



**36TH ANNUAL GATHERING / 9TH AIBD
GENERAL CONFERENCE & ASSOCIATED MEETINGS**



26 – 29 July 2010, Macau-China

**Report of the 36th Annual Gathering / 9th AIBD General
Conference & Associated Meetings
26 to 29 July 2010, Macau-China**

**1. Opening and welcome remarks by the President of the
General Conference**

Drs. Freddy H. Tulung (Chairman for the Public Information Agency, Ministry of Communication and Information Technology of the Republic of Indonesia –MCIT) in his capacity as the Chairman of the AIBD Executive Board welcomed all delegates and partners to Macau, China and to the AIBD General Conference. **Mr Thoyyib Mohamed Waheed** (Minister of State for Tourism, Arts and Culture, Department of Information, Republic of Maldives and the President of the General Conference) was not present at this General Conference.

In the absence of the President and Vice President of the AIBD General Conference, Mr Mottaghi requested the consent of the General Conference to request Mr. Freddy H. Tulung to kindly chair this year's General Conference. The General Conference unanimously agreed and therefore, Mr Tulung was requested to chair the General Conference.

2. Adoption of the Agenda

The agenda for the 9th General Conference was unanimously adopted.

**3. Confirmation of the Report of the 8th AIBD General Conference &
Associated Meetings held from 20 – 23 July 2009 in Fiji**

The General Conference endorsed the report of the 8th General Conference held from 20 – 23 July 2009 in Fiji.

4. Director's Report

On behalf of the AIBD Secretariat, Mr Javad Mottaghi presented a comprehensive report on the activities of the institute that were implemented since the last General Conference in Fiji in 2009. He commenced his report by thanking all members, affiliates and partners for the invaluable support they have rendered to the AIBD secretariat in Kuala Lumpur. Referring to the hard working colleagues at the AIBD Headquarters in Kuala Lumpur, Mr Mottaghi said that the past 12 months was a successful period for the Institute where the partnerships and cooperation with new partners in various parts of the world were strengthened.

In his presentation he provided an overview to the history & background to the establishment of AIBD in 1977 initially with 13 full members and progress made during the period 1977 to 1998. He further elaborated on the amendments to the Agreement done in 2002 which made it possible for the Institute to introduce its new vision, mission, and objectives and to be a window for policymakers to access information to mass media and policy making. In doing so, AIBD has achieved critical improvements in implementing its program activities, collaborating with governments, international, regional and national broadcasting partners, introducing new projects and moving ahead to best serve the members since the last General Conference in Fiji in 2009.

He then elaborated on some of the activities that have been implemented during the past 12 months. Some that were highlighted were the ISAS BC 9001 Certificate, initiatives in Human Resource Development, International and Regional Media Dialogue, growing of the New Affiliate Memberships, Publications, World Television Award, Radio and TV Co-Production, and Finance.

5. Quality Management Certificate for AIBD, ISAS BC & ISO 9001

Mrs Manil Cooray (Deputy Director, AIBD) reported on the status of the ISAS BC 9001 Certificate since the time it was awarded in July 2009 by CERTIMEDIA ORG. (international consulting company, based in Geneva, Switzerland), specialized in quality management implementation and long-time partner of AIBD. The certification process itself was considered as an incentive which guaranteed its duration of validity. The process of external auditing was required to revalidate the certificate after every three years.

Mrs Cooray added that the certification aimed to improve the efficiency of AIBD's performance, and develop the skills of its expert staff in quality management and it enabled the institute to monitor, assess and improve the functioning of the management system and also to ensure the best sustainable quality to AIBD activities with the following objectives:

- 1) To be recognized as a quality organization and a media management specialist by getting ISO 9001 (included in) and ISAS BC 9001 international certifications;
- 2) To develop AIBD internal skills, in order to be able to advice and audit on ISAS BC 9001 implementation.

Mrs Cooray reported that the ISAS BC 9001 standard offered clear methodologies and rules to construct a quality management system complying with best management practices, among others the evaluation process whereby the measurement of members satisfaction on the performance of the activities of the Institute is a key factor to determine the quality of its training activities. She emphasized the continuous need for receiving feedback to measure the qualitative and quantitative evaluation of the activities and the performance of the related matters of the institute from the stakeholders, members and partners. She further elaborated on the implementation of the quality management system following ISO 9001 and ISAS BC 9001 requirements permitted AIBD to reinforce its organization and activities by developing a process approach, based on the creation of added

value (i.e. on AIBD services) on the analysis of clients' needs, decrease the operational costs by limiting the so called "non-quality costs", i.e. all indirect costs generated by internal errors, delays, lack of coordination etc.

She also reported to the General Conference that the external auditor from Geneva audited the performances of the Institute in April 2010, a year after getting the above-mentioned ISO 9001 and ISAS BC 9001 certificate. A few areas which required continuous improvement to mitigate risks were stated in the external auditors surveillance report. However, overall it was confirmed that the system is well established and is being in operation according to the ISO system as planned.

6. Human Resource Development

Mr Javad Mottaghi reported to the General Conference that AIBD has implemented 85 training activities within the period of 1st July 2009 to the end of June 2010 benefiting 1781 broadcasters. He made a comparison of the progress of the activities from 1998 to 2010 as achievements of the institute and mentioned that the credit for the success of these achievements goes to the members, partners and the Strategic Plan Team.

The details of the training activities over the past 12 months have been reflected in the GC and EXBO reports.

He further mentioned that Human Resource Development will continue to be the main focus of the Institute. He reported that the Institute recruited Ms. Natalia Ilieva as a Programme Manager. He added that Mr. K.P. Madhu, left AIBD in July 2010. He further reported the endorsement of the Extra Ordinary General Conference that Mrs Manil Cooray will handle the day-to-day work of the Institute in her capacity as the Deputy Director, while he is responsible for the whole Institute as it's Director until all financial matters were handed over officially to Mr Yang Binyuan, the Director Designate; once he assumes office and is based in Kuala Lumpur, Malaysia.

The General Conference endorsed the report of the Extra Ordinary Meeting of the AIBD General Conference held on May 2010 in Beijing, China. The report is attached as **ANNEXE 1**.

6. International and 12 regional Media Dialogues

6.1. Asia Media Summit 2010, Beijing, China

According to the Strategic Plan, AIBD has a mandate to encourage media dialogue and cooperation and to provide regional and international platform for dialogue in electronic media policies and development. In line with this Mission, Vision and Objectives and according to the long - term Action Plan, which was drafted by the Strategic Plan Team based on the outcome of the Bangkok Declaration, AIBD is playing a more assertive role to offer international platform and to encourage dialogue and cooperation in the electronic media policy. Mr Mottaghi reported that the Asia Media Summit was launched in 2004 and is considered one of Asia's premiere communication events. The AMS 2010 in Beijing, among other themes hosted nine (9) pre and post summit events in collaboration with AIBD's partners.

In his report Mr Mottaghi thanked and commended the SARFT – the State Administration of Radio, Film and Television (SARFT), People's Republic of China and in particular **H.E. Wang Taihua** (Minister of SARFT) and Mr Tian

Jin (Vice Minister of SARFT) for their invaluable support and contributions, their outstanding arrangements in hosting the AMS in Beijing which had some nine entirely different associated workshops with over 800 high caliber participants and two more meetings immediately after the Summit.

Mr Mottaghi informed the General Conference that the Beijing Asia Media Summit was the most important and the most successful summit that was ever organized since the inception of the Institute in 1977. The AMS 2010 in Beijing was successful in quality and content of its various sessions, level of participants; the number of high-ranking officials that attended the summit. Mr Mottaghi added that the total number of participants was 823 an achievement that will remain in the history of the Institute.

The Director of AIBD, also took the opportunity to place on record his sincere thanks and appreciation to **Mr. Cao Yin** (Deputy-Director General, International Cooperation Department –ICD, SARFT) for his endless support towards the AIBD and its activities and for his efforts in making the AMS 2010 a unique success. Others mentioned were all **members of SARFT**, including **Mr. Chang Jin** (Consultant and Deputy Director - Asia, Africa, and Latin America Department –ICD, SARFT), **Ms Claudia Qi Xiaochao** (Project Manager, Asia, Africa & Latin America Department–ICD, SARFT) and other colleagues who worked round the clock to make the AMS 2010 a resounding success.

Mr Mottaghi added that one of the highlights of the AMS was the participation of the **Honorable Liu Yunshan** as the Guest of Honor, who graced the opening ceremony and delivered a keynote address (Member of the Political Bureau, Secretary of the Secretariat and Director of the Publicity Department of the Central Committee of the Communist Party of China, People’s Republic of China).

His thanks were further extended to all members, affiliates and the AMS partners and sponsors for making it all possible and in particular to **Friedrich Ebert Stiftung (FES)** for the invaluable support rendered to AIBD.

Lastly he thanked his colleagues at AIBD for their outstanding endeavors and sense of teamwork and professionalism, with which they handled their task with a final word of appreciation to SARFT & Beijing for enabling to celebrate unity in diversity in such a historical environment. He then announced that based on the decision made by the Strategic Plan Team, the Asia Media Summit will be held in Asia on a yearly basis and the future AMS events will be organized as follows :-

- ❑ The AMS in **2011** will be hosted by VOV from 24 – 25 May in Hanoi, Vietnam
- ❑ The AMS in **2012** will be hosted by Thai PBS from 29 – 30 May in Bangkok, Thailand
- ❑ The AMS in **2013** will be host by the Ministry of Communication and Information Technologies, in Bali, Indonesia
- ❑ The AMS **2014** will be hosted by ASBU in one of the ASBU member countries in Asia in May 2014 – (TBC)

6.2 World Summit on Media for Children 2013 – Bali Indonesia

Mr Mottaghi informed the General Conference that the Ministry of Communication and Information Technology (MCIT), Indonesia will be hosting the AMS in 2013 preferably in Bali. The MCIT is also willing to host the World Summit on Media for Children (WSMC) in 2013 back to back with the AMS to save energy and costs. The World Summit Movement was inaugurated in 1995 in Melbourne. Since then, it has been held every three years. The Summit was held in 1998 in London, 2001 in Thessalonica, Greece, 2004 in Rio de Janeiro, Brazil, 2007 in Johannesburg, South Africa, and in 2010, in Karlstad, Sweden.

Mr Mottaghi reported that a regional Summit also took place in Toronto in 2000 and Feny de Los Angeles Bautista hosted a regional Summit in Manila in 1996. The World Summit on Media for Children in 2013 will be in Asia and our member; Indonesia will be hosting this great summit in Bali back to back with the AMS in 2013. He extended his thanks to **Drs. Freddy H. Tulung** (Chairperson for the Public Information Agency, Ministry of Communication and Information Technology, Indonesia-MCIT) and **Dr. Ir. Basuki Yusuf Iskandar**, MA (Secretary-General, MCIT) for their invaluable support.

Mr Mottaghi added that the Institute will continue to emphasize on the importance of media dialogue at the national and international level as stipulated in our strategic plan.

6.3. Asia-Pacific and Europe Media Dialogue in Amsterdam, 9 & 10 November 2009

Mr. Mottaghi reported that the 1st Asia – Pacific and Europe Media Dialogue was held at the UNESCO HQ from 11 - 13 September 2006. The second version of the intercontinental media dialogue took place from 3- 5 September 2007 in Bonn. The 3rd inter continental media dialogue took place from **9 – 10 November 2009 in Amsterdam** and was hosted by Radio Netherlands Worldwide (**RNW**).

Over 160 high- level media stakeholders attended the Intercontinental Media Dialogue in Amsterdam. The Amsterdam dialogue was full of innovation and interactive discussion with participants.

He reported that discussions were ongoing with broadcasters in Norway, Turkey and Russia for hosting the 4th and 5th Inter-continental Media Dialogue in 2012 and 2014.

7. Progress report on Regional and International Radio and TV Co-Production

The report of the TV Co-Production was presented to the General Conference. TV Co-Production entitled "I am....." implemented in collaboration with ASBU, IBU and SABA, expanding the network of the Young Asian TV producers on HIV & AIDS by implementing a series of in-house workshops, more initiatives on open space and world café format of activities, new publications, and joint venture projects with European, Arab and African countries.

7.1 International TV Co-Production on: "I am....."

Mr Mottaghi reported that AIBD has successfully launched several TV Co – Productions over the past few months which included a TV mini documentary

on children programmes, titled "I am..... " For 2009, AIBD, SABA and ASBU worked together to take this project global and encourage media to promote diversity of visions, values, beliefs and thoughts. Therefore, AIBD, SABA and ASBU with international partners organized the second "I am..." co-production in 2009, in collaboration with the Commonwealth Broadcasting Association (CBA), the Islamic Broadcasting Union (IBU) and the Children & Broadcasting Foundation for Africa. AIBD, SABA, ASBU and their international partners brought together 46 Children's TV programme producers from 28 countries in Asia, Africa and the Arab countries to participate in this international co-production of short programmes series for Children.

Mr Mottaghi also reported that before launching the production, AIBD, SABA, ASBU and their international partners hosted **3 regional workshops** in Tunis, Kuala Lumpur and Johannesburg for preparing the "I am..." production and for exploring programme production.

■ **Co-Production workshops in Tunis, KL and Johannesburg :-**

6 - 10 April 2009, Tunis, Tunisia

The first workshop was hosted by ASBU and welcomed 20 producers and directors from 10 countries, namely; Tunisia, Algeria, Sudan, Syria, Palestine, Qatar, Egypt, Morocco, Yemen and Lebanon.

27 - 30 April 2009, Kuala Lumpur, Malaysia

The second workshop was hosted by AIBD and attended by 15 producers from 11 countries, namely; Afghanistan, Bangladesh, Bhutan, Indonesia, Iran, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Thailand and Vietnam.

5 - 8 May 2009, Johannesburg, South Africa

SABA hosted the third workshop welcoming 11 producers from 7 countries, namely: Kenya, Benin, Malawi, Lesotho, Swaziland, Mozambique and South Africa.

Elaborating further, Mr Mottaghi reported to the General Conference that each workshop was an opportunity for the participants to learn from each other, share their experience and define the guidelines and technical requirements for this project. It was also an opportunity to watch and analyze children's programmes and discuss children's rights and the UN convention. They also invited children to join the workshops to prepare the "I am..." story from the child's perspective. Two consultants conducted the project. Ms. Firdoze Bulbulia, director, producer, writer and educator specialized in children's issues, children's rights and Children's TV programmes. Mr. Faith Isiakpere worked internationally for many broadcasters including Thames TV, children/young programming for more than 35 years.

Mr Mottaghi ended his report by thanking all participating organizations and sponsors and partners such as the IBU, ASU, SABA and the CBA.

8. Special Projects

8.1 Progress Report on AIBD / UNESCO / RTA Projects in Kabul

Mr Mottaghi briefed the General Conference that AIBD in collaboration with IRIB, Iran and the support from UNESCO in Kabul implemented a series of training courses within a period of 6 months in Kabul. Altogether AIBD and

IRIB implemented 19 projects in Kabul and Tehran in which over 253 Afghan broadcasters were trained. This was a huge operation funded by UNESCO Kabul and supported by IRIB, Iran. The list of activities that has been implemented is as follows:

AIBD Training Activities for RTA, Afghanistan was reported as follows: -

1. 1 week TV children's Quality programming training:
2. 4 week Radio studio training
3. 4 week TV Studio Training
4. 2 week Radio transmission training
5. 2 week TV transmission Training
6. 1 week Training workshop on Distribution technologies
7. Attachment of RTA staff for on the job children's programme training - 4 weeks
8. Attachment of News Reporter for on the job training -4 weeks
9. 2 week Training of Trainers support
10. RTA Technical needs analysis and Future Training plan
11. Training for Set design and scenic backgrounds
12. Training for Make up artists and costumes
13. Attachment of RTA staff for on the job technical training- 6 weeks
14. Attachment of RTA staff for on the job set design training- 6 weeks
15. Attachment of programme producers for on the job training -4 weeks
16. On the job maintenance and engineering training for RTA -4 weeks
17. One week Training on streaming Broadcast material to the Internet
18. 2 weeks Training of Trainers in Mashhad, Afghanistan
19. 2 Weeks HD TV Training

8.2 AIBD projects with IBU

The General Conference was informed by Mr Mottaghi that the Ministry of Information, Saudi Arabia in its capacity as the Chairman of the Board for the Islamic Broadcasting Union (IBU) invited AIBD as a partner to help in restructuring the IBU by implementing a series of projects in various countries that are members of IBU. The IBU Secretariat is located in Jeddah. AIBD implemented these projects in IBU countries that are currently members of the IBU. Some 17 countries out of 57 countries are also members of the AIBD and the rest are also potential members. In this project, in addition to the Ministry of Information of Saudi Arabia that highly supported AIBD, we enjoyed the great support rendered by the ASBU Headquarters in Tunis and its Training Center in Damascus.

Among the projects that AIBD was invited to conduct are the following:

1. Data collection and General Activities
2. IBU Who is Who booklet
3. Collect Data on potential trainers in IBU member countries
4. Collating Training Needs in 57 countries
5. Design & set up website for IBU
6. Design & set up of a logo for IBU
7. Co Production on IBU member country Identity through Children's documentary "I Am..."
8. IBU participation in the World TV awards
9. Seminar on programme exchange
10. Conducting Needs Analysis - In Country
11. Sub Total: Data collection and General Activities
12. In Country Web/convergent Journalism

13. Regional Training of trainers
14. In Country Children's TV production
15. In Country Broadcast management
16. In Country TV documentary Production
17. In Country Science and Health reporting
18. In Country Educational programming
19. Do the job analysis for the strategic positions at the IBU Secretariat based on the proposed organizational structure.

8.3 Community Broadcasting in Thailand

Mr. Mottaghi reported that during March 2009, a series of four workshops were held on "Capacity Building for Civil Media in Public Broadcasting" in southern Thailand where AIBD, supported by the Canada Fund in Thailand and Thai PBS went out to Pattani, Phang-nga, Songkhla and Nakhonsithammarat holding media skills workshops for community and issue based group workers. Workshop trainers included Mr Thepchai Yong (Managing Director, Thai Public Broadcasting Service -TPBS), Board of Governor TPBS members:- Somchai Suwanban and Dr. Uajit Virojtrairatt, TPBS producers and local academics, professional civil media trainers. Around 80 trainees attended the courses and a number of the three-minute programmes produced were aired on TPBS.

Participants were able to share not only their experiences from their community, but also learn about problem solving skills, new production techniques and developing story-telling styles. They are hungry for more, and asked for help with drama, and documentary production skills. They have many other stories to tell not only in the form of citizen reports but other formats too. A similar project is being implemented in 2010.

9. Report on the AIBD Publications and CDS since July 2009

Mr Mottaghi reported to the General Conference that the Institute has been active in publishing books over the past year. The following books have been published during the period August 2009 – July 2010: -

- AIBD/ CBA /IPPTAR Handbook on Maximizing Income and Controlling Costs In Small and Medium Broadcasting Operations
- AIBD/CBA/FES Handbook on Media and Elections
- AIBD/FES Handbook on Media Law

He also reported that the Manual for Training the Trainers will be ready in 2011. This new edition will improve several portions of the text including a new section on memory and learning theory with a brief guide for Rapid Training Needs Appraisal.

10. Inaugural Ceremony of the 36th Annual Gathering & 9th AIBD General Conference & Associated Meetings at 1800 hrs on 26th July 2010

The Inaugural Ceremony of the 36th Annual Gathering & 9th AIBD General Conference & Associated Meetings was held at 1800 hrs on 26th July 2010.

On behalf of AIBD, **Drs. Freddy H. Tulung** (Chairman of the AIBD Executive Board / Chairperson for the Public Information Agency, Ministry of Communication and Information Technology of the Republic of Indonesia (MCIT) extended a warm welcome and thanked the Guest of Honor, **Hon. Mr.**

Cheong U (Secretary for Social Affairs and Culture of Macao Special Administrative Region Government) on behalf of **Dr. Fernando Chui Sai On** (Chief Executive of the Macao Special Administrative Region (SAR) China for his gracious presence. He also welcomed **Mr Manuel GONÇALVES** (Vice Chairman & CEO of Teledifusão de Macau -TDM), the delegates of the AIBD Member Countries, Affiliates and partners for their presence and thanked the host for the warm hospitality and the excellent arrangements made to organize the General Conference in the beautiful environment of Macao.

Mr Tulung in his speech stated that the significant accomplishment of AIBD was due to the outstanding achievement of **Mr Javad Mottaghi** since 1998 when he joined the AIBD. He elaborated on the difficult situation that AIBD had faced then, including serious financial constraints, crises in terms of human resources, finance, and international relations and struggled for its existence. **Mr Tulung** stated that with the leadership of Mr Javad Mottaghi within a short period, the AIBD was redefined, restructured and reestablished according to its new Strategic Plan, with a professional plan of work based on accurate research and analysis of the developmental needs of the members, a transparent accounting system, a sense of team work involving all members in the process of decision making and activities, whereby the Institute was able to be well furnished with the best possible human resources. He further stated that the institute now enjoys close co-operation with more members, donors and a significant number of national and International broadcast organizations in Europe, North America and the Pacific.

Mr Tulung invited the Guest of Honor, **Hon. Mr. Cheong U** (Secretary for Social Affairs and Culture of Macao Special Administrative Region Government) on behalf of the Chief Executive of the Macao Special Administrative Region, to award the **Special Lifetime Achievement Award** to **Mr Javad Mottaghi** (Former Director of AIBD and Secretary General of Asia-Pacific Broadcasting Union -ABU) in recognition, appreciation and evaluation of Mr Mottaghi's contribution towards the Institute where he had dedicated his 12 years of life to help AIBD bringing it up to the most sophisticated level.

Mr Tulung warmly welcomed **Mr. Yang Binyuan**, the newly appointed Director, to the AIBD family who was soon scheduled to take over the duties at the secretariat shortly. He requested for more support from all members and partners enabling our new Director to do more in the extremely challenging situation in the broadcasting industry.

The recipients received their awards from the Hon. Mr. Cheong U during the inaugural ceremony as follows: The media award for **7th World Television Award 2010, AIBD Awards 2010**, the award presented to **Dr Eun-Ju KIM** (Regional Director, ITU Regional Office for Asia and the Pacific International Telecommunication Union -ITU) in Bangkok, Thailand in recognition of the longstanding cooperation with AIBD and the **Special Lifetime Achievement Award** presented to **Mr Javad Mottaghi** (Former Director of AIBD and Secretary-General, Asia-Pacific Broadcasting Union -ABU) in recognition, appreciation and evaluation of his individual contribution towards the Institute and dedicated 12 years of service to AIBD.

A copy of the speech made by **Mr. Freddy Tulung** (Chairperson of the AIBD Executive Board & Chairperson for the Public Information Agency, Ministry of Communication and Information Technology of the Republic of Indonesia - MCIT) during the inaugural ceremony is attached as **ANNEXE 2.b**.

11. Report on the Media Awards

11.1 The result of the 7th World Television Award 2010 on The Best TV Documentary Contributing to Religious Understanding & Tolerance was presented at the General Conference.

The 7th World TV Award in 2010 for the best "**Documentary promoting Religious Understanding and Tolerance**" was supported by ASBU, CBA, IBU and the AIBD. 26 entries were received from 12 countries. The Awards selection took place in Beijing as an AMS pre-summit activity on 22 and 23 May 2010.

Mrs Moneeza Hashmi (General Manager - HUM TV, Pakistan) chaired the Jury composed of 9 senior media practitioners from Africa, Middle East, Asia and Europe. They were:-

- Mr. Faith Isiakpere (Film-maker) and Ms. Firdoze Bulbulia, (Documentary Director, Producer and Writer) from South Africa,
- Mr. KIM Kyu-Hyo (Executive Producer, Korean Broadcasting System – KBS, Korea,
- Mr. Dimitri Mendjisky (Regional Audiovisual Attache and TV Producer – French Embassy, Singapore),
- Ms. Hyunsook Chung (Head of International Relations and TV Producer, Korea Educational Broadcasting System – EBS, Korea),
- Mr Mohsen Mohamad (Manager of Artistic Committee Lebanese Communication Group, MANAR TV – Lebanon),
- Dr Rohmad Fakeh (Deputy Director of Strategic Planning, Radio-Television Malaysia (RTM),
- Mr. Mahgoub Ellattawi (Director of Musical Production, Sudanese National TV Corporation).

The jury viewed 26 entries from 12 countries; which were from: Russia, Singapore, Korea, Syria, Iran, Germany, Turkey, Egypt, Malaysia, France, China and Sudan. Five entries were short-listed and screened again. After deliberations based on production and content values, the Jury reached a unanimous decision on the winner.

The jury selected as the top prize winner "**After 2 winters...and 20 years**" produced by **Ms. Venera Yumagulova** and broadcast by State TV and radio broadcasting, Russia. A trophy, USD5,000 cash prize and a certificate were handed over to the winner during the AIBD General Conference organized in Macau in July 2010.

The theme selected for the **2011** World TV Award is "**Conflict Resolution**".

Financing the World TV Award

The World TV Award 2009 received support from the following organizations:-

- Asia Pacific Institute for Broadcasting Development (AIBD)
- Arab States Broadcasting Union (ASBU)
- Commonwealth Broadcasting Association (CBA)

11.2 AIBD Awards 2010

AIBD had the following 3 awards in 2010 :-

- 11.2.1. **AIBD TV Award 2010 for the best "short TV programmes** (mini-documentary and mini-drama formats) - up to 6 min" We received 10 entries from AIBD members. The Jury selected as the Winner - **"The Green Mountains Fields"** directed by **Kim Han Jung**, produced by **Kim Byung Soo** and broadcast by **EBS, Korea**. A trophy, USD500 cash prize and a certificate was handed over to the winner.
- 11.2.2 **AIBD Radio Award 2010 for the best "infotainment /edutainment radio talk show"**. 8 entries were received from AIBD members. The winner was **"Maybe's Pump Up the Volume – Special edition"** directed by **Won-Sup Shin** and **Su-Jung Park** and broadcast by **KBS, Korea**. A trophy, USD500 cash prize and a certificate were handed over to the winner.
- 11.2.3. **Reinhard Keune's Memorial Award** on the best **"music show promoting the musical heritage"** - 10 entries from AIBD members.

The joint winners were "To be a daughter of the Black-cloth Zhuang Ethnic Group" from **China Radio International, China**, directed and produced by **Guo Yi** and **"Exotic Jes"** from **RRI, Indonesia**, directed by **Drs. I Gusti Bagus Sudhyatmaka Sugriwa** and produced by **I. Nyoman Arida Putra, SH**.

Each winner received a trophy, certificate and USD500 cash prize which was shared between the winners. All these awards were presented to them during the AIBD General Conference in Macau in July 2010.

12. Vice Chairman's Report on the 23rd Strategic Plan Team Meeting held on 27th May 2010 in Beijing, China

Mr. Cao Yin (Deputy Director-General, International Cooperation Department (ICD), State Administration of Radio, Film and TV - SARFT, China and Chairman of the AIBD Strategic Plan Team) presented the above-mentioned report.

The General Conference endorsed the report of the 23rd Meeting of the AIBD Strategic Plan Team. The report is attached as **ANNEXE 4.c**.

13. Reports of the International partnerships held on 27th May 2010 in Beijing, China

13.1 The 5th Meeting of the AIBD/ASBU/SABA Media Partnership Committee and ASBU/AIBD Partnership Committee held on 24 May 2010 in Beijing-China

Mr Javad Mottaghi welcomed Mrs Soondranee Soborun (President of SABA and Deputy Director-General, Mauritius Broadcasting Corporation –MBC, Mauritius and Chairman of the Afro-Asia-Pacific Partnership Committee) looked forward to the continued cooperation in co-production, training, international media

dialogues and awards. The next meeting will be held in Sudan in 2010 along with the ASBU General Assembly.

The delegates viewed the "I am....." programme produced by Vietnam. The General Conference endorsed the reports of the **5th Meeting of the AIBD/ASBU/SABA Media Partnership Committee and ASBU/AIBD Partnership Committee held on 24 May 2010 in Beijing-China** as was presented. The reports are attached as **APPENDIX I & II**.

13.2 The 2nd Partnership Committee for International Media Development Partnership held on 27th May 2010 in Beijing – China

The General Conference endorsed the minutes of the meeting held in Beijing. The report is attached as **ANNEXE 8**.

13.3 AIBD /ABU Partnership with ITU

The ITU, ABU and AIBD signed an MOU in April 2010 to work collaboratively on a number of related initiatives in connection with the implementation of the Plan of Action of the World Summit for the Information Society and in supporting the flagship of ITU to connect the world. The MOU is valid for a period of five years ending 31 December 2015. The areas of collaboration have been identified and considered of mutual benefit. The terms of specific projects, activities and actions that the Parties intend to develop will be set forth in more details in separate projects to be agreed upon and signed by the Parties and clearly identifying the operational aspects, expected outcomes work schedules, applicable, budgets and financial arrangements, including cost sharing arrangements as appropriate.

The **ITU, ABU and AIBD** MOU is attached as **APPENDIX III**.

13.4 Other International partnership

The Global Media Center for Development is a joint venture between the Asia-Pacific Institute for Broadcasting (AIBD) and Worldview Global Media Holding WGMH SA (WGMH) with both of whom aim to bring positive changes to society through media and was set up in 2008. GMCD is continuing to assist broadcasters to effectively transit from analogue to digital and take full advantage of digital broadcasting in generating business growth and contributing towards addressing the information and knowledge divides in educational, health and cross cultural communications through a repository for sharing programmes.

Partnership with FES with Mr Henning Effner as the new representative at the FES office based in Kuala Lumpur was welcomed by Mr Javad Mottaghi. He placed on record and acknowledged the contributions of FES support in stepping up and increasing the engagement of stakeholders in setting up of PSB. He added that on behalf of its members, affiliates and partners the continuation of the support and cooperation to the Institute will be further motivated AIBD to pursue the ideals of policy issues, Media Dialogue & International partnership capacity building and publications .

Partnership with UNESCO, in particular was acknowledged by Mr Mottaghi for the support extended for In-country workshops on capacity building, Pre-Asia Media Summit & intercontinental dialogue, Handbooks and CD Roms on

HIV & AIDS which is opened to all partners and stakeholders as a window for Media development.

14. Progress Report on AIBD activities with IPDC

Mrs Manil Cooray reported on the activities that AIBD has been partnering with UNESCO IPDC. The Institute organized two projects in 2009/2010. **AIBD/IPDC UNESCO project on Training of Women Media Trainers in the Mekong countries**, namely:- Cambodia, Vietnam, Laos and Thailand provided training on modern teaching and learning techniques to conduct formal and on-the-job training and methodologies in core competency development programmes for 48 women media trainers. **AIBD/IPDC-UNESCO Project on Capacity building of TV News Reporters for Environmental Sustainability** in Almaty-Kazakhstan and **Media and Good Governance in Central Asia** for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan were yet to be implemented in 2010.

15. Chairman's report on the 24th AIBD Strategic Plan Team Meetings held on 26th July 2010 in Macau – China

Mr. Cao Yin (Deputy Director-General, International Cooperation Department (ICD), State Administration of Radio, Film and TV (SARFT) - China and Chairman of the Strategic Plan Team) presented the report.

The General Conference endorsed the report of the 24th AIBD Strategic Plan Team as was presented. The report is attached as **ANNEXE 4**.

The next SPT meeting will be held at the AMS 2011 in Hanoi, Vietnam.

16. Report of the Chairman of the AIBD Executive Board on 26th July 2010 in Macau-China

Mr. Freddy Tulung (Chairman of the AIBD Executive Board /Chairperson for the Public Information Agency, Ministry of Communication and Information Technology of the Republic of Indonesia-MCIT) presented the report.

16.1 New Affiliate Membership

Mr. Freddy Tulung informed the General Conference that according to Article 2 of the Agreement, national Centers and national institutes of broadcasting and organizations dealing mainly with electronic media, whether publicly or privately owned, may apply for affiliate membership of the Institute, subject to the approval of the General Conference. At the last General Conference in Fiji, it was reported that the Institute had 91 Affiliate Members. Subsequently, it was revised to 88 Affiliate members after three deletions were made to terminate the affiliate memberships of RAI Italy, Russian State Television and Radio Broadcasting Company (RTR) and Roll'em Productions Palau. Inc. (Micronesia).

The Chairman informed the meeting that the applications of the **following 10 organizations**; who had applied for AIBD Affiliate Membership within the period of **August 2009 to June 2010** have been approved by the member countries accordingly :-

2009 :

1. Benchmark Broadcast Systems (S) Pte. Ltd. -Singapore
2. National Television and Radio Company of Uzbekistan (MTRK)
3. Network Access -Bangladesh

4. Southern Africa Media Alliance (SAMA)

2010 :

1. Syrian Radio and Television (ORTAS)
2. International Islamic News Agency (IINA)- Kingdom of Saudi Arabia
3. Radio Mozambique (RM) -South Africa
4. International Federation of Red Cross and Red Crescent Societies (IFRC) -Kuala Lumpur
9. IDN-InDepthNews -Germany
10. Shwe Than Lwin Trading Co. Ltd. -Myanmar

With the above-mentioned applications, the number of AIBD Affiliate Members is **98** as of **June 2010** compared to 88 in July 2009.

Finance

Mr. Freddy Tulung thanked all members that are prompt in paying their annual subscriptions within the first quarter of each year as approved by the Governing Council meeting. He appealed to those who have yet to pay their subscriptions, to pay up early so that AIBD will not be short of the much-needed funds to efficiently run its activities and implement its projects.

Subscription in arrears

The 2009 list of members who are in arrears of their subscription was presented to the General Conference. Mr. Freddy Tulung reported that the situation has improved compared to previous years. However, Sri Lanka Broadcasting Corporation (SLBC) is the only member that has yet to pay its subscription on time, which was already reported to the Strategic Plan Team in Macau and will be reflected in the report of the Chairman of the SPT. The Institute will follow up the matter as advised by the General Conference despite the fact that the Secretariat is spending a lot of time and energy in requesting for these arrears to be paid, which should actually be spent on matters related to broadcast development.

Fixed Deposit

The Institute's fixed deposit funds are placed with the Malaysian financial institutions in Ringgit. The fixed deposit for the year **ended December 2009** was **RM5,023,055.58**.

A brief note of the situation of the AIBD in 2010

Mr Javad Mottaghi took the opportunity to report to the General Conference that he has been working for AIBD since August 1998. He stated that when he was recruited, AIBD was in a very difficult situation facing all sorts of challenges including serious financial constraints. At that time, AIBD had only 19 full members and was struggling for its existence. The Governing Council at its 1998 annual gathering developed and approved a new strategic plan with new vision, mission and objectives. The Governing Council then recruited him to lead the secretariat where there were hardly resources available and mandated him to implement the new strategic plan.

Over the past 12 years, the AIBD was redefined, restructured and reestablished according to its new Strategic Plan. With a professional plan of work based on accurate research and analysis of the developmental needs of the members, a transparent accounting system, a sense of team work and

involving all members in the process of decision making and activities, the Institute was well furnished with the best possible human resources and now enjoys close co-operation with more members, donors and a significant number of national and International broadcast organizations in Europe, North America and the Pacific.

The Asia – Pacific Institute for Broadcasting Development (AIBD) has made a magnificent progress over the past 12 years, which led the Institute to be a leading regional organization.

Number of activities was 10 in 1998 compared to 105 in 2009. Number of members was 19 compared to 43 members in 26 member countries and 98 new affiliates in 2009. AIBD had 2 partners in 1998 compared to 58 partners that are currently supporting the Institute. The number of trainees per year was 121 compared to 1875 trainees in 2009. Training was the only mandate of the Institute whereas AIBD is now active in advisory services, co production, regional and international media dialogues, on – line events and many more innovative activities. Mr. Javad Mottaghi thanked all members, affiliates and partners for their invaluable support without which AIBD would have never been able to achieve what has been achieved.

The General Conference endorsed the report of the Chairman of the AIBD Executive Board Meeting to the 9th AIBD General Conference & Associated Meetings as was presented. The report is attached as **ANNEXE 5.**

17. Chairman’s report on the meeting of the Asia-Pacific Partnership with Africa, Europe and Arab countries held on 26th July 2010 in Macau, China

Mr KIM, Pyung-Ryul (Deputy Director, International Relations Dept., Korean Broadcasting System -KBS and Chairperson of the Asia-Pacific Partnership with Africa, Europe and the Arab countries Committee) presented the report.

The General Conference endorsed the above-mentioned report as was presented. The report is attached as **ANNEXE 6.**

18. Professional Discussion – Session I (26 July,2010 : 1500 – 1630hrs) “User –Generated Content : Opportunities and Challenges or Broadcast Media

Mr Joao Pinto (Controller of Portuguese News and Informative Program Division -TDM, Macau) chaired the session.

Mr Anothai Udomsilp (Director of Academic Institute of Public Media Thai Public Broadcasting Service -TPBS, Thailand) observed that the 2-year-old Thai Public Broadcast Service, known as Thai PBS or TPBS, has attached great importance to the UGC since its inception where programmes such as ‘Citizen Journalist’ and ‘Shot Films by Amateurs’ have been aired for quite sometime.

Two mega projects, with several action plans for the next three years ‘Media Literacy’ and; the ‘Quality and Value Programme Assessment’ were said to be of significance to the Thai society as a whole, and will contribute to the much better ‘User-Created Media’ in the long-term.

(Ms.) Dr. Sung-Hee Joo (Senior Research, Broadcasting & Spectrum Policy Research Division Korea Information Society Development Institute (KISDI) Korea made a comparison between UGC and UCC, where it is said to have more targeted and loyal viewer network. She spoke on the technological

advancement and convergence in Korea having more platforms for UGC with live streaming video from an on-location cell phone to air, and along with it the ruling on video UCC limiting excessive emerging copyright issues thus providing a comprehensive case study of Korea.

Hajah Salamah Tengah (Actg. Asst. Head of Training, Centre For Broadcasting Development, Radio Television Brunei -RTB, Brunei Darussalam) spoke about the challenges in stepping up advertisement revenue, open-up sources of truth and speed in delivery while opportunities arose for social networking and improving the quality of broadcast materials in Brunei.

Mr Ghulam Murtaza Solangi, (Director-General, Pakistan Broadcasting Corporation -PBC), Pakistan spoke about the rapidly changing social-media environment, together with the advancement and convergence of technologies, members of the public are no more just passive receivers of the media messages. Rather, they are becoming more active, well-informed and knowledgeable audience, as well as content providers. All these developments are in fact challenges and opportunities for broadcast media to work on to ensure that their products serve the interest of the public at large in terms of wisdom, ethical, democratic, social, cultural, educational value in an era of globalization.

19. Professional Discussion – Session II

(28 July,2010 : 0900 – 1030 hrs)

“Understanding audience needs in the trends towards media convergence and multimedia”

Mr KIM, Pyung-Ryul (Deputy Director, Int'l Relations – KBS, Korea) was the Chairman.

Dr Eun-Ju KIM (Regional Director, ITU Regional Office for Asia and the Pacific – Thailand) provided an overview on the evolution of convergence with improvisation and the continued innovation in digitalization and networking (such as facebook, twitter, YouTube, etc.) for the end users and the service providers. She focused on the impact, implications and the benefits of convergence and touched on the need to address issues related to legislation concerns on cyber security, institutions which included broadcasting & IT and its policies and regulations. She further elaborated on ITU's Asia-Region initiative for 2011–2014.

Prof. Hu Zhengrong (Professor of Communication / Chair, China Association of Communication /Director, the National Center for Radio & TV Studies /Vice President, Communication University of China) focused on the need for adopting of new technology at an early age stating that the urge was to get content more faster with diversity with niche casting and the use of powerful mobile devices. He also focused on “*challenges in terms of regulation: tough rules? -More bureaucratic infighting?*” and issues related to bandwidth and length on the need for net neutrality, and finally livecasting as a new challenge.

Mr Dong Manh Hung (Deputy Director, Voice of Vietnam -VOV) gave an overview on the scientific and technological revolution that had provided the broadcasting industry a great opportunity to blossom in Vietnam. Looking back at the history of development he observed that every technological advance has had an impact on radio programmes and audience access to information, while it was anticipated that digital radio will continue to grow as

the most fruitful and economical medium to the masses. It was envisaged that a compound system of integrated digital broadcasting technology and telecommunications technology for interactive services from mobile phone to computer with multi-dimensional and information is the challenge for the future in Vietnam.

Mr. Mutasem Fadul Abdelgader (Director General for Radio, Sudan Radio and Television Corporation -SRTC) observed that the advances in the technologies of communication in Sudan have changed where radio has become two-sided and not one-side and to organize the listeners as suppliers and not consumers only. Therefore electronic media should encourage and activate interactive programmes where people who have access to computers can participate in enriching their programmes with new ideas and formats.

**20. Professional Discussion – Session III
(28 July 2010: 1100 – 1230 hrs)**

“Strengthening Media to Promote Accountability and Fairness”

Mrs Immas Sunnarya (President Director, Televisi Republik Indonesia (TVRI) was the Chairperson.

Mr Tapanath Shukla (Executive Director, Nepal Radio) observed that the media have both political and ethical duties and it can not hide facts and dodge from their prime responsibility to the public to be a guide and to speak the truth. Media actions are accountable to civil Society that is constantly watching the current events and nourishing from the media as well. Therefore, with full accountability to the public, the role of media in a democracy is crucial in safe guarding transparency in government decision making and strengthening the civil society. Under no circumstances, the media can lie to the public. The trust of the people is vital. Therefore, a strong, credible, fair and accountable media is a pre requisite for democracy.

Ms Clare Arthurs (Independent, Journalist and Trainer and The Thomson Foundation (Representative)-Australia, was of the view that biased, inaccurate and incendiary reporting not only do a disservice to readers, they can also be a primary cause of reactive attacks on reporters. She observed that there is a link between strong, accountable, professional practice in journalism, and safety. Undercover reporting was exciting where the journalist feels important and courageous, though dangerous. Emphasizing on the need for training, she elaborated that only a journalist who is trained will teach them what to watch for, where to stand, how to exit. They are more likely to understand what is really going on, where trouble is likely to erupt, what the likely targets are, and how the situation could escalate. The safety-trained journalist becomes a much better eye- witness. Good journalism is firmly rooted in safe journalism.

Mrs Ladavan BUA-AIM (Deputy Director-General, National Broadcasting Services of Thailand – NBT), shared her views on the recent events in Thailand and observed that in the face of great competition in terms of capital and profits and political conflicts, it is difficult for the media to retain their professional ideals and integrity in order to bring the truth to the public in a fair and constructive manner, and without fear of threats. The question is how the government can stimulate and prompt them to hold on to journalistic ideals, and call down those who violate ethics, truth, and fairness, while not acting like a censor or “Big Brother.”

Mr Vorasack Pravongviengkham (Director, Foreign Desk & Deputy Head of the External Relations Service, Lao National Radio, Laos) cited that the new Media Law adopted in 2008 in Laos PDR has marked a shift in paradigm in that domestic and foreign investors are encouraged to own and operate media outlets. Although it was considered as a subjective concept, hard to define, arguments have been made for Media (both print and electronic), (newspapers, television, radio), including types of Internet communication to act as a government watchdog, as a gatekeeper and instrument to disseminate necessary information with fairness to present controversial issues of public importance and to do so in a manner that is, in the public's view, honest, equitable and balanced.

Mr Ali Erdem Kok (Director-General, International Islamic News Agency – IINA, Turkey) gave a historical background of political scenario with examples of the print media and how to strengthen the media to promote accountability and fairness in Turkey.

Mr Kazi Abu Zafar Siddiqui (Director-General, Bangladesh TV) stated (*quote*)-“We love to believe that 21st century media has accumulated immense power and it has a prophetic role to play in the democratic societies of South Asia. But the crude reality lies on the goodwill of controlling authority of media” -(*unquote*). He believed that to promote accountability and fairness is much more difficult, unless the media has its own strength to grow and protect itself. Irrespective of the formula of stronger media, that it should become the voice of voiceless, uphold the causes of oppressed and marginalized people. Fairness and accountability can only be ensured by putting the media technology at the service of the common people.

21. Election of the Members of the Executive Board

Bangladesh, Pakistan, Thailand and Vietnam were elected as the new members of the Executive Board for 2 years with effect from 01 August 2010.

The other members of the Executive Board being elected as of **August 2009 for 2 years would expire their term in 2011** are Fiji, Indonesia, Papua New Guinea, China and Korea.

22. Future Meetings of the AIBD General Conference

22.1 Invitation to Mongolia for the 37th AIBD Annual Gathering /10th AIBD General Conference 25-28 July 2011

On behalf of the Mongolian National Public Radio and Television, **Mr Myanganbuu Naranbaatar** (General Director, Mongolian National Public Radio and Television Mongolia-MNB) invited all delegates to Ulaanbaatar in July 2011 to attend the 37th AIBD Annual Gathering and further stated it will take a next step to contribution to a common vision to achieve a vibrant and solid electronic media environment in the Asia-Pacific regional.

A video clip was played on Mongolia inviting all members, partners to attend the next General Conference in Ulaanbaatar, Mongolia.

22.2 Invitation to Hanoi for the 8th Asia Media Summit 2011

Ms Nguyen Thuy Dzung of the International Relations Department of Voice of Vietnam invited all delegates to attend the Asia Media Summit 2011 in Hanoi, Vietnam. On behalf of Vietnam Ms Dzung showed a well prepared video

