



**35TH ANNUAL GATHERING AND 8TH AIBD
GENERAL CONFERENCE & ASSOCIATED MEETINGS
20 - 23 JULY, 2009 - FIJI**



**Report of the 35th Annual Gathering / 8th AIBD General Conference
20 - 23 July 2009, Sheraton Fiji Resort**

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

In the absence of **Mr Thoyyib Mohamed Waheed** (Minister of State for Tourism, Arts and Culture, Department of Information, Republic of Maldives and the President of the AIBD General Conference), **Lieutenant Colonel Neumi Leweni** (Permanent Secretary, Ministry of Information and Archives, Republic of the Fiji Islands), in his capacity as the Vice President of the AIBD General Conference and the host for this year's annual gathering, welcomed all delegates and partners to Fiji and to the AIBD General Conference. Lieutenant Colonel Neumi Leweni furthermore wished members a pleasant stay in Nadi.

2. Adoption of the agenda

The agenda for the 8th General Conference was unanimously adopted

**3. Confirmation of the Report of the 7th AIBD General Conference
held from 21- 24 July 2008 in Bali**

The General Conference endorsed the report of the 7th General Conference held from 21 – 24 July 2008 in Bali, Indonesia.

4. Director's Report

On behalf of the AIBD Secretariat, Mr. Mottaghi presented a comprehensive report of the activities that the Institute has implemented since the last General Conference in Bali. He began his report by thanking all members, affiliates and partners for the meaningful support that they had rendered to their secretariat in Kuala Lumpur. Unlike the previous years, his report this year was presented by teamwork where some 12 delegates contributed and reported to the General Conference. Mr. Mottaghi's report was also new in the sense that it was presented in the format of an interactive discussion with members.

Referring to his hardworking colleagues at the AIBD HQ in Kuala Lumpur, Mr. Mottaghi said that the past 12 months was a successful period for the Institute with over 100 projects and several new initiatives. It was also an opportunity for AIBD to strengthen partnerships with the long-standing partners of the AIBD and to expand our cooperation with new partners in various parts of the world. He added that the aim was to implement the Strategic Plan of the AIBD based on its new vision, mission and objectives. 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 Bali in 2008.

Highlighting some of the activities, Mr. Mottaghi said that the report among other matters reflects some of the initiatives in Human Resource Development, International and Regional Media Dialogue, growth of New Affiliate Membership, Publications, World Television Award, Radio and TV Co-Production, the ISAS BC 9001 Certificate and Finance. Other matters that Mr. Mottaghi referred to in his report are being reflected from item number 5 to item number 12 of the report.

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

Mr. Guillaume Chenevière (Executive Director of Certimedia Org., Switzerland) presented a brief report on the Quality Management Certificates ISAS BC 9001 & ISO 9001 for AIBD. He began by congratulating all members, affiliates and partners of the AIBD for successfully getting the ISAS BC 9001 Certificate. He informed members that the Board of the Media and Society Foundation, approved the ISAS BC 9001 certification of AIBD. The certificate and plaque have been presented at the AIBD General Assembly in Fiji.

Mr. Chenevière reported that this is a historical turning point for the Institute in adding yet another credit to its competence and credibility as a leading international broadcasting Institute by successfully getting the Quality Management Certificates, ISO 9001 and ISAS BC 9001, a unique outstanding world level achievement we all should be proud of.

Mr. Chenevière added that this will pave the way for many media organizations to adopt quality management in the Asia-Pacific Region and to AIBD for playing the leading role in their training and coaching. He reported that it was a big challenge for each member of the AIBD staff, with a lot of additional work, changes and stress. It is a team success and it shows that the Institute has the will and motivation among the qualities of the staff at the HQ in Kuala Lumpur. Mr. Mottaghi thanked all his colleagues at the AIBD HQ for their outstanding achievement in this respect.

Background: Mr. Mottaghi informed members that the governing council at its meeting in 2000 had approved this project. However, the Institute was not in a position to initiate this project earlier. He reported that AIBD's application has been accepted in 2008 and the Institute had started working immediately after the AMS in 2008.

PREPARATION FOR ISAS BC 9001: 2003 CERTIFICATION

Description of the project

Director AIBD reported that to improve the efficiency of its organization and performance, as well as to develop the skills of the staff in quality management applied to media companies, the Institute decided to implement a quality management system. The objective was:

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

The ISAS BC 9001 standard offers clear methodologies and rules to construct a quality management system complying with best management practices and with media industry needs. It is based on ISO 9001 standard. Certimedia (an international consulting company, based in Geneva, Switzerland), specialized in quality management implementation and long-time partner of AIBD, was in charge of the preparing AIBD for the certification.

Steps and workload

Mr. Mottaghi reported that the preparation to ISAS BC 9001 certification lasted 14 months, from the Asia media Summit in Kuala Lumpur in May 2008 to the AMS in Macao in 2009. It involved the whole staff through various exercises and workshops, in addition to its day-to-day workload. The preparations were divided into **three main steps**:

- Assessment of existing management system (so called "quality check up") in comparison with management best practices and standard requirements; this includes an analysis of structural weaknesses and risks (operational, economic and strategic), and the identification of AIBD's main functions and processes; this was done in May - June 2008.
- Writing of around 20 procedures and 50 model documents to be used in the daily activities, to guide the staff and to keep records of the main decisions. This step lasted from June 2008 to May 2009 and was very time consuming.
- Creation of the needed tools to monitor the activities and performance, i.e. audit training, improvement system, key performance indicators (KPIs), Quality Dashboard and others. This was achieved in May 2009.

He added that the training of some AIBD staff members to become ISAS BC 9001 specialists was parallel to AIBD setting up the quality management system and is still to be completed. Most of the training is based on "learning by doing" under coaching. Certimedia Experts will perform some evaluation and preparation missions with AIBD Project Managers.

Benefits for AIBD

Director, AIBD stated that the implementation of a quality management system following ISO 9001 and ISAS BC 9001 requirements permits AIBD to strengthen the organization and improve the activities by developing a process approach, based on the creation of added value (i.e. on AIBD services) and on the analysis of the needs of members and partners. This should also permit to decrease the operational costs by limiting the so called "non-quality costs", that is all the indirect costs generated by internal errors, delays, lack of coordination, duplications in the work organization, wastes of material, etc.

He mentioned that the certification audit itself is an incentive for succeeding in implementing the quality management system and also a guarantee of its duration, in that sense that it should be passed again every three years. Mr Mottaghi ended his report by placing on record his sincere thanks and appreciation to the Friedrich Ebert Stiftung (FES) for covering the major part of the costs of this project. He also thanked Mr. Guillaume Chenevière (Executive Director of Certimedia., Switzerland) for his endless support and encouragement.

Mr. Mottaghi added that as in previous years AIBD enjoyed strong support from its **longstanding partner FES** by various means, like in the support for the quality management certification, renovation of AIBD office floor, various joint workshops, trainings and publications.

6. International Media Dialogues

6.1 Asia Media Summit 2009, Macao

Mr. Manuel Gonçalves (Vice-Chairman and CEO, TDM-Teledifusão de Macau) presented a brief report on the recently concluded Asia Media Summit in Macau in May 2009. He expressed his satisfaction on the entire project and called it a resounding success.

Director, AIBD reported that 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. The Asia Media Summit was launched in 2004 and is considered one of Asia's premiere communication events. The AMS 2009 among other themes, hosted some 14 pre- and post-summit events in collaboration with different partners.

Mr. Mottaghi reported that running such a mega event with 14 entirely different associated meetings and workshops inviting over 400 high-caliber participants and two more meetings immediately after the Summit, was a huge undertaking for which the host, TDM, Macao should be commended. In particular, he referred to the **1st International Partners' Seminar that was held on 28th of May 2009** with 35 senior colleagues and partners. This seminar was hosted by the Strategic Plan Team of the Institute and would pave the way for a more long – term action plan in to meet the future demands of members.

Director, AIBD took this opportunity to thank **Manuel Gonçalves** for his outstanding arrangements in hosting this global media gathering. He also thanked hardworking colleagues at Teledifusao de Macau, S.A. for being a wonderful host. AIBD Director also thanked the Honorable, **Edmund Ho Hau Wah** (Chief Executive of the Government of Macau Special Administrative Region – MSAR, People's Republic of China) for the invaluable support that he has rendered to TDM Macao and the AIBD for the AMS 2009. Referring to the 25th Anniversary of Television broadcasting in Macau, Mr. Mottaghi congratulated Teledifusao de Macau, S.A.

Furthermore, Director, AIBD thanked **H.E. Mr. Wang Chen** (Minister of the State Council Information Office People's Republic of China), who joined all to grace the meeting. Mr. Mottaghi also thanked all members, affiliates and the AMS partners and sponsors for making it all possible. In particular, he expressed his sincere thanks and appreciation to **Macao Foundation** and the **Friedrich Ebert Stiftung (FES)** for the invaluable support they rendered to AIBD. Last but not least, Mr. Mottaghi thanked his hardworking colleagues at the AIBD HQ in Kuala Lumpur, for their teamwork in handling the tasks.

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 **2010** will be hosted by SARFT from 25- 26 May 2010 in Beijing
- The AMS in **2011** will be hosted by VOV and MIC in Hanoi from 24 – 25 May, - (TBC)
- The AMS in **2012** will be hosted by the Ministry of information, India from 29 – 30 May in New Delhi, India
- The AMS in **2013** will be host by the Ministry of Communication and Information Technologies, Indonesia in Bali

World Summit on Media for Children 2013 – Bali Indonesia

Mr. Freddy H. Tulung, (Director-General of Communication Media and Information Dissemination, Ministry of Communication and Information Technology - MCIT, Indonesia) informed the meeting that Indonesia would be willing to host the AMS in 2013 preferably in Bali. He added that the MCIT is also willing to host the World Summit on Media for Children (WSMC7) in 2013 back to back with the AMS to save energy and money. The World Summit on Media for Children was first held in 1995 in Melbourne. It has been held every three years since. The Summit was held in 1998 in London, 2001 in Thessalonica, Greece, 2004 in Rio de

Janeiro, Brazil, 2007 in Johannesburg, South Africa, and will take place in 2010 in Karlstad, Sweden.

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 will come to Asia for the first time and Indonesia will be hosting this great summit in Bali back to back with the AMS in 2013.

Mr. Mottaghi took the opportunity to thank **Mr. Freddy H. Tulung**, and **Dr Ir. Ashwin Sasongko S.** (Secretary-General, MCIT) for their invaluable support.

6.2 The 3rd Asia-Pacific and Europe Media Dialogue, 9 - 10 November, 2009 - Amsterdam

Director, AIBD reported that the Institute would continue to emphasize on the importance of media dialogue at the national and international level as stipulated in our strategic plan. He added that the 1st Asia-Pacific and Europe Media Dialogue was held at the UNESCO HQ from 11 - 13 September 2006. The second intercontinental media dialogue took place from 3 - 5 September 2007 in Bonn. The 3rd intercontinental media dialogue will take place from **9 - 10 November 2009 in Amsterdam** and will be hosted by Radio Netherlands Worldwide (**RNW**).

Mr. Mottaghi reported that discussions are on-going with broadcasters in Norway and Portugal for hosting the future intercontinental media dialogue in 2011 and 2013.

The 1st Conference of the Heads of States on Information and Broadcasting in the Asia-Pacific region, 2011 - Bali, Indonesia

Mr. Freddy H. Tulung, Director General of Communication Media and Information Dissemination, Ministry of Communication and Information Technology (MCIT), Indonesia informed the General Conference that his government is keen to host the above-mentioned conference in Indonesia in 2011. He added that the matter has been discussed at the level of the ministry of MCIT and the Minister of Foreign Affairs and they are keen to follow up the matter internally. Mr. Mottaghi informed the meeting that AIBD is a member of the organizing committee that will soon be formed in Jakarta.

Mr. Mottaghi reported that the AIBD Secretariat has already informed Mr. Ban Ki Moon, the UN Secretary-General, Mr. Koichiro Matsuura (UNESCO Director General), Dr. Hamadoun I. Touré (ITU Secretary-General), Mr. Sundram Pushpanathan (Deputy Secretary-General of the ASEAN)), Mr. Hak-Fan Lau (Chief United Nations Information Services Economic and Social Commission for Asia and the Pacific UN-ESCAP), and Dr Noeleen Heyzer (Under-Secretary-General of the United Nations and Executive Secretary of Economic and Social Commission for Asia and the Pacific).

The Director, AIBD furthermore informed that the above-mentioned partners agreed to cooperate with AIBD to make this conference a successful and productive gathering. Mr. Mottaghi reported that the said organizations have also nominated their Liaison Officers to help and support the AIBD Secretariat in handling this big task. The Secretariat will work with the Ministry of Communication and Information Technology (MCIT), in Indonesia along with other partners to make this conference a successful unique gathering.

He further mentioned that the said conference would be held for three days. The first day will be devoted to the Heads of Radio and Television. The second day would be for the 2nd Ministerial Conference and is meant for the Ministers followed by Day three, which will be devoted to the Heads of States. On behalf of AIBD and its members, Mr. Mottaghi, thanked the esteemed government of Indonesia for their kind consideration to host this important gathering. He added that the AIBD Strategic Plan Team has prepared the content of the summit and its possible outcome. Mr. Mottaghi also thanked H.E. Prof. Dr. Ir. Mohammad Nuh (DEA Minister for Communication and Information Technology -MCIT) of the Republic of Indonesia, Dr Ir. Ashwin

Sasongko S. (Secretary-General -MCIT) and Mr. Freddy H. Tulung (Director - General of Communication Media and Information Dissemination –MCIT) for their outstanding partnership.

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

Director, AIBD reported that AIBD has successfully launched several Radio and TV Co – Productions over the past few months. This includes a regional Radio Co-production on Cultural Diversity, a Television Co-production on the same topic, a TV Co- Production on HIV & AIDS, a TV mini documentary on children programmes, titled “I am..... “ and a TV Co-production on Environment.

7.1 International TV Co- production on: “I am.....”

The report of the Radio and TV Co-production was presented to the General Conference. 46 Television producers from 28 countries in Asia, Africa and the Arab countries participated in this project. AIBD is expecting at least 30 programmes of 3 - 5 minutes duration to be produced. The programmes will be produced in the local language with English sub-titles and will be included in a DVD of 90 minutes of duration that will be widely circulated around the globe. Seven countries in the Pacific Islands will also join this project in 2009-2010.

Mr. Mottaghi reported that the international TV co-production “I am...” is a series of short TV programmes for the children with a view to strengthen cultural diversity and create a better understanding among children about various cultures and school of thoughts. This series is a true translation of cultural dialogue among children from around the world. The main objective is to invite children to speak and voice their opinion by saying “ I am... . It is also meant to give voice to children from different societies of the world.

AIBD Director reported that for 2009, AIBD, SABA and ASBU decided to join hands to take this project global and encourage the media to promote diversity of visions, values, beliefs and thoughts. Therefore, AIBD, SABA and ASBU with international partners have organized the second “I am...” co-production in 2009, in collaboration with the Commonwealth Broadcasting Association (CBA) the Islamic Broadcasting Union (IBU), the French Ministry of Foreign affairs 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.

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, more programme production.

□ Co-Production workshops in Tunis, Kuala Lumpur 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.

Mr. Mottaghi briefed the Conference that each workshop was an opportunity for 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 about 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. Director, AIBD reported that two consultants conducted the workshops: Ms. Firdoze Bulbulia, director, producer, writer and educator specialized in children's issues, children's rights and Children's TV programmes and Mr. Faith Isiakpere who 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 sponsors and partners such as the IBU, ASU, SABA, French Government and the CBA

7.2 AIBD/ ASEF TV Co- Production on Environment

AIBD initiated this project in which Asian and European programme makers will come together for the first time to create an international collection for teenage audiences about environment issues and to highlight solutions on this global challenge. This co-production will take place within the framework of the International Year of Planet Earth, which will culminate in the Copenhagen Conference on Environment in December 2009.

Mr. Mottaghi reported that the series aim to create a better understanding among young audience about the environmental impact on their lives and to encourage local initiatives and more environment-friendly lifestyles. A macro view of the global environment will issue from many local micro-levels. People are taking action at grassroots level and can offer concrete solutions with locally designed initiatives providing efficient and cost-effective ways to achieve local, national and global sustainability objectives. The series intends to provide a large view of the environmental issues by highlighting the specific context of each country involved.

Four European and four Asian Countries involved (TBC) would be as follows:

- Denmark, Germany, Italy, Sweden, China, Indonesia, Philippines and Malaysia.

The format would be 3 x 8' documentary-segments and the Target Audience would be Pre-teens and teens (9 - 15 years).

Executive Producers: 2 senior Executive Producers (Mr. Tyro Ahn: Senior Producer from KBS, Korea and Mrs. Mette Heide: Owner of Plus Pictures ApS, a Danish production company) will collaborate to develop the project and each will work with their Asian or European producer/directors;

Schedule: Production Meeting would be November 2009 - Amsterdam, Europe (dates to be confirmed). The project aims to get promotion & visibility in Copenhagen conference *December 2009- Copenhagen*. Right after the Production meeting, we will gather visual material from the filmmakers and put together a trailer and a brochure to present during the Copenhagen conference.

Rough Cut Meeting has been planned for April 2010 - two parallel meetings (Europe & Asia) - Switzerland & China (dates to be confirmed).

Delivery would be around June 2010.

7.3 AIBD/ Canada Radio and TV Co-production on Cultural Diversity

Mr Roger Tétrault (Director, Radio Canada International –RCI) reported that this includes a regional Radio co-production on Cultural Diversity and a Television Co-production on the same topic. He added that the programme is now completed and the information is available in the AIBD and RCI web site. A few programmes were screened at the General Conference in Fiji.

8. Progress report on activities on HIV & AIDS: -

8.1 AIBD / UNESCO Young TV Producers Network

Mr. Madhu reported that AIBD has been partnering with UNESCO to create Young TV producers network in Asia. The Institute organized four sub-regional workshops in 7 years and trained more than 50 TV producers and created a bank of more than 35 mini-documentaries that can be shared amongst all members. The experience helped AIBD to venture into more training-cum-co production projects in other subject areas.

8.2 AMAI / GMAI/AIBD /ABU Projects on HIV & AIDS

With the formation of AMAI, AIBD could expand and intensify the activities related to HIV and recently 9 in-country workshops were executed in a span of 8 months, training more than 120 producers. ABU, as part of the AMAI secretariat will follow up this 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.

Under the banner of AMAI, AIBD organised a pre-summit seminar in Macao and is planning a seminar-cum-workshop in Fiji as a post-GC event.

There is a need to strengthen the AMAI and the minutes of the last meeting of the Board of AMAI is attached as APPENDIX IV.

8.3 AIBD / UNESCO Project on HIV & AIDS Handbook

Mr. Mottaghi reported that with the support from UNESCO, AIBD has created a HIV and AIDS Handbook for TV Trainers and Producers. Mr. Mottaghi informed members that Mr. Madhu, (AIBD Programme Manager) has written this book so professionally. Mr. Mottaghi said that Madhu should be commended for his excellent work in compiling this book. Besides supporting AIBD's training activities, the publication of the handbook will lead to the international acceptance of AIBD as a lead training Institute for HIV and Media related issues. AIBD is thus leveraging the funds available for tackling HIV to strategically place itself as an Institute capable of training on issues related to health and development in general.

8.4 AIBD / UNAIDS Project on Minimum Quality Standards for Communication

With the support from UNAIDS Geneva, AIBD in collaboration with international experts has also drafted the Minimum Quality Standards for HIV Communication, targeting managers of media organizations, including print and Internet. The exercise has added experience and expertise in AIBD and the outcome provides support for training and quality co-production. The standard that has been developed is applicable to most development issues with minor transpositions. AIBD can now leverage on the strength of the document to broaden its activities related to development issues.

9. Special projects:

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

Mr. Mottaghi briefed the General Conference on the AIBD 's collaboration with IRIB, Iran and the UNESCO office in Kabul to implement a series of training courses within a period of 6 months in Kabul. Mr. Mottaghi reported that altogether AIBD and IRIB implemented 19 projects in Kabul and Tehran, in which over 240 Afghan broadcasters were trained. This was a huge operation funded by UNESCO Kabul and supported by IRIB, Iran.

Mr M Hanif Sherzad (Director of Planning and Foreign Relation Dept., Radio and Television of Afghanistan – RTA) thanked AIBD for its initiatives in implementing such a huge number of projects in Kabul. He added that RTA 's staff benefited from all these courses. Mr. Hanif furthermore invited all other members to support RTA in re-building its human resources.

The list of activities that has been implemented is as follows:

AIBD Training Activities for RTA , Afghanistan : -

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 week Training of Trainers in Mashad
19. 2 Weeks HD TV Training

9.2 AIBD Advisory service to MRTV4, Myanmar and TNA (Training Needs Analysis)

Director, AIBD informed members that the Institute has been offering consultancy services to some of its members on a case basis. He added that AIBD is currently helping members in projects such as digitizing audio video archives, going digital, drafting a new strategic plan, helping broadcasters in establishing a Radio and TV training Center and drafting a new organizational chart for the organization, etc.

He also reported that in early 2008, MRTV4 requested AIBD to help them to develop their channel with a long-term strategic plan, road map and practical training to improve the quality of programmes in MRTV4. MRTV4 also requested AIBD to help them set up a media-training center for Myanmar. Since then, AIBD and MRTV4 have jointly developed both these plans and MRTV4 is in the process of implementing the action plans with support from AIBD.

Around 8 training courses have been organized so far for skills development and more are planned for later in 2009. Work on developing a training center for Myanmar based in MRTV4 has also progressed well with 2 senior members of MRTV4 spending a month in Kuala Lumpur

in late 2008, to develop plans and learn about Media Training centers. Some classrooms have been prepared in the existing premises and equipment has been sourced. The first few training courses conducted by local trainers in Myanmar have been implemented and have been well received. A three-year roadmap for the training center has been drawn up and the number of activities is expected to increase in the coming years.

9.3 AIBD projects with IBU

Mr. Mottaghi informed the General Conference 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. He added that AIBD is expected to implement these projects in 57 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 potential members. In this project, in addition to the Ministry of Information in Saudi Arabia that highly supported AIBD, we received invaluable support from the ASBU Head Quarters in Tunis and its Training Center in Damascus.

Among the projects that AIBD is 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 Training 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 job analysis for the strategic positions at the IBU Secretariat based on the proposed organizational structure.

9.4 Community Broadcasting in Thailand

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. The report of

the said project was presented to the General Conference. Workshop trainers included Mr. Thepchai Yong (Managing Director, Thai Public Broadcasting Service (TPBS), Somchai Suwanban (Member of Board of Governors, TPBS), Dr. Uajit Virojtrairatt (TPBS Board Committee), TPBS producers and local academics and professional civil media trainers. Around 80 trainees attended the courses and a number of 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.

10. Progress Report on the Asia-Pacific Approach to Public Service Broadcasting

Dr. Paul Pasch, Project Manager, the Friedrich Ebert Stiftung (FES) presented a report on the process for designing and preparing and drafting the Asia-Pacific Approach to Public Service Broadcasting. He also made a power point presentation on this subject and referred to several joint venture projects that AIBD and FES have implemented together.

Mr. Mottaghi briefed the meeting that based on the mandate that has been stipulated in the “Bangkok Declaration”, which was endorsed at the 1st Conference of the Ministers on Information & Broadcasting in the Asia–Pacific Region in May 2003 in Bangkok, AIBD planned to generate more creative ideas to address the difficulties and exploit the opportunities in pursuing an effective PSB model in the region.

He added that the Guidebook on an Asia-Pacific Approach to Public Service Broadcasting marks another historical milestone in AIBD’s initiative to pursue its mandate to promote the PSB model in the region. Providing standards and processes to develop PSB in the region’s respective environs, the book underwent several stages of discussions, debates and editing.

Mr. Mottaghi reported that the outcome of several seminars and workshops that AIBD has implemented on various aspects of Public Service Broadcasting over the past 11 years and the Bangkok Declaration in particular, formed the first draft model that was presented to a pre-summit PSB workshop in 2008. Some 40 CEOs, media professionals from Asia and the Pacific mulled over the draft and discussed all chapters at length. The text was also examined by three workshops that were held in Kuala Lumpur prior to the AMS 2008.

He furthermore mentioned that on 18th November 2008, a group of experts from Asia and Pacific met in Kuala Lumpur to ensure consistency and coherence between the various chapters and the objectives of PSB; to improve the flow and substance of ideas, policies and regulations for a more effective PSB, and to enhance the language used so that the Guidebook becomes more user-friendly and understandable to various stakeholders interested in PSB.

The outcome was distributed to members of the AIBD Strategic Plan Team and to other AIBD members and partners for their further comments. Upon receipt of all final comments and suggestions, the editing of the fourth and final draft was completed and submitted in May 2009 to the publisher. Mr. Mottaghi added that a listing of the pros and cons of what constitutes PSB is not within the realm of this guidebook. Neither does it cover a comparative analysis of PSB companies throughout the world.

Director, AIBD said that this manual begins with the basic foundation of public service broadcasting, defining its nature, components, principles and objectives. It identifies international declarations and treaties that impact Public Service Broadcasting. It has a chapter on developing a media literate audience, necessary for enhancing the audience’s understanding of media content and process, and its participation in the development, growth and

sustainability of Public Service Broadcasting. The main component covers guidelines on the governing body, the executive body, programming, regulations, financing, accountability, training, and digitalization. It identifies various options especially in funding mechanisms. It adopts some of the existing standards of Asian PSB models as those found in Japan and Korea.

Director, AIBD reported that the manual also provides the guidelines on the transition to Public Service Broadcaster to ensure a dynamic and viable Public Service Broadcasting model. The book serves as a practical reference to assist policymakers, broadcasters, academics, and civil society organizations interested to pursue the PSB model.

Mr. Mottaghi added that this guidebook takes into consideration the diversity of the Asia-Pacific region and its unique media context, sensitivity and experience, while adopting some of the best experiences developed in Asia-Pacific countries. It reflects the commitment of media practitioners, experts and academics to give voice to neglected people in many countries in the region, encourage good governance and accountability, promote media freedom and responsibility, and support wider public participation in shaping broadcasting.

Mr. Mottaghi said that “I would be remiss in my duty, if I do not acknowledge the contributions of many partners and individuals in particular, **UNESCO** and **Dr. Pasch from the FES** in stepping up and increasing the engagement of stakeholders to set up a PSB. My hardworking colleagues at AIBD all deserve commendation for their support of this advocacy”. He also thanked **Jose Maria G. Carlos** for his excellent work in collecting, putting the materials together, editing and preparing the book.

Mr. Mottaghi also mentioned that our efforts have not been in vain as we continue to gain more support and advocates for PSB. The prestigious **Elizabeth R Award for Exceptional Contribution to Public Service Broadcasting**, which AIBD received from the Commonwealth Broadcasting Association on behalf of its members, affiliates and partners, motivates us further to pursue the ideals of Public Service Broadcasting.

11. Report on the AIBD Publications since July 2008

Mr. Mottaghi reported that the Institute has been active in publishing books and handbooks over the past 12 months. The following books /DVDs have been published / produced within August 2008 – July 2009 :-

- 1- The Asia Media Summit 2009
- 2- Asia- Pacific Approach to Public Service Broadcasting
- 3- Handbook on Ethical Principals in Broadcasting
- 4- DVD on Broadcasting and Cultural Diversity
- 5- Handbook on HIV & AIDS for Training TV Producers

UNESCO - Paris supported the handbook on HIV and AIDS for TV Trainers and Producers. Authored by K.P. Madhu, Mia Malan, Moneeza Hashmi and Nanna Bergstrom with contributions from TV producers from different parts of the world, this handbook was extensively pre-tested for in-country and sub-regional workshops. It also went through a peer review process.

The handbook has three parts - one which focuses on HIV and related issues, second on responding to HIV with TV productions in different genres and the third on training of TV producers. The handbook gives extensive bibliographic references and a glossary of HIV related terms.

Director, AIBD informed the Conference that the following books will be published in 2009/2010:

1. AIBD/CBA/FES Handbook on Media and Elections
2. AIBD/ CBA Handbook on Maximizing Income and Controlling Costs In Small and Medium Broadcasting Operations
3. Minimum Quality Standards in HIV Communication (will be published by UNAIDS)
4. Handbook on Training of Trainers

12. Report on the Media Awards: -

12.1 Special World Television Award 2009 on “The Best TV Documentary Contributing to Conflict Resolution”

The result of the World TV Award on best documentary depicting conflict resolution was presented to the general Conference. The jury for the world TV Award 2009 consists of Moneeza Hashmi (General Manager, HUM TV Pakistan), Firdoze Bulbulia and Faith Isiakpere from South Africa and Husner Ahmad (*Senior Manager, Branding, RTM Marketing, Radio Television Malaysia*). The jury viewed 31 entries from 15 countries; Korea, Iran, Switzerland, Cambodia, Vietnam, Bangladesh, India, Nepal, Syria, USA, Germany, South Africa, Russia, Canada and Hong Kong.

Mrs. Moneeza Hashmi informed the conference that over a deliberation of 2 days the jury short-listed 5 films which were then viewed again. They were a diverse mix of approaches to conflict resolutions. Ms. Hashmi added that the jury saw conflicts of cultures and perception in the mind sets of east and west, conflicts of development of the haves and the have nots vis-à-vis education opportunities, conflicts of violence and death and resolutions of making peace with the victim's families. They saw conflicts being resolved through mutual dialogue using creativity of music and conflicts of letting go of pain and hatred from within to create a better and more hopeful future for the next generation.

THE RUNNER-UP:

Shanti Geet (peace song) from Nepal brought together a group of young people from diverse and opposing backgrounds to create this peace song. This activity goes to prove that music knows no boundaries and can be a common ground where people of different ideologies can bond together. **“Shanti Geet”** from Nepal is this year's runner up.

“Shanti Geet” or **“Peace Song”** produced by Interface-Nepal with support from Search for Common Ground and broadcast by Kantipur Television was directed by Dil Bhusan Pathak and the Executive Producer is Shikha Prasai.

THE WINNER:

The winner, **“Morocco: Never Again”** is a story of two brave women from Morocco.

Khadija and Fatima faced prison, torture, and separation from their family and loved ones only because they were voices of opposition to the government of the then King Hassan. But they resolved their inner conflicts of resentments, anger and pain by becoming active members of the reconciliation committee formed by the present government in Morocco. They faced their own conflicts within and have tried to face up to the injustice they suffered by bringing peace to the lives of others. The winner of this year's award is from Switzerland titled Morocco, **“Never Again”**, an episode from the series Women on the front line.

The award was presented at the AIBD General Conference in July in Fiji.

"Morocco: Never Again" was produced by dev.tv - Geneva – Switzerland with support from UNIFEM, United Nations Development Fund For Women and Austrian Development Cooperation was first broadcast in April 2008 by BBC World News. The Executive Producer is Mr. Robert Lamb and Director, Mr. Kim Hopkins.

Next year the theme for the World TV Award will be Religious Understanding and Tolerance. Director AIBD invites all to send entries to make the 2010 award festival a success.

Financing the World Award

The World Award 2009 received support from the following organizations:

- Asia Pacific Institute for Broadcasting Development (AIBD)
- Arab States Broadcasting Union (ASBU)
- South-Africa Broadcasting Association (SABA)
- Islamic Republic of Iran Broadcasting (IRIB)
- Commonwealth Broadcasting Association (CBA)
- Radio Television Malaysia (RTM)

12.2 AIBD Awards 2009

AIBD had the following 4 awards in 2009.

1. Category 1: "The best TV documentary on Water issue" – winner was "THE WAY WATER CRIES", the entry submitted by CCTV, China
2. Category 2: "The best Children's TV show"- No one was selected
3. Reinhard Keune's Memorial Award: On the best radio programme integrating minorities - winner "HUMAN FEELINGS AT MOUNTAIN MARKET SESSION" submitted by VOV, Vietnam
4. The best educational radio programme supporting health care- winner "RURAL WOMEN'S HEALTH EDUCATION SERVICE" the entry submitted by China National Radio

13. Chairman's Report on the 21st Strategic Plan Team Meeting held on 28th May 2009 in Macao

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

The General Conference endorsed the report of the 21st Meeting of the AIBD Strategic Plan Team as was presented. The report is attached as ANNEXE 4c.

14. Reports of the International Partnerships of the: -

14.1 3rd meeting of the AIBD / ASBU Media Partnership Committee, held on 25 May 2009, Macao

14.2 3rd Meeting of the Afro- Asia – Pacific Media Partnership Committee held on 24 May 2009 in Macao

14.3 1st Partnership Committee for Media Development held on 28th of May 2009 in Macao

14.4 Other international partnership

14.1 3rd meeting of the AIBD / ASBU Media Partnership Committee, held on 25 May 2009, Macao

14.2 3rd Meeting of the Afro-Asia – Pacific Media Partnership Committee held on 24 May 2009 in Macao

The report of the 3rd meeting of the AIBD / ASBU Media Partnership Committee, held on 25 May 2009, Macao and the 3rd Meeting of the Afro-Asia–Pacific Media Partnership Committee held on 24 May 2009 in Macao were presented at the General Conference. The General Conference endorsed the reports as was presented. The reports are attached as APPENDIX I and II.

14.3 1st Partnership Committee for Media Development held on 28th of May 2009 in Macao

Mr. Cao Yin (Deputy Director-General, Foreign Affairs Department, State Administration of Radio, Film and TV -SARFT and Chairman of the Strategic Plan Team presented the report of the 1st Partnership Committee for Media Development held on 28th of May 2009 in Macao. The General Conference endorsed the said report as was presented. The report is attached as APPENDIX III.

Mr. Cao Yin reported to the General Conference that in addition to the on-going international partnerships with various organizations, for the first time in years, AIBD initiated the **1st meeting of the “Partnership Committee for Media Development (PCMD) ”**, which was held on **28th May 2009 in Macao**. The meeting was hosted by the President of the AIBD General Conference and the AIBD Strategic Plan Team. The meeting was well attended by some 35 senior colleagues and partners.

Mr. Cao Yin said that the idea was to discuss ways and means to strengthen the existing cooperation between AIBD and its partners. He added that the meeting also focused on the role that the Media can play in achieving MDGs. Mr. Cao Yin reported that in addition to several Board members and SPT members, the President of the AIBD GC, The Chairman of the AIBD Executive Board, the Chairman and Vice Chairman of the AIBD Strategic Plan Team attended the Partners' seminar in Macao.

Here is a brief outcome of what has been agreed upon:

- a. The creation of the “Partnership Committee for Media Development” has been given the task to come out with an action plan to push media development. It will meet once a year, preferably to coincide with the Asia Media Summit.
- b. Among its tasks the committee will work to increase the awareness of top level people, including officials at the UN, UNESCO, ITU, UNICEF, UN-ESCAP.. by setting up a meeting and encouraging them to draft a tangible action plan for media development and for the MDGs.
- c. All partners were requested to support AIBD towards the successful holding of the 1st Conference of the Heads of States on Information and Broadcasting in Asia – Pacific region.

- d. Ambassador Walter Fust (*Chairman, International Programme for the Development of Communication - IPDC/ and CEO/Director General, Global Humanitarian Forum -Switzerland*), was unanimously elected as Chairman and Hugues D Annoux and Dr Eun Ju Kim (*Head, Regional Office for Asia and the Pacific, International Telecommunication Union- ITU*) as Vice Chairs. AIBD will serve as the secretariat for the Partnership Committee for Media Development.
- e. The Chairman, the Vice-Chairpersons and the Secretariat will explore the possibility of meeting one more time between now and the second committee meeting in Beijing. They will also explore the possibility of arranging meetings with the UN Secretary-General, UNESCO Director-General, ITU Secretary-General to discuss matters on media development.
- f. Secretariat will circulate the required information, minutes of the meeting and recommendations to all partners.
- g. Secretariat will begin to develop a long-term action plan in consultation with CBA, SABA and other partners in close consultation with the Chairman and the two vice chairpersons of the committee.
- h. Other partners would be invited to join the 2nd meeting of the Partnership Committee for Media Development in Beijing.
- i. Next meeting will be after the AMS 2010 in Beijing.

15. Report on some selected projects

The report of some of the important projects such as the projects related to HIV & AIDS, Children, Women, Health and Education were presented to the General Conference.

16. Chairman's Report on the 22nd AIBD Strategic Plan Team, held on 20 July 2009 in Fiji

Mr. Riyaz Sayed-Khaiyum (Chief Executive Officer-FBCL and Vice Chairperson Strategic Plan Team), presented the above-mentioned report.

The General Conference endorsed the report of the 22nd Meeting of the AIBD Strategic Plan Team as was presented. The report is attached as ANNEXE 4.

17. Report of the Chairman of the AIBD Executive Board 20 July, 2009, Fiji

Mr. Freddy H. Tulung (Director General of Communication Media and Information Dissemination, Ministry of Communication and Information Technology -MCIT, Indonesia and Chairperson of the AIBD Executive Board Meeting), presented the report of the Executive Board held in Fiji on 20th of July 2009.

The General Conference endorsed the report of the Executive Board as was presented at the GC in Fiji. The report is attached as ANNEXE 5.

New Affiliate Membership

Mr. Freddy H. Tulung reported that 15 organizations have applied for AIBD Affiliate Membership within the period of August 2008 to June 2009 and the member countries have approved their applications accordingly. He added that with the above-mentioned applications along with a new application that was presented to the GC in Fiji, the number of AIBD Affiliate Members is **91** as of June 2009 compared to 75 in July 2008.

Regional Capacity Building

Mr. Freddy H. Tulung informed the General Conference that AIBD has implemented **84** training activities within the period of 1st July 2008 to the end of June 2009 benefiting **1838** broadcasters. Among other initiatives, AIBD introduced the following projects:

- Radio and TV Co-production with Canada on Cultural Diversity,
- expanding the network of the Young Asian TV producers on HIV & AIDS by implementing a series of in-country workshops,
- more initiatives on open space and world café format of activities,
- new publications,
- Reforming & Enhancing Regulatory Mechanisms,
- joint venture projects with Arab and African countries

Finance

Mr. Mottaghi presented his financial report to the Executive Board. He thanked all members who are prompt in paying their annual subscriptions within the first quarter of each year as approved by the Governing Council meeting. For those who have yet to pay their subscriptions, he appealed to them 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 list of members who are in arrears of their subscription was presented to the Executive Board. The situation has improved compared to previous years. However, one i.e. **Sri Lanka Broadcasting Corporation (SLBC)**, Sri Lanka has yet to pay its subscription on time. The matter was reported to the Strategic Plan Team in Macau on 28 May 2009. The Chairman of the Strategic Plan Team presented the report of the SPT to the General Conference. The matter has also been reflected in the report of the Executive Board, which was presented to the General Conference on 21 July 2009. The General Conference expressed its serious concern on the further delay by SLBC and advised the AIBD secretariat to officially request the Ministry of Information in Sri Lanka to intervene and put an end to this unpleasant situation.

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

Mr. Mottaghi reported that the Institute's fixed deposit funds are placed with the Malaysian financial institutions in Ringgit. He added that the fixed deposit for the year ended December 2008 has been increased by RM 422,464.37 (**USD120, 704.00**) over the fixed deposit at the end of December 2007.

18. Chairman's Report on the meeting of the Asia-Pacific Partnership with Africa, Europe and Arab countries held on 20 July 2009 in Fiji

Ms. Min, Eun-Kyung (Senior Project Director, Int'l Relations Dept., Korean Broadcasting Systems-KBS and Chairperson of the Asia-Pacific Partnership with Africa, Europe and the Arab countries Committee), presented the above-mentioned report to the General Conference.

The General Conference endorsed the report of the Asia-Pacific Partnership with Africa, Europe and the Arab countries as was presented at the GC in Fiji. The Report is at ANNEXE 6.

**19. Professional Discussion - Session I (20 July, 2009: 1500 – 1630hrs)
“Effective Regulatory Management for the Broadcast Industry”**

Ms Moneeza Hashmi, General Manager, HUM TV, Lahore was the chairperson.

Mr Freddy H. Tulung, Director General of Communication Media and Information Dissemination, Ministry of Communication and Information Technology (MCIT), Indonesia, observed that the indicators for paradigm of democracy in Indonesia was the observance to the rule of law, accountability, independent, competitive, mature business and civil society and a professional media environment.

Dr Hayun Kang, Director, Korea Information Society Development Institute (KISDI), Korea, provided a comprehensive overview of approaches to effective regulation of broadcasting in an era of convergence, issues and the controversy, the nature of services and principles of regulation in Korea.

Ms Mere Rakuita, Lawyer, Solicitor General Office, Ministry of Information and Archives, Fiji, provided an overview of Fiji's Regulatory Mechanism spoke on the overlapping functions of regulators, implications of convergence on the regulatory mechanism. She further made suggestions for the way forward: a united effort to sift through the net of existing regulations in the industry, demarcation of functions between different regulators and concluded by stating the norm would be international corroboration and cooperation.

Mr Joseph N. Ealedona, Managing Director and Chief Executive, National Broadcasting Corporation of Papua New Guinea, representing the Pacific islands, raised his concerns and the plight of broadcasters in small island states as in the Pacific. He called upon for regulatory management that is fair and equitable to all and a stronger effort from regional bodies to support Pacific broadcasting into the transition.

**20. Professional Discussion - Session II (22 July, 2009: 0900 – 1030 hrs)
“Human Capital Management for Broadcasters in the 21st Century”**

The Chairperson was **Mr. Setareki Tale**, Deputy Secretary to the Ministry of Information in Fiji

Mr Ken Clark, General Manager, Commercial Fiji Television, observed that the communities in the Pacific islands are widespread and hard to reach. Therefore working in that environment required to have in place, processes that concentrate on selection of people that have the competencies required to carry out the functions and roles. It was essential to identify the areas

where competencies need to be improved and retain the commitment to excellence to achieve the vision and mission. Continued training and human resources played a critical role in the growth of the individual that builds the strength of the company. Trust and empowerment play a big part in an employee's becoming a productive part. Teamwork, honesty, reliability integrity, creativity and effectiveness are the key element for success.

Mr Mano Wikramanayake, Group Director, The Maharaja Organisation Limited, Sri Lanka expressed that human capital is the single-most important asset of any company, especially in media. The capturing of the audience depended on the creativity of human being and creativity is dependant on human innovation. The success of management was attributed to open communication, motivation, recognition and rewards. It is important to measure the performance through an appraisal system where continuous review and needs assessment was required to improve the human capital in organizations.

Mrs Lisa Williams Lahari, Project Adviser to ONE News TV, Solomon Islands presented a brief case study on the human dimensions of capital: early lessons from the Polynesia pilot study. She spoke about the visioning from the inside out to keep abreast of changing times in a Pacific world and the need to make a difference whereby information industry was required to inform itself the workplace policies and rights to follow or poorly enforced or little known national guidelines on remunerations, workers rights and grievance process. She mentioned various issues - from pay scales and promotion to sexual harassment procedures, an open door policy which links all staff to the employer and keeping the communications line open as best practices approach to the management of human capital.

Mr Richard Broadbridge, Chief Executive Officer & Managing Director, MAI TV Fiji Ltd., observed that the broadcast industry has seen an explosive growth in the last two decades. The education sector had not for seen this unprecedented growth. Therefore there is a lack of manpower that is needed for the fast-growing industry. Emergence of new channels has lead to poaching of the best talents from the existing channels. This has led to a volatile workforce that is tempted on all sides with better remuneration whereby creative people come into conflict and this affects the productivity of the workforce.

Mrs Nanise Fifita, General Manager, Tonga Broadcasting Commission (TBC), stated that technology and economic growth, profitability, competition and quality have all contributed to the dramatic shift in the way human resources recruitment. Maximizing the investment in the organization's human capital is crucial to business success. Organizations that have robust tools to implement human capital management strategies will be able to maximize the contribution of their work. Those that will not, find it difficult to compete in today's dynamic market place.

21. Professional Discussion - Session III (22 July, 2009: 1100 – 1230 hrs)

“Quality Management Systems, Requirements for Radio, TV Broadcasters and Internet Content Producers; ISAS BC-9001”

Mr Yaminiasi Gaunavou, Chairman of Board of Directors, FBCL, chaired the session.

Mr Riyaz Sayed-Khaiyum, Chief Executive Officer, Fiji Broadcasting Corporation Limited (FBCL), spoke about the benefits of working towards or attaining quality certification for media and gave the overview of the requirements to receive Quality certification. He explained the need for media organizations to set-up performance indicators so that performance of the company and

its quality system can be assessed. He also mentioned the Quality check-up system that will be taking place at FBCL shortly with support from AIBD and the Media Society Foundation.

Mr Guillaume Chenevière, Chairman of the WRTVC /CMRTV - World Radio and Television Council and Executive Director, CERTIMEDIA.ORG, Media and Society Foundation provided the overview and the advantages of achieving the certification. He explained clear methodologies and rules to construct a quality management system complying with best management practices. He elaborated on the advantages of getting ISO 9001 and ISAS BC 9001 international certification by broadcasters in a competitive media industry.

22. Election of the members of the Executive Board

Korea, China, Indonesia, Fiji and Papua New Guinea were elected as the new members of the AIBD Executive Board for a period of two years with effect from 01 August 2009. Other members of the Executive Board are: Iran, Maldives, Singapore and Malaysia.

23 Election of the President and Vice President of the AIBD General Conference & 24.

Maldives and Fiji were re-elected as the President and Vice President of the AIBD General Conference for a period of two years with effect from July 2010 to chair and vice chair the General Conference in 2010 and 2011.

25. Future Meetings of the AIBD General Conference

25.1 Invitation to Macau for the 36th AIBD Annual Gathering / 9th AIBD General Conference, 26 – 29 July 2010

Mr. Manuel Gonçalves, Vice-Chairman and CEO, TDM-Teledifusão de Macau invited all delegates to come to Macau in July 2010 to attend the 36th AIBD Annual Gathering and 9th AIBD General Conference. The dates are 26th to 29th July 2010. Mr. Manuel Gonçalves added that the required information about hotel will soon be circulated through the AIBD Secretariat.

25.2 Invitation to Beijing for the 7th Asia Media Summit 2010

Mr. Cao Yin (Deputy Director-General, Foreign Affairs Department, State Administration of Radio, Film and TV –SARFT, China and Chairman of the AIBD Strategic Plan Team) invited all delegates to attend the Asia Media Summit in Beijing in 2010. Mr. Cao Yin showed a well-prepared video programme providing the details of the venue and other matters related to the AMS in 2010. He added that the venue and hotel for the Summit would be the historical Beijing Hotel, which was also the secretariat for the International Olympic Committee during the 2008 Olympic games.

Mr. Cao Yin said that he has every hope that the Pacific voice in particular could be heard in Beijing and that the colleagues from the Pacific Islands should be well represented. AIBD Secretariat will soon circulate the required information and invitations for the AMS in 2010.

26. Other matters

■ 26.1 Recognizing the partnership and contribution made by individuals, consultants and partner organizations

The General Conference of the AIBD approved the recommendation made by the Director, AIBD to recognize the invaluable contributions made by the following individuals and partners in the following three categories as was endorsed by the Strategic Plan Team:

- The 2 former Directors of AIBD, namely: - Dato ʼ Abdullah Mohamad and the late Mr. R Balakrishnan
- Some of the long-standing consultants who have been helping AIBD by conducting its activities for over two decades;
- Some of the partners who have been supporting AIBD since its inception.

The General Conference approved the title of "Honorary Fellow of the AIBD" for the former AIBD Directors.

For the second category i.e. the consultants, the General Conference approved the title "AIBD Honorary Consultant". The said title was awarded to those consultants that meet the following criteria:

- Conducting AIBD training activities for over 10 years.
- Helping AIBD in developing course content and curriculum for various training activities.
- Developing partnership for AIBD enabling the Institute to raise its professional profile.
- Helping member countries in building their HRD capacity in an efficient and effective way.

For this category, the General Conference agreed to endorse the recognition of Prof. Drew McDaniel and Mrs. Barbara Skerath.

For the partners, the title "Long-standing AIBD Partner" was approved. The criteria and names of the partners that the General Conference agreed is as follows:

- Organizations that helped AIBD for more than 10 years by providing funds in cash and or, supporting AIBD ʼs activities in kind;
- Helping AIBD in implementing its new strategic plan, vision, mission and objectives;
- Helping AIBD in developing more partnerships with various potential Partners;
- Helping AIBD in Capacity building among member countries;
- Supporting AIBD in raising its international professional profile in the broadcast industry.

At this stage, for this category the General Conference endorsed recognizing UNESCO, ITU, DW, CBA and the FES.

AIBD Pacific Media Partnership Committee

The AIBD Pacific Media Partnership Committee was formed and met for the first time in Fiji on 22nd of July 2009 after the General Conference in Fiji. The purpose of this Committee is to do more in media development in the Pacific region and to facilitate the voice of the Pacific to be heard in other regions. There are local regional organizations already working to develop media in the region like UNESCO, ITU, Pacific Islands News Association (**PINA**), The Secretariat of the Pacific Community (**SPC**), Pacific Islands Forum Secretariat (**PIFS, Fiji**) etc. They are contributing to media development at national and regional levels. The committee's objective is to supplement and complement the activities of these organizations and not to compete with them. The minutes of the meeting is attached as ANNEXE 8.

