



**AIBD / PACMAS Regional Workshop on
Pacific Communication Broadcast Technicians
17 - 19 September 2012
Apia, Samoa**

PROJECT OUTLINE

Background

Many broadcasters in the Pacific struggle to keep their stations on air and to deliver an audible signal to rural audiences. Equipment and facilities provided at the time of independence in most countries have reached the end of their expected life. Inadequate budgets (operational and capital), limited revenue opportunities, organizational and technical challenges hinder their capacity to fulfil their mandate.

Stations are forced to cannibalise old equipment in order to remain on air. Technicians have little contact with other colleagues. This professional isolation prevents access to knowledge and advice on problem solving and equipment purchase.

It is recognized that unless there are improvements in the management of technical resources, and developing the capacity of technical people, large numbers of Pacific Islanders will continue to be deprived of essential public interest broadcasts.

Objectives

To support and develop the technical capacity of Pacific broadcasters so audiences have improved reliability and access to public interest content. Where appropriate, advances in digital technology will be explored, including opportunities offered by the Pacific Digital Strategy. The development and implementation of a Pacific wide training and accreditation technical training program will also be pursued.

Profile Of Participant

- Heads of technical departments or the senior most available engineering person with decision making capabilities.