2 27 May 2009



AMS Dinner



Capturing Children's Attention: Strategies for Innovative TV Programmes

By **Manil Cooray**

Senior Programme Manager, AIBD

"TV in moderation is an excellent educator and entertainer. But too much of TV can be detrimental," so says Dr Abdul Waheed Khan, assistant Director General for Communication and Information, UNESCO, in his special address at the pre-Summit workshop entitled "Strategies for Improving Children's TV programming in Asia-Pacific."



"Too much violence on TV is also harmful; we need to kill violence on TV," admonished Henrikas Iouchiavitchious, Adviser to the UNESCO Director General, pointed out. He said that recent studies have shown that children exposed to violent programmes are likely to manifest a higher degree of aggressiveness.

Dana Ziyasheva, Advisor for Communication and Information, UNESCO Office in Beijing, spoke about education and how to make it newsworthy by learning to simplify the language and using a variety of storytelling techniques for filming.



Dana Ziyasheva of UNESCO



Madeline Wisner of UNICEF

Madeline Wisner, Regional Communication Adviser, UNICEF, East Asia and the Pacific Regional Office, Bangkok, suggested the use of cartoon as a way to educate children and those who are disadvantaged. Another strategy, Jai Chandiram, Media Advisor at the Indira Gandhi, National Open University in India, said was to empower children with skills to understand and create.

Other resource persons shared information on children's TV programmes in their respective countries. Kirsten Schneid, International Project Coordinator of Prix Junesse Foundation in Germany, started this session by reporting on a research report on children's TV in Asia among 20 countries in the region. The report indicated that public service broadcasters allocated 21% of TV time to these programmes, commercial broadcasters 70%, mainly from Cartoon Network, Disney and Nickelodeon. Locally produced programmes were low.



Moneeza Hashimi, General Manager, HUM TV, Lahore Pakistan, identified a few problems, among them, lack of resources and motivation to produce more of children's programmes. Despite this, she said they still produce children's programmes and win awards. Competition was another concern, said Dato Adilh Binti Shiek Omar, Director, IPTAR of Radio Television Malaysia. To popularize children's programmes, she said that RTM was moving towards digital by 2012.

Gatot Budhu Utomo, Head of TVRI Training Center in Indonesia, laments the minimal budget, about five percent of TVRI budget, for children's programmes. This despite the tremendous influence of TV on children's lives, which she noted must be countered by better parents' supervision.

Nguyen Phuing Ang, Deputy Head of Training in Vietnam reported that the production quality of children's programmes was much to be desired. But their production teams had shown enthusiasm and overcome difficulties related to working condition and limited budgets.



(Standing): Wang Yan of CCTV, China



There have been successes in children's TV programmes as reported by some speakers. Wang Yan, Senior Producer Children's Programmes, China Central TV, China, said that CCTV was reaching to a wider children's audience with CCTV offering 34 children's channels and four animation channels. It has also won several awards including an Emmy Award and the ABU Prize for children's programmes.

Afghanistan TV is producing educational and entertainment programmes for children to increase their awareness of their national, social and cultural identity. Safullah Zeer, Director, Educational Radio and Television, Afghanistan, said such programmes also serve as collective therapy to heal the traumas of the past.

On innovative quality programmes to attract children, Hitoshi Furukawa, Executive Producer, Educational Service, NHK, Japan, talked about the success of their 'edutainment' programmes for children. He said that combining both education and entertainment was key to capturing the children's attention.



Hitoshi Furukawa of NHK, Japan



Mongolian TV taps children in producing their kind of programme. Ariunjasrgal Luv Santseren, Producer at MNPR Mongolia, said that children's clubs were active in discussing local themes and experiences as content for children's programmes

On going digital, Hasnul Hadi Samsudin, Manager, Creative Multimedia Development Corporation, Malaysia, said that the country was going strong in animation. Preben Vridstoft, Executive Producer, TV 2 in Denmark, suggested tapping as many platforms such as the net, mobile phones to reach out to children.

International joint projects and cooperation for children's programmes were much to be desired. Hynsook Chung, Senior Producer, Children's Programmes of EBS Korea said that although two thirds of Asia's population are children, media did not provide much financial support to children TV programmes. She cited the efforts of AIBD and ABU to produce such programmes as well as training activities.

Ms Kirsten Schneid elaborated on the training opportunities for children's programmers provided by Prix Junesse Foundation in Germany, including festivals, which the organisation had been supporting.



Kirsten Schneid of Prix Junesse Foundation



Ariunjasrgal Luv Santseren of Mongolia

Andrea Klempin, Project Manager of the Goethe Institute for Southeast Asia in Thailand, also spoke of their co-production initiatives in the region. AIBD programmes managers Manil Cooray and Juliette Vivier reported on the Institute's efforts to train producers in the region not only on skills, but also on the rights of the child. Other initiatives included the project 'I am...' an international co-production aimed at strengthening cultural diversity and creating better understanding among children about various cultures and schools of thought.

The UNESCO Office in Beijing supported the workshop.

"Morocco: Never Again"

By **Juliette Vivier**
Programme Manager, AIBD

The international jurors for the 6th World TV Award in 2009 for the best documentary contributing to conflict resolution selected as the top winner *"Morocco: Never Again"* from Switzerland, produced by dev.tv and broadcasted by BBC.

First runner up was *"Shanti Geet or Peace Song"* from Nepal, produced by Interface and Broadcasted by Kantipur Television Network.

The selection from among 32 entries from 16 countries took place on 23-24, May 2009 during the AMS pre summit in Macau. The entries came from Hong-Kong, Syria, Vietnam, Iran, Korea, Germany, South Africa, India, Canada, Cambodia, Switzerland, Bangladesh, USA, Nepal, Russia and Israel.



Moneeza Hashmi, General Manager
HUM TV Pakistan



The Swiss winner was about two brave women from Morocco, Khadija and Fatima, who were the voices of the opposition in the 70s and 80s. They bravely faced prison, torture, and separation from their family and loved ones. But they resolved their inner conflicts of resentment, anger and pain by becoming active members of the reconciliation committee formed by the present government in Morocco. They faced up to their own conflicts and tried to endure the injustices they suffered by bringing peace to the lives of others.

The runner up winner was about Shanti Geet or peace song from Nepal, which brought together a diverse group of young people with opposing backgrounds to create this peace song. This activity proved that music knows no boundaries and can be a common ground where people of different ideologies can bond together.

The World TV Award, open to all broadcasters in Asia, Pacific, Europe, Africa and North America from public, private sectors and free lancers, was supported by ASBU, CBA, SABA, RTM, IRIB, IBU and AIBD.



Moneeza Hashmi, General Manager HUM TV Pakistan, chaired the jury. The other members included Mr Faith Isiakpere, film-maker who worked internationally for many broadcasters including Thames TV, Channel 4, Central TV, and BBC, Ms Firdoze Bulbulia, documentary director, producer and writer from South Africa and Ms. Husner Ahmad, senior TV and radio producer from Malaysia.

The Award will be presented at the AIBD General Conference on 20 July 2009 in Fiji. The 1st Runner-up will receive a certificate and the winner, a trophy, a certificate and US\$7,000.00.

Two video extracts from *"Morocco: Never Again"* and *"Peace Song"* are available on www.aibd.org.my/awards

The 7th World TV Award in 2010 will be dedicated to the best television documentary promoting religious understanding and tolerance. We invite you all to send entries from your organisations to make 2010 award festival a success.



With TV We Learn

'With TV we Learn' was the theme of the pre summit workshop of the Global Media Centre for Development (GMCD) held on the 25th of May, Macau, China. This was the second annual meeting of GMCD, which served as an opportunity to share the developments during the past year on taking forward the work of the Center.



Hughes B d'Annoux, Chairman, Worldwide Global Media



Otto Evjenth, GMCD Executive Director



Bijayecoomar Madhou, DG of MBC, Mauritius

During the last 12 months a huge amount of activity and thinking has gone on to develop a strong base for the Center and a pilot project in Mauritius, which tested the principles of GMCD to connect media programming for education, health and cross cultural communication. The technological developments for the pilot were demonstrated at the meeting by GMCD technological partners, Logiways, Opennet and OMG, through a dedicated system being developed for the GMCD under the label of – With TV we learn.

The system allows targeted educational TV programming to be beamed at non peak hours to PVR's or set top boxes in schools and colleges and instructional design and

training for teachers to be able to utilise the material for classroom learning. The model is currently being tested by teachers in focus groups and will be further developed and put into action later this year.

Bijayecoomar Madhou, President of the Southern African Broadcasting Association (SABA) and Director General of Mauritius Broadcasting Corporation (MBC), outlined the benefits of the pilot project and highlighted the business opportunities available through the utilization of programmes in archives for adding value to media organisations.



Besides the technical developments demonstrated, experts from education, health, cross cultural communications and media spoke about the importance of bridging the understanding divide through linking media to these sectors. The meeting was attended by senior broadcasters from many parts of the world that participated and provided advice and support for the center in its development.

A brief session was dedicated to the discussion and progress on protecting intellectual property rights for broadcasters and how conditional access systems could help with protection of content.

With the ambitions for GMCD and the support of its members and partners, the GMCD can deliver benefits to society in the near future.



Public Mistrust in Media

Mr Vsevolod Bogdanov, President of the Russian Union of Journalists (RUJ), says that media is losing public trust as more and more journalists are doing the work of politicians. Misinformation in the internet is also causing this loss of public trust. They have become the tools of politicians, disregarding their role as finders of trust. "There is not much investigative journalism going on," he told the *Broadcaster* in an interview during the AMS.



(Right): Mr Vsevolod Bogdanov, President of the Russian Union of Journalists with Henrikas Iouchkiavitchious, Vice President of Eurovision Academy of Television and Radio, who served as interpreter during the interview

"This is a key concern RUJ wishes to address and AIBD can help in this endeavor," Mr Bogdanov said. RUJ and AIBD collaboration could take the form of more exchanges of journalists and training programmes that could generate new ideas and approaches in enhancing journalists' standing before their audiences. These training programmes could cover investigative journalism and models of contemporary media. RUJ is the largest union of journalists in the world, with over a hundred thousand members.

Mr Bogdanov said journalists could exchange new ideas and insights and learn approaches that could enhance how they behave and how they perform their tasks in the service of society. He also raised other concerns in media such as the growing commercialism, retaining good journalists in the profession and the killings of journalists. In the last 15 years, a total of 300 journalists in Russia were killed. Mr Bigdanov said RUJ has been helping the families of these victims, providing financial assistance and educational scholarships.

To better understand the plight of journalists and improve camaraderie among them, RUJ is supporting the publication of a 12-volume book on the history of Russian journalism and some of the best articles written by Russian journalists. It is also behind a club of journalists named 'Let's Live 200 years' which meets every week to share ideas and perspectives on current issues.

Lisa leaves for Myanmar; Holger joins AIBD



Lisa receives a farewell gift from Dr Javad Mottaghi

Lee Ye Mon, fondly known as Lisa, who has served AIBD since 2007 as Programme Manager in charge of information technology, has decided to return to her homeland in Myanmar to begin a business of her own and help expand her father's media business.

Lisa joined the Institute in April 2007, assisting in providing 1st level support for all IT related matters including trouble shooting LAN and WAN network. He also helped maintain and administer the AIBD web site, content management system and email account. She also planned, organised and coordinated training, workshops and seminars for member countries.

AIBD colleagues and members will surely miss this Myanmar lady, who leaves AIBD this July 2009.

A new IT Programme Manager has joined the Institute; Mr Holger Banko worked with Deutsche Welle Akademie and other employers, sharing his expertise in Linux administration and network security. He was responsible for large networks with more than 500 client systems and had to meet high security standards. He started his career in the information technology in 1993.



Thapchai Receives Internews Media Leadership Award

Thapchai Yong, managing director of Thailand's first independent public service broadcaster, recently received the Internews Media Leadership Awards for his courage and commitment to journalism. He was one of four media leaders who were recipients of the Awards during a simple ceremony in Washington D.C. in June 2009.

Other awardees were renowned photojournalist James Nachtwey; Tasneem Ahmar, an activist and journalist promoting the positive image of women in Pakistan's media; and RAMAK, a network of 41 community radio stations in Haiti.



(right): Thapchai Yong, Managing Director of Thailand's first independent public service broadcaster

Mr Thapchai was recognised for his leadership in moving the Thai Public Broadcasting Service forward to show thought-provoking and knowledgeable programmes.

In his opening remarks at the ceremony, Internews board member Carlos Pascual, who is currently vice president and director of the Foreign Policy Studies Programme at the Brookings Institution, spoke of the right to freedom of expression and the dissemination of ideas enshrined in the Universal Declaration of Human Rights.

"We believe in a celebration of these values at a time when there is conflict and struggle in the world, and where the rights of people to express themselves really does make a difference," Pascual said.

We will miss Bala



Mr R Balakrishnan, founding Director of the Asia-Pacific Institute for Broadcasting Development (AIBD), died on 25 May 2009 in Kuala Lumpur. AIBD members and partners attending the Asia Media Summit 2009 in Macau paid tribute to his contributions by offering prayers.

Mr Balakrishnan, then the director of National Broadcasting Training Institute of Radio Television Malaysia, was very much involved in the establishment of AIBD in 1972, leading efforts to secure the consent of governments in Asia-Pacific to recognize and accept the Inter-Governmental Agreement establishing the AIBD. He served as AIBD Director from August 1977 until December 1986.

On behalf of AIBD members partners and the Secretariat, AIBD Director Javad Mottaghi expressed his deepest condolences to his family and to all friends of AIBD who had the privilege of working with him.

New Initiatives with SABA



Members of the Afro-Asia-Pacific Media Partnership Committee reviewed current joint projects and agreed to implement new initiatives to strengthen collaboration of broadcasters from the two continents, among them, training activities on youth journalism, and on sports and peace programmes.

Discussed during the meeting on 24 May 2009 were the TV co-production in 2009 on children programmes entitled "I Am..."; the Asia Media Summit 2010 in Beijing, Global Media Center for Development and participation in the Asia-Pacific and Europe Media Dialogue this coming November in the Netherlands, and the World TV Awards.



Left: Bijayecoomar Madhou, President of the Southern African Broadcasting Association

Bijayecoomar Madhou, President of the Southern African Broadcasting Association (SABA) and Director General of Mauritius Broadcasting Corporation, chaired the session. He said that Africa needed assistance in education, health, cultural dialogue and conflict resolution, and SABA was ready to intensify its partnership with AIBD and other institutions in these fields.



(From left): Elizabeth Smith, CBA Secretary General, Maldives Minister Waheed and Bijayecoomar Madhou, SABA President

AIBD President, Thoyyib Mohamed Waheed, Minister of State for Tourism, Arts and Culture, Department of Information, Maldives, assured SABA of the Institute's continued support, a commitment shared by Mr Cao Yin, chairman of the AIBD Strategic Plan Team and AIBD director Dr Javad Mottaghi.

About 22 officials from SABA, AIBD and partner institutions joined the meeting as one of the sidelights of the AMS in Macau.

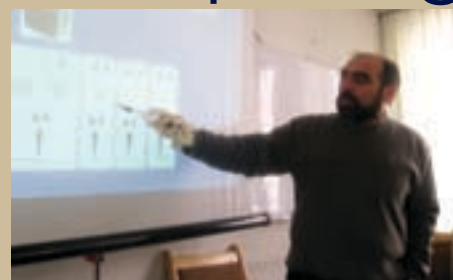
Producing Compelling Stories



Abdul Wahid Nazari, General Director of the National Radio Television Afghanistan (RTA) eyes more training programmes for Afghan media, particularly in news and children's programming and the establishment of a media academy.

"How do we tell good stories with good content and good pictures is what we need in the news department. How do we transform government events into interesting and compelling stories that our audiences want to watch and listen to? This is an issue that future training programmes must address," Nazari said in an interview with the Broadcaster.

RTA was a recent recipient of 19 training programmes organised by AIBD and supported by the Islamic Republic of Iran Broadcasting and UNESCO from October 200 to February 2009. These programmes



covered, among others, radio transmitter, TV children's programming, radio studio engineering, internet, set designing, HDTV training, makeup, graphic design, training of trainers, and news reporting.

In each of these training programmes, some 15 RTA staff participated, gaining new insights and approaches to their skills. Nazari said the participants found them useful and productive. He also said that owners of media stations in Afghanistan need a change in mindset, especially in presenting many sides to a story. *"We need to find a middle way,"* he said.



Passionate Media Professionals

In these challenging and competitive media environment, how do we develop a competent and skillful media workforce? The *Broadcaster* interviewed two AIBD consultants and media specialists to provide some perspectives.



Dr Martin Hadlow, an associate professor at the School of Journalism and Communication, University of Queensland, Australia, says that we need to identify and train people with passion in media so that they can effectively address the demands of the changing and confusing media landscape.

"This means that the workers must want to do their work, not just see it as a job. The operator must not just be able to use the equipment, but must make a difference. He should know media, understand and live media ethics. It is that spark, that mystery, call it the x-factor that will make a difference," Dr Hadlow emphasized.



He said that such passion is difficult to cultivate, but the schools can help by developing students with passion in media to grow an inquiring mind, a desire to be different, and make a difference. *"Media managers must also be able to identify people with passion, and train them,"* he said.

For his part, Dr Drew McDaniel, Professor, Media Arts and Studies, Ohio University, USA, says a media company must be a learning organisation, able to create an organisational culture in which learning is valued and rewarded.

"Such organisation must create an environment in which people are encouraged and rewarded for knowledge, and sharing them. They must be motivated to develop their skills, thus enhancing their adaptability in these challenging times," Dr McDaniel pointed out.

He said that motivating people can come in many forms such as recognition, financial incentives, or release time for self-motivation opportunities.

AIBD Establishes Presence in Uzbekistan

Uzbekistan's largest public broadcaster, the National Television & Radio Company (NTRC), has decided to become a member of the AIBD family. In a meeting with AIBD director Javad Mottaghi during the Asia Media Summit, Mr Alisher Khadjaevm, NTRC chairman, said that his organisation needed training the trainers workshops as part of its initiatives to upgrade human capital.



(Left): Mr Alisher Khadjaevm NTRC Chairman, meets Dr Mottaghi

A new college has been established in Uzbekistan, but Alisher said it did not have enough expertise to train broadcasters. *"We are calling on AIBD to provide experts to provide that training soon, and NTRC is willing to assist to make this possible,"* he said.

Dr Mottaghi responded positively and said that AIBD was ready to send trainers as soon as the membership was finalised. Training could start by early next year. He said that he was prepared to go to Uzbekistan to pursue media partnerships with NTRC and tap projects that would benefit the media people in the country.

It was Alisher's first involvement in the Asia Media Summit. He expressed interest to study the possibility of hosting AIBD-organised workshops and conferences in his country.

Simple Languages on the Web

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

In web journalism, what types of news and current affairs topics are suitable for websites and how do you reach various target audiences? How do you plan, research and write online articles dealing with current affairs topics?

Teaming up to address the skills necessary for web journalism, AIBD and the Deutsche Welle (DW-Akademie) conducted a regional workshop from 4 to 22 May 2009 at the Institute for Tourism Studies, situated in Colina de Mong ha in Macau, China. Support also came from the Teledifusão de Macau (TDM).

Participants were nine Asian broadcast journalists from Bangladesh, Bhutan, Indonesia, Laos, Maldives, Myanmar, Philippines and Vietnam.

The three-week training workshop introduced web journalism and web 2.0, and served as a platform to exchange information, ideas, knowledge and experiences. The basics, ethics, skills and strategies for web journalism were the core subjects of the workshop.

Participants were trained how to deliver clear information, to translate expert talk into simple language online and to provide the users with the relevant facts and background information.

The workshop raised concerns about journalistic rights for web journalism, sharing the roles of media, "web journalism" vs. "blogging" and technological divide. The trainers used Metaplan techniques, group work, discussions and role-play to keep the workshop lively and attract the participants' interest.



Participants felt that the workshop gave them the confidence to engage in web journalism, improve writing skills and be more comfortable with using computers and Internet describing it as a success. They also said that the workshop was useful, interesting and enriching, as they were exposed to all aspects of Internet journalism and gained lots of online writing skills and knowledge. They also learned new methods to create online special articles integrated with multi-media elements.

The media trainers and consultants were Mr. Thorsten Karg, Project Manager/Media Trainer, Mr. Kyle James, Journalist/Media Trainer and Mr. Marcus Bösch, Journalist/Media Trainer from Deutsche Welle (DW-Akademie).

TV News Anchoring in the International Style



Dalton Tanonaka, anchor for Metro TV, Jakarta, Indonesia discussed the International TV News Style Guidebook he compiled and wrote in a workshop on this subject on 13-15 July 2009 in Mauritius.

The guidebook which he shared with participants covered topics on style guide from A to Z, scripting style, package production, the art of interviewing and breaking news. Dalton and the participants

also examined the overall news philosophy and ethics as practiced at the Mauritius Broadcasting Corporation (MBC). There were six (6) MBC personnel in attendance – Geeta Bhugeloo-Soonarane, Sadhna Teluckdharry, Valery Kallee, Claudette Geoffroy, Tasleemah Joomun and Shanabye Babajee.

On day 2, a new group of four (4) participants joined the workshop, namely;



Dhiraj Kumar Dil Boodhna, Satyen Bhuruth, Kavish Pultoo and Avitash Bissootdojal, mostly technical/news producers interested to learn more on international standards and working with their anchors.

Dalton met MBC Director-General Bijaye Madhou, Director of News Indra Datta Ramyeed and the company's chief technical director and discussed some recommendations such as improving substandard studio audio and lighting, and introducing an international-style programme and external distribution, which the group received positively and offered more opportunities for mutual cooperation.

"The MBC participants were eager, inquisitive and concerned about their profession and jobs. Because MBC is the only broadcaster in the country, the lack of competition may have created a sense of complacency for some. The outside perspective and advice this AIBD seminar provided seemed valuable to all," Dalton said.

More Dialogues on Culture

The Arab States Broadcasting Union (ASBU) has recommended more dialogues on issues dealing with culture to enhance understanding and engagement among culturally diverse people. Topics in fora such as the Asia Media Summit and the Asia-Pacific Europe Media Dialogue, which the AIBD helps organise, can include, among others, media and culture, and religion and culture.

The suggestion came from Dr Riyadh K Najm, Deputy Minister at the Ministry of Culture and Information, Saudi Arabia, and President of ASBU, during the 3rd meeting between ASBU and AIBD in Macau on 24 May 2009. He said that more Arab

participants would be attracted to join these fora.

At the meeting, which Dr Riyadh Najm chaired, ASBU members committed to provide a list of Arab trainers who can be tapped to provide capacity building exercises in AIBD-ASBU organised training programmes in the region. AIBD also pledged to provide a list of its consultants for ASBU's approval.

"Let us use more of our local expertise in training," Dr Najm said. But ASBU said that external consultants and trainers could be availed of to enhance knowledge. For instance, AIBD Director Dr Javad Mottaghi said that two Chinese consultants were coming to the region in July to share expertise on entertainment programmes.

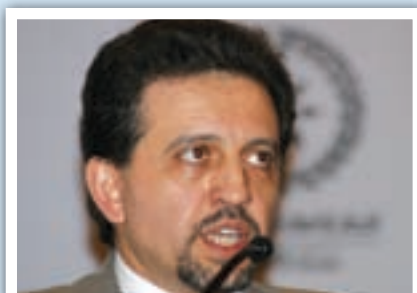
Dr Mottaghi appealed to ASBU to encourage its members to join the Asia-Pacific-Europe Media Dialogue in the Netherlands this November, the Asia Media Summit in Beijing in 2010 and other similar gatherings to expand the dialogue and enhance engagement. He



also requested more Arab participation in the World TV Award with the topic 'Promoting Religious Understanding and Tolerance.' ASBU has been a partner and sponsor of this Award.

Other topics discussed in the meeting were the themes for the Asia Media Summit in Beijing, the international joint production entitled 'I Am...', the Global Media Center for Development, and the training needs analysis in Saudi Arabia, Mauritius and Syria.

ASBU and AIBD agreed to meet again in December in Tunis.



Media Quality Management Standards: *a Relation of Trust to all Stakeholders*

By **Mr Guillaume Chenevière**
Media and Society Foundation



Under the banner of the Swiss-based Media and Society Foundation, media professionals representing every facet of the industry in every region of the globe are promoting quality management standards specifically developed and designed for the media.

On 25 May 2009 as a pre-AMS summit workshop in Macau, China, AIBD and the World Radio and Television Council (WRTVC) organised a Regional Workshop on Media Quality Management. Twenty four participants attended this workshop to explore the practical implementation of quality management systems in radio stations, TV channels and Internet content production units according



to the requirements of ISO 9001 and ISAS BC 9001 international standards.

Based on ISO 9001, ISAS BC 9001 (for broadcasters and Internet content producers) and P 9001 (for print press) covers all aspects of media management : quality of information and other contents, ethics, transparency and independence, relationships with the public, advertisers, suppliers and public authorities, audience research, HR, work organisation and infrastructure. The standards' guidelines list universally accepted good practices of media management for each of these thirteen chapters.

Trans TV, of Indonesia, Latvijas Radio, of Latvia, and Canal Once, of Mexico, have been certified; Radio-Fribourg/Freiburg, of Switzerland and LCP of France are close to certification. Other media companies in Chile, Fiji, France, Hungary, India, Iran, Malaysia, Mexico, Peru, Rumania, Slovenia, Sri Lanka, and Switzerland are at various stages of media quality management development.

All media, be they print, broadcasters or new media content providers, need a media



quality management system providing transparency, accountability and credibility. Leading examples such as *The Guardian* prove that, contrary to traditional views, transparency is the surest guarantee of media independence based upon a relation of trust with the general public and other stakeholders.

Once a sufficient number of quality media worldwide adopt them, the ISAS BC and P 9001 standards will become a must for all the good guys in the industry, instruments of self-improvement towards better quality content as well as commercial success, and tools to be recognised as a reliable service to society.



Transition Challenges Towards PSB

Officials of the Thai Public Broadcasting Service (TPBS) recently met a group of public service broadcasting specialists from 10 countries to discuss the many challenges of transitioning to a truly public service broadcasting model.

Mr Thepchai Young, TPBS Managing Director, said his team was working towards improving understanding and acceptance of PSB within its organisation, seeking recommendations



(Right): Mr Thepchai Young, TPBS Managing Director

on how to strengthen its initiatives towards implementing the PSB law in Thailand. His team was also interested in reaching out to the younger population, which comprises the growing number of TV audiences.

The specialists recommended greater management involvement and staff engagement in the implementation of the new model, introduction of a multiplatform delivery of programmes, and initiatives to establish a clear break from the old to the new image of TPBS.



TPBS was established on 15 January 2008 as Thailand's first public and commercial-free broadcaster with the mission to provide innovative and comprehensive broadcasting services of high standard based on the code of ethics, public interest and cost effectiveness. Its budget, around US\$ 7 million annually, is sourced from the excise taxes on tobacco and alcohol.

Among those present in the meeting held on 25 May 2009 were Chu Hui Ping, CBA Consultant, Phil Molefe, President of the South African Broadcasting Corporation, Riyaz Sayed-Khaiyum, CEO of Fiji Broadcasting Corporation, Mano Wickramanayake, Group Director, Electronic Media Business and Board Director of Maharaja Group, Sri Lanka, Rajendra Sharma, Deputy Executive Director, Programmes Radio Broadcasting Service, Nepal, and Kumar Abeysinghe, Chairman of the group of PSB experts responsible for the review of the AIBD's new book on a guidebook on an Asia-Pacific Approach to Public Service Broadcasting.

Web Journalism: How Society Changes Media

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

The Regional workshop for Web Journalism was one of the pre-summit events during the Asia Media Summit, which was organised by AIBD in Macau-China on 24 May 2009.

Twenty-eight media professionals from Afghanistan, Bangladesh, Bhutan, China, Fiji, Hong Kong, Indonesia, Laos, Maldives, Mauritius, Myanmar, Nepal, Palestine, Philippines, Russia, Sri Lanka, Sudan, Thailand and Vietnam participated in this workshop.

The one-day workshop focused on how society changes media, the developments in the Internet media and its consequences for the public.

The workshop showed the way in which the Internet has changed the face of journalism: Internet users can not only research facts; they can also publish texts on the net. Anyone can be a journalist. Anyone can write a blog, participate in online discussions, forums or chats and there is no editor-in-chief or publisher to correct, hold back or re-write the texts. Only the individual is responsible and will have to bear the consequences for what he or she has published.

In the morning, the workshop discussed the following questions: What would you want to take home from this workshop? How can we connect better with the



audience? How do people connect each other in society? How can we be trusted partners and how can we add value?

In the afternoon, participants were divided into groups to establish problems and solutions for the following topics which were resulted from the discussions: solutions for survival, ethics of online journalism – how to maintain credibility and trust, business models, language diversity of local and foreign language, access to technology, social media, connecting through mobiles and visual radio.

Each group carried out the brainstorming, writing the problems and solutions for particular topics and the workshop was successfully ended with the presentations of their work.

Mr Thorsten Karg, Project Manager/Media Trainer and Mr Daniel Hirschler Journalist/Media Trainer from Deutsche Welle's DW-Akademie conducted the workshop.



Broadcast Australia Operates Australian DAB+ services

Digital broadcast specialist, Broadcast Australia, has been recently awarded contracts to provide ongoing operations and maintenance of public and commercial digital radio services in Australia's five largest capital cities.

In March, the company signed a 15-year agreement with the two public broadcasters, ABC and SBS, for the provision of fully managed DAB+ services in Melbourne, Sydney, Adelaide, Perth and Brisbane. This was followed in May by operations and maintenance contracts with five joint-venture companies representing commercial radio networks in the same five metropolitan areas.

According to Clive Morton, Broadcast Australia Engineering and Field Services Director, the company will leverage its world-leading Network Operations Centre (NOC) and history of digital broadcast excellence to provide world's best practice availability and technical performance of the DAB+ services.

"Located at our Gore Hill transmission site in Sydney, Broadcast Australia's NOC provides centralised monitoring and forward control of all our transmission sites," Morton said. "It allows us to strategically and effectively manage the ongoing performance of our entire network, including the new DAB+ services. We can respond remotely to issues and mobilise field teams within minutes if required-plus keep our clients informed as to the live status of their broadcast."



AIBD and its media partners shared best practices and experiences in upgrading and modernising media archives so that their utilization and application become more effective and efficient.

The information sharing took place at the seminar on "Digital Audiovisual Archive" organized as a pre-summit event of the Asia-Media Summit 2009 in Macau. Support came from TDM, NHK and CCTV. Those in attendance were 73 delegates from 27 countries including nine distinguished speakers who shared their valuable knowledge and experience on the archive systems of NHK, CCTV, Saudi Arabia Television & Radio, VTV, RTHK, and MBC & GMCD.

NHK experience

NHK has digitized about 180,000 hours of programme from about 450,000 hrs of content in its archive. The archive contents are being used as footage, as material and as a whole programme for broadcasting including on-demand service through Internet. Rights management, digital restoration using modern technology, illegal copy protection, etc. are some of the key features of NHK archive.



Mr Masaya Maeda, Principal Programme Director, Copyright & Archives Center, NHK

CCTV's Most Important Asset

CCTV has established an asset management system which has the following functions – i) collection and regulation; ii) digital retrieval & restoration; iii) network management of the entire workflow; iv) pay-to-use of the materials. The demands for the construction of CCTV Audiovisual Archive are for (i) scientific storage of valuable audiovisual archives, (ii) sustainably increasing production of programmes, (iii) searching and using of audiovisual archives & (iv) high quality media assets management. The designed capacity of CCTV Audio-Visual Archive (CAVA)



Ms Wu Lili, CCTV Audiovisual archive

Audiovisual Archives –

Flying with the Wings of Data



Ms Zhang Shuang, Deputy Section Chief

is broadcast technology independent and supports MPEG2, MPEG4, MOV, DV, AVI.

SATR' Ambitious Archiving Project

Saudi Arabia Television & Radio is implementing an ambitious digital archiving project covering about 270,000 reels of videotapes and 500,000 reels of audiotapes. Its salient features include an automated flow with open architecture; historical content processing and daily-production eco system for TV programs and radio programs; assets archive virtualisation and visualization with tiered archive structure; Integration with existing legacy database with both Arabic and English language support; automated mirror off-site backup between Riyadh and Jeddah; Interoperability and scalability for future service/influence extension.



Dr Riyadh K Najm, Asst. Deputy Minister, MCI Saudi Arabia

is 1M hour storage including 300 hrs/day uploading, 300 hrs/day cataloguing, 30000 hrs/day downloading. At present, CCTV owns 1,180,000 tapes in various sizes. 625,000 tapes have been digitized, which accounts for 53% of the entire archives.

RTHK System of Archiving

RTHK archive consists of film and video, audio, photo, reference and web content. Each type of archive uses a different system to store the meta data and all are not inter-linked. There are almost 200,000 videotapes, about 2 million photos, close to 400,000 music records and radio programmes and almost 800,000 items in reference materials. Visual materials come in different formats: Betacam tapes, 16 mm film, DV, HDV, HDVCAM etc. Audio materials comes in different formats: vinyl disc, open reel, metal 18 inch disc, cassette, CD, MD, DAT, LD etc.

VTV and MBC

VTV archive center has over 3000 reels, 25000 videotapes and 15202 photos. MBC, Mauritius, has around 21000 hrs of backlog audiovisual programs, 2500 TV programmes (~1500 Hours) already archived under AIME. The AIME archive is an open standards design using Dublin Core Initiatives. It is Platform independent and supports Windows, Linux, Web based application, etc. It supports open-source application- Java, MySQL, XML, etc. It



Ms Miranda MW Chan, RTHK

AIDS is **NOT** Going to Go Away Soon; Media can Help



Media coverage of AIDS and HIV tended to be sensational, and limited to World AIDS Day, an initiative that will not be enough to address the startling AIDS epidemic in the region.

"AIDS is not going to go away soon," Dr Prasado Rao, Director of Regional Support Team at Asia and the Pacific, UNAIDS, told delegates to the 2nd Annual GMAI/ AMAI/ UNAIDS Regional Seminar on HIV and AIDS held in Macau on 25 May 2009.

As AIDS was largely determined by the sex trade, Dr Rao said that in Asia around 75 million men visit sex workers; 10 million women are involved in the sex trade; 50 million women are married to men who have visited sex workers.

In his keynote address read for him by his associate, Dr Jinqlin He, Dr Rao said there were many barriers, which prevented messages reaching actual and potential victims, among them, political and legal barriers, perceptions, beliefs, stigma, resources, oversight, capacity and civil society engagement.

He suggested a number of possible roles for the media – they could address fears and misconceptions through accurate information; they could humanise the infected and affected persons and perhaps above all they could keep the AIDS issue alive.

Other speakers included Ms Nguyen Thu Ha, Deputy General Director, O2 Television in Vietnam, who spoke on the need for more media training in the way they present AIDS and HIV. She urged more videos of positive image; and Ms Moneeza Hashmi, General

Manager HUM Television Pakistan, who called for increased proactive coverage, and creativity in overcoming the difficulties they encountered. She reiterated that one size did not fit all – each country would require its own solution.

Mr Ole Hanson Advocacy Adviser, UNAIDS China said that to help address AIDS, behaviour change was the only way ahead and media has an essential part in this process. For instance, he said that journalists often reported HIV stories about those who were infected without having met them or talked to them; this needed to change.

As Indonesia has only 0.03 percent of its population inflicted with AIDS, media do not care much about this problem. At TVRI, Indonesia, Ms Cosmalinda Simanjuntak from TVRI said that it does not have any medical programme dealing with AIDS; the first and necessary step was to create a relevant strand of programming in their schedule.

Mr Savyasaachi Jain of the Thomson Foundation suggested that journalists needed to know their territory; They needed to use medical terminology which was easy

to understand and statistics which were contextualised and relevant.

In a special address, Mr Henrikas Iouchkiavitchious Vice President of the Eurasian Academy of Television and Radio, said that changes of attitude were badly needed. Good quality sex education could be helpful and the evidence was that it did not increase the number of sexual partnerships.

On the impact of AIDS on children and women, Dr Sadhanna Raut, Additional Director-General, All India Radio India, said that accurate reporting was vital; with it went the need to avoid value laden words. It was also desirable for those with HIV to be able to participate in discussion of matters that concern them.

Ms Nuntawun, Lecturer in Health Communication Department, Faculty of Communication Arts, Hua Chiew University, Thailand, reported on Thailand's AIDS situation, saying that new infections had declined by 90%, but still about a million people are infected.

Ms Ma Jing Deputy Director, CCTV9.China, reported that about 700,000 people were living with HIV in China. Fifty percent did not know they were infected. *"It was crucial to share and discuss the issues of stigma and discrimination,"* she said.

Mr Asoka Dias, Director of MTV channel (Pvt) Ltd, Sri Lanka suggested that media needed to think out of the box and be simple; No slick communication was needed to communicate about AIDS. He also said that the media should work closely with those with whom they were trying to communicate. Those in the media must ensure that their agenda matched the agenda of the audience.

Ken Clarke Group CEO media Niugini, GM Commercial Fiji Television, said that it was important for all to understand the effect of HIV both on individuals and on the companies involved.

Mr K P Madhu, Programme Manager of AIBD stressed that broadcasters should use appropriate language in dealing with this issue; they needed to be comprehensible, accessible and to avoid jargon. The language must also be non-discriminatory, gender sensitive, to avoid negatives and avoid sensationalism.



More Global Visibility for AMS

The AIBD Strategic Plan Team (SPT) urged more global visibility of the Asia Media Summit, saying the event was in the right direction in providing a venue for global dialogue on media and development issues among media stakeholders. The SPT also called for more initiatives to expand AIBD's networking with international partnerships. The SPT Team led by its chairman, Mr. Cao Yin, Deputy Director-General, Foreign Affairs Department of the State Administration of Radio, Film and TV (SARFT), congratulated the AIBD Secretariat for a job well done in the last AMS.

Quality Management System

Dr. Javad Mottaghi presented a report on the AIBD activities to include the initiatives to improve the quality management system of the Institute. He said that the AIBD has applied for ISAS BC 9001 and ISO 9001, and started working on the requirements since May 2008. The procedure for ISO accreditation will take around two years.

International Partnerships

Other issues taken up were the report on international partnerships, which have been successful. Dr Mottaghi said that the Institute has formed various media partnership committees with Africa, Europe and ASBU to enhance engagement. In some cases like the African Union of Broadcasters (AUB), a MOU has been signed. He said that various projects have emerged from partnerships with ASBU, SABA, AUB, CBA, ABU, EBU, UNESCO, UN-ESCAP, ITU, UNAIDS, UNIFEM, GTI, CIDA, ASEF and GMCD.

GMCD

One of AIBD's newest projects is the Global Media Center for Development (GMCD). A self-funded company was set up between AIBD and the Worldview Global Media to pursue GMCD initiatives, among them the creation of a repository, in the region as well



as in other continents. Before launching a full repository, the GMCD has started with a pilot project in Mauritius with the Mauritius Broadcasting Corporation (MBC) to test out how the repository can use media materials for educational purposes.

Progress on the Mauritius project was presented at the GMCD Pre-Summit event in Macao on the 25th of May 2009.

Dr Mottaghi also reported on the global TV Co-production for Children TV programmes entitled: "I Am," and on AIBD's partnership with ASEF in Singapore and CBC, Canada on cultural diversity.

Regional Initiatives on AIDS & HIV

On the regional activities on HIV & AIDS, AIBD has partnered with UNESCO to create the Young TV producers network in Asia. The Institute organised four sub regional workshops in seven years and trained more than 50 TV producers. It has also created a bank of more than 35 mini-documentaries that could be shared amongst all members.

With the formation of AMAI, AIBD could expand and intensify the activities related to HIV and recently nine in-country workshops were conducted in a span of eight months, training more than 120 producers. ABU, as part of the AMAI secretariat, will follow up with a regional workshop with selected trainees and co-production of mini-documentaries and distribution. This helps to forge closer ties between ABU and AIBD.

With the support from UNAIDS Geneva, AIBD in collaboration with international experts has drafted the Minimum Quality Standards for HIV Communication, targeting managers of media organisations, including print and Internet. The exercise has added experience and expertise in AIBD and the outcome provides support for training and quality co-production.

With the support from UNESCO, AIBD has also created a HIV and AIDS Handbook for TV Trainers and Producers, which will help lead to the international acceptance of AIBD as a lead training Institute for HIV and Media related issues.

Future AMS

The Strategic Plan Team was briefed on the venue and host country for the AMS from 2010 to 2013. In short, Beijing would be hosting the AMS in 2010. Hanoi in 2011 followed by India in 2012 and Indonesia in 2013.

MCIT, Indonesia is willing to host the AMS in 2013 preferably in Bali, back to back with the World Summit on Media for Children (WSMC) to save them energy and money. This was announced by Mr Freddy H Tulung, Director General of Communication Media and Information Dissemination, Ministry of Communication and Information Technology (MCIT), Indonesia, in his capacity as Chairman of the AIBD Executive Board.



2nd Edition of

“I AM...” *Now in Production*

By **Juliette Vivier**, Programme Manager, AIBD

The international co-production “I am...” series of short TV programmes for children is now in production. This project gathers producers from Asia, Africa and from the Arab world, each one producing one episode focused on a child.

AIBD will collect all the episodes and edit a series of free top air broadcast materials for each participating organisation. The series is for and about children with a view to strengthen cultural diversity and create a better understanding among children about various cultures and school of thoughts. The series intends to enhance the voice of children by saying « I am... »!

Before launching the production, AIBD, ASBU (Arab States Broadcasting Union) and SABA (Southern African Broadcasting Association) organised three identical workshops for preparing the “I am...” production and for exploring, more generally, children’s TV programmes production. The workshops took place in Tunis, Tunisia, Kuala Lumpur, Malaysia and Johannesburg, South Africa.

AIBD, ASBU and SABA with the support of the Islamic Broadcasting Union (IBU), the Commonwealth Broadcasting Association (CBA), the French Ministry of Foreign affairs and the Children & Broadcasting Foundation for Africa (CBFA) brought together 43 producers from 27 countries: Tunisia, Algeria, Sudan, Syria, Palestine, Qatar, Egypt, Morocco, Yemen, Lebanon, Afghanistan, Bangladesh, Bhutan, Indonesia, Iran, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Thailand, Vietnam, Kenya, Benin, Malawi, Lesotho, Mozambique and South Africa.

Workshop in Johannesburg, South Africa:

Producers are now producing their own “I am...” programme, all in all a total of 30 episodes, which means a 90-minute series programme. The final delivery is scheduled in December 2009. You could follow-up the production phase development on www.aibd.org.my/iam



Working groups with children at KL workshop



Partnership Committee for Media Development

The AIBD and its international partners agreed to set up the Partnership Committee for Media Development (PCMD) tasked to come out with an action plan to push media development in the region. It will meet once a year during the Asia Media Summit.

Among its tasks may include increasing the awareness of top level people, including officials at the UN, by setting up a meeting and encouraging them to draft a tangible action plan for media development and for the MDGs. The Committee may also assist in beefing up efforts towards the successful holding of the forthcoming Heads of States Summit. It will also move to expand the partnership by inviting other parties interested in media development.



(Left): Walter Fust of PDC



(Right): Hugues D Annoux, of Worldwide Global Media SA

Walter Fust was unanimously elected as chairman and Hugues D Annoux, chairman of the Worldwide Global Media SA, and Eun Ju Kim, Senior Advisor for Asia & the Pacific, ITU Regional Office in Bangkok as vice chairs. AIBD will serve as the secretariat.

AIBD Director Dr Javad Mottaghi proposed the creation of this Centre during the forum between AIBD and some 30 international partners held a day after the Asia Media Summit in Macau.

Mr Fust agreed to chair the Committee, saying, "either we do it right or we don't in pursuing media development." "We need to move ahead. Time is our ally and the enemy. We need to prepare and reach out. We will use part of new media to communicate."

At the start of the forum, AIBD President Mr Thoyyib Mohamed Waheed, Minister of State for Tourism, Arts and Culture of Maldives, cited the need for AIBD to come up with a new strategic plan in addressing new media developments in the region.

'Let's Move Ahead'



Maldives Minister Thoyyib Mohamed Waheed



Mr Cao Yin of SARFT, China

He stressed that we need to look at media development indicators to aid us in assessing media development in the region. They include:

1. The system of regulation and control, meaning the legal policies and regulatory framework that protect free expression
2. Plurality and transparency of ownership
3. Media as a platform for democratic discourse
4. Professional capacity-building and support for the development of a professional organisation
5. Infrastructure capacity – public access and distribution of information

Mr Cao Yin, Deputy Director-General, International Cooperation Department, SARFT, China, and Chairman of the AIBD Strategic Plan Team, said that it was important for AIBD to strengthen its position as a center of excellence that promotes a vibrant broadcast industry in the region.

In his keynote address, Dr Abdul Waheed Khan, Assistant Director-General for Communication and Information, UNESCO said that the presence of so many partners in the gathering reflected the remarkable changes and remarkable management of change at AIBD.



Dr Abdul Waheed Khan of UNESCO

In discussing media development strategies for the region, Freddy H Tulung, Director General at the Ministry of Communication and Information technology, Indonesia, proposed more initiatives towards migrating to digital, which his country is adopting. Riyaz Sayed-Khaiyum, CEO of Fiji Broadcasting Corporation, recommended that media keep the MDGs on top of their agenda.

Mr Otto Evjenth, executive director of GMCD, Otto stressed that it was time for doing and getting into action rather than talking. "What concrete action can we take to address MDG?" he asks.

Hughes B d'Annoux said we needed to review regional approaches in safeguarding audiovisual archives, and their relevance. He also suggested that an informal group examine the media landscape in 15 to 20 years, which AIBD could help draft.

... continued on page 28

... continued from page 27
(Let's Move Ahead)



Mr Walter Fust, Chairman of UNESCO-IPDC, proposed something similar, urging the AIBD to set up a vision for new media for 2020 to include, among others, the financials and management issues.

Dr Javad Mottaghi responded by citing the Institute's work including an action plan in this regard since 2003. He said that with the assistance of international partners, AIBD could develop a new plan for the future.

Other strategies discussed included more media reporting on the uneven allocation of budgets by some countries between the military and education, and on the MDGs, not just in measuring their impact, but also in looking at government and people participation as well as process in implementing the MDG goals.

"Media needs to speak loudly on these and it needs to be really free," said Henrikas louchiavitchious, Adviser to the UNESCO Director General.

Minar Pimple said that media was essential as an advocacy partner and it needed to be an organic partner. No development money was being put in media development. He suggested that MDGs should go beyond the aggregate trends and data, target marginalized sectors, produce compilation of MDG case studies as an advocacy tool and identify improvements and changes in policy and legislation supportive of MDGs.

Dr Eun Ju Kim, Senior Advisor for Asia & the Pacific, ITU Regional Office in Bangkok, said that media development issue should be discussed more often in meetings and dialogues between the North and South. Another strategy she cited was for more focus on climate change as well as greater technology access, which ITU is pursuing. It is also planning to implement in the next four years technology in human capital development-e health, gender empowerment, youth and children.

Mr Guillaume Chenevière, President of the Media and Society Foundation, Switzerland, said that journalists underestimate the impact they can make. *"We need to take media as partners and listen to their voices. Media development should be in their agenda to regain the trust and confidence of society, and thus be able to help make changes in society. One way is by pursuing the media quality management system,"* he pointed out.

Ms Janet Boston, Director of The Thomson



(From left): Elizabeth Smith of CBA & Janet Boston of Thomson Foundation

Foundation, stressed that imagination was the way forward and recommended more engagement between the many partners. She said media should pay more attention on the environment, the millennium economic systems and bio diversity.

Dr Helmut Osang, Head, Asia Division of DW Media Akademie in Germany, also urged more MDG visibility in media, involving people and giving voice to the voiceless. One way was to give importance to radio, which Dr. Khan said was not getting enough attention even at the United Nations.

For his part, Rajendra Sharma, Deputy Executive Director, Programmes, Nepal Radio, said media needed to deconstruct the development of MDGs into small chunks so that they could be used for reporting and training media, to educate media practitioners on development issues, making development 'sexy'- and to find compelling ways of telling MDG stories.

The PCMD will meet again at the Asia Media Summit in Beijing in 2010 to examine the proposed action plan for media development.



FBCL Upgrades its Technical Infrastructure

The Fiji Broadcasting Corporation Limited (FBCL) is upgrading its technical infrastructure as part of its initiative to improve transmission and reach of its six stations. The feasibility study is now completed and FBCL is negotiating with the government for its implementation.



Riyaz Sayed-Khaiyum, CEO of FBCL, is calling on AIBD and its partners to assist in this upgrading project, which will cost about eight million US dollars. He said that despite the economic slowdown Fiji is experiencing, FBCL is going ahead with the upgrade to make the company more competitive and attractive to advertisers.

FBCL has allocated more time and resources in attracting commercial advertising to improve operations and expand its business. In 2008, the company generated profits, and for the first time in its history rewarded its 120 staff with a bonus.

In an interview with the Broadcaster, Riyaz said that additional resources have enabled FBCL to do more corporate social responsibility work. In January 2009, FBCL organised and delivered 40 containers of food items and clothes for distribution to Fijians affected by the recent massive floodings, the worst in the country's history. It also conducted a Flood Appeal Concert and a Blood Drive for the flood victims."

"During the emergency, radio played a critical role in information dissemination and in gathering assistance for flood victims as power and water utilities were destroyed for almost a week." FBCL was in the center of all of these, and we are happy to give back to the community," Riyaz pointed out.

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