

# Broadcaster

Asia-Pacific Institute  
for Broadcasting  
Development,  
Kuala Lumpur,  
Malaysia

Edition 1, 2021  
Volume 20 No. 1  
ISSN: 1675-4751



## Staying Connected in the New Norm





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# From the Director's Desk

Warmest greetings from the Asia Pacific Institute for Broadcasting Development.

This is the first edition of our quarterly Broadcaster magazine for 2021. I would like to take this opportunity to thank all our members and partners for their great support during these challenging times.

The pandemic has indeed changed the way we live and work, what with multiple lockdowns face to face communication is slowly being replaced by virtual engagement. Of foremost importance for the secretariat is safety of staff members. The pandemic has compelled us to a new global work culture-WFH. We at AIBD have embraced the new norm into our working philosophy without compromising our productivity and upkeeping the key performance index of the Institute's activities.

To uphold the interest of our members, the Secretariat has endeavored to manage the operations cost effectively without affecting the welfare and the interest of the employees.

The pandemic I must say has opened many doors of opportunity for the Institute. New partnerships have been fostered with UN bodies especially the ITU, UNICEF,WHO,IOM and ILO among others. Let us not forget to mention private entities who are also joining forces in bringing knowledge on Immersive technologies to broadcasters.

We have conducted over 28 events since our last broadcaster publication and swiftly adapted to the virtual environment by adopting various platforms, engagements and interaction mechanisms.

The outcomes have been very positive and am happy to say we are once again serving members to the best, taking into account the current regional needs. Of pride is our



Health Communication manual which will serve as a blueprint for all media organisations. Readiness and preparedness is indeed key to overcoming the woes of the pandemic. I am also happy to share that the pandemic has raised the importance of traditional media globally. Nothing beats credible information and that is indeed the strength of us broadcasters. AIBD is working with ITU and other partners to champion the importance of spectrum space and revitalise the media industry.

The Secretariat also conducted a virtual extraordinary Executive Board (EXBO) meeting. This edition contains a report from the EXBO meeting as well as an Audit report.

Meanwhile, my humble request is for you our esteemed members to continue interactions virtually until situations allow us to meet personally. If you have any feedback or suggestions on anything related to the Secretariat and its services, please do not hesitate to write or call us. Once again our heartfelt gratitude to all of you.

Take care and Stay safe.

**Philomena Gnanapragasam**  
Director, AIBD



## Visits

### **AIBD Director Calls on DG RTM & Ambassador of Royal Embassy of Saudi Arabia**

Contributed by **Nabeel Tirmazi**  
Programme Manager, AIBD

The Director of AIBD, Mrs. Philomena Gnanapragasam, called on the Ambassador of Saudi Arabia in Malaysia, H.E. Mahmoud Hussein Saeed Qattan in Kuala Lumpur on 6th April 2021. The meeting was part of the series of courtesy visits that the AIBD Director is making to enhance cooperation with its members and partners.

The Director highlighted that Saudi Arabia has been an active member of AIBD for a long time and appreciated the efforts in supporting the activities of AIBD. She also mentioned the success of the 10th Asia Media Summit which was organised in Jeddah in 2014.

The discussion focused on AIBD's recent initiatives and activities regarding health journalism and empowering the traditional media in the era of social media.

H.E. Mahmoud Qattan mentioned that AIBD should play an important role in intergovernmental activities and the Royal Embassy will support the institute. He also highlighted that how Saudi Arabia is managing its national and international initiatives in this ongoing pandemic. He mentioned that despite there are many travel restrictions around the world, but people around the globe have come closer because of virtual meetups, e-summits and webinars.

The AIBD Director, Ms Philomena Gnanapragasam, paid a courtesy

call to the newly appointed Director General of Radio Television Malaysia (RTM) on December 31, 2020. Datuk Ruzain bin Idris comes to the media industry with a wealth of experience having served abroad as well as in several government ministries in several portfolios. AIBD is looking forward to looking to working closely

on several key areas with RTM to boost the media industry. We take this opportunity to wish Datuk Ruzain Idris a productive time ahead.

The Director of AIBD also paid visits to Sri Lanka Embassy in Malaysia and the UNICEF office in Malaysia.





# Staying Connected in The Pandemic for AIBD Members

Contributed by **Lee Lai Mee**, Chief Compliance Officer, AIBD

For any business or organisation to thrive, it is often believed that the management and employees need to meet deadlines, exceed goals, have solid biz-to biz (B2B) communication systems and build a strong relationship. But after WHO declared the COVID pandemic in March 2020, many countries across the globe were greatly impacted by the pandemic fallout with resources gotten exhausted under the lockdown and the raging disinformation in the net. However, on the other hand, COVID has also taught us to be resilient, reflect the value to share, stay connected even though remotely and it opened new opportunities for us to work in the new normal.

AIBD, as an international intergovernmental organization and mandated, could not let the members tumble down. Instead it took the initiative to reach out to the member countries, build links up and provide a platform to share experiences and best practices through the many webinars AIBD has had.

Realising too, the urgent need for training / capacity building for the needy members in this challenging time, the AIBD Secretariat led by the Director, Ms. Philomena Gnanapragasam undertook a series of zoom meetings to reach out to the members. The main objective of the meeting was to discuss in-depth the organizational developmental/ training needs of the member

countries and to obtain inputs of the webinars and online workshops that AIBD had carried out in 2020.

**What are your current needs in the pandemic and how can AIBD assist?**

Ms. Philomena Gnanapragasam,  
Director AIBD

Member countries and partners were invited to the meetings as scheduled:

Day	Date	Region(s) / Requests
1	1-Dec-2020	SAARC countries
2	2-Dec-2020	Central Asia & Europe(DW)
3	3-Dec-2020	ASEAN countries
4	7-Dec-2020	East Asia
5	8-Dec-2020	Africa & east Africa
6	9-Dec-2020	Middle East
7	10-Dec-2020	Australia & the Pacific
8	11-Dec-2020	Korea
9	14-Dec-2020	PMA
10	16-Dec-2020	Prix Jeunesse
11	17-Dec-2020	ITU (collaboration)
12	22-Dec-2020	Radiodays (collaboration)
13	30-Dec-2020	BTv

The 13 days meeting was a first virtual member meetup AIBD has ever had but an effective communication strategy to meet and stay connected in this critical COVID time. New and challenging areas of training needs were discussed. In order to facilitate those training activities, member countries were given a grace

period of about two weeks to respond with the list of their specific needs and AIBD will do the best to prioritise the critical areas.

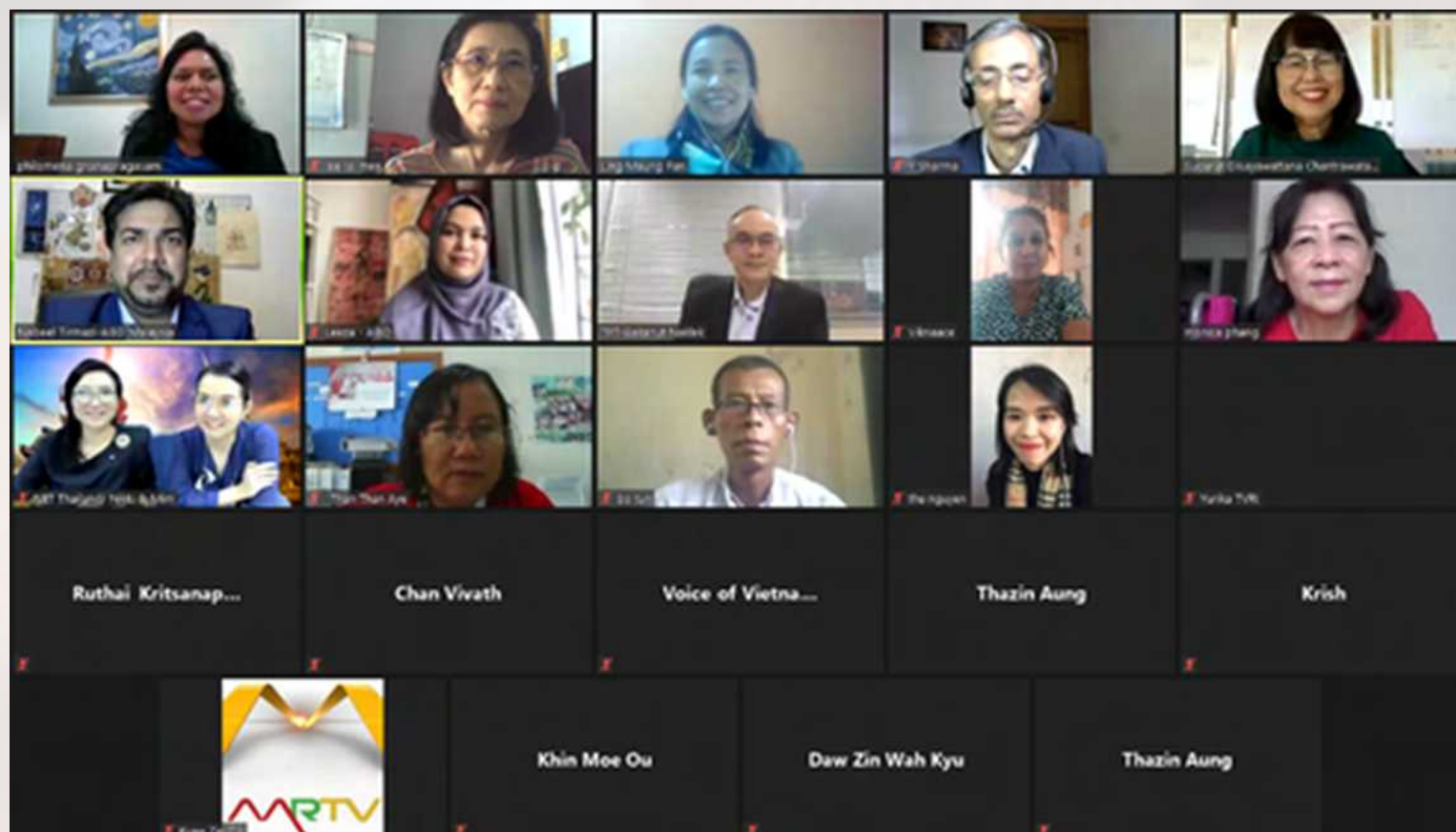
Members were also briefed on the activities AIBD had conducted in 2020 and the offers of training workshops in 2021, the event collaborations in the planning and an update of the wishful AMS and GC 2021. Other matters discussed were the AIBD-UNESCO fellowship for Investigative Journalism and AIBD Health Communication Manual Project. All members were encouraged to send nominees to join the taskforce and participate in the 1-month Health Journalism workshop towards the '1 Station 1 Health Specialist' Initiative.

The Heads of Organisation, comprising the CEOs, Director Generals and some Heads of Training and International Relation (IR) Department, attended the zoom meetings. Their thoughts and contributions were so insightful. The meetings ended with some MOUs, new training proposals and collaborations set in momentum for 2021.



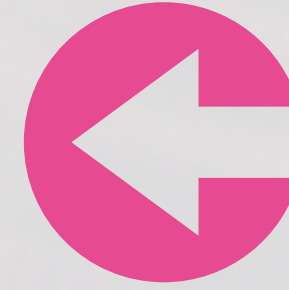
Meeting with the SAARC Members,  
1st December 2020 @2:00pm Malaysian Time





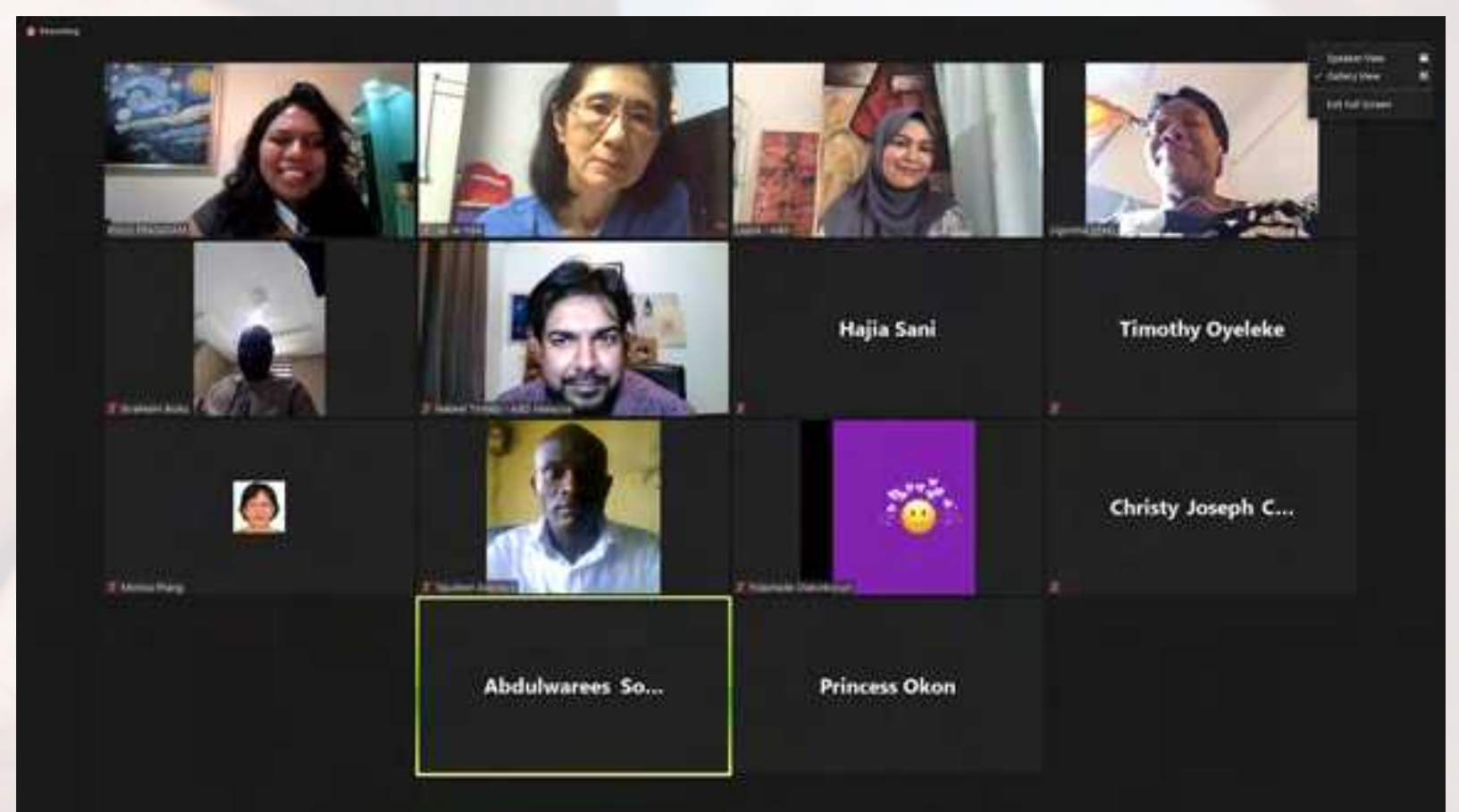
## Meeting the ASEAN Members

3rd December 2020  
2:00pm Malaysian Time



## Meeting the African Members

7th December 2020  
2:00pm Malaysian Time



## Meeting the Pacific Members

10th December 2020  
11:00am Malaysian Time



## Meeting Partner - Prix Jeunesse

7th December 2020,  
8:00pm Malaysian Time





## Audit 2020

### Challenging Year for Audit 2020 at AIBD

By **Lee Lai Mee**, Chief Compliance Officer (CCO), AIBD

The Internal Audit 2020 scheduled to be carried out in January 2020 was delayed till June 2020 due to the impact of the COVID Movement Control Order (MCO). However, with the strong teamwork spirit of the staff, the Internal Audit was expedited and completed on time for the External Surveillance Audit on 28 September 2020.

The certification ISO 9001 – 2015, was obtained in October 2018 and is valid for 3 years (2018-2021), subject to annual surveillance. To maintain this standard, AIBD as mandated has never halted to work towards continuous improvements.

**In the 1st Surveillance Audit in 2019**, the ISO Compliance Operations completed with no nonconformity issues. The audit focused on Training, Consultancy, Conference and Workshop organization for the Programme Department; whereas for the Administrative & IT department, it was on purchasing; and for Management, it was about changed directorship.

**In the 2nd Surveillance Audit 2020**, the ISO Compliance Operations, termed as Operation Control 2, focused on Training, Consultancy, Publication, Content Production, Handling Conference and Workshops Organisation. The audit methods used were 3-D & 1-0 method, i.e describe, document (record), demonstrate and observation.

Risk Management in AIBD is the ongoing process that strengthens



AIBD's capabilities in the rapidly changing scenario of training and capacity building. Selected issues of concerns are identified quarterly for the Director's attention and continuous improvement actions are undertaken to overcome them. Weekly 2-3 hours session is an ongoing process that will continue to assess all relevant procedures of management of all departments within AIBD.

Due to the COVID pandemic were turned into on-line projects. The project management system, activities and workflow were revised and documents were reviewed to suit the new norm besides adhering to ISO compliance.

To ensure transparency and good practices for the organisation, the Director re-instated the Finance Procedures to be audited in the Internal Audit 2020 and to ensure it is ISO Compliance.

#### External Auditor's Comments:

The auditor, Mr Raymond Wong Kian Tuck, observed and remarked that despite the COVID-19 fallout, there were no minor or major non-conformities found in the OPERATION CONTROL 2 surveillance audit.

The overall performance and maintenance of the quality system were found to be adequate. All the staff members were positive and

cooperative throughout the entire audit processes. Most of all they had maintained the standards of operation with documentation well in control.

The auditor concluded the organisation had established and maintained its management system in line with requirements of the ISO standards and based on the continuous effort from 2018 to the results of this flawless 2nd surveillance audit, thus recommended the management system certification ISO 9001:2015 Standard be continued with validity till 30 October 2021.





### New coalition to tackle Digital challenges in the *new normal* in Asia and the Pacific



Contributed by **Nabeel Tirmazi**, Programme Manager, AIBD & **Dr. Amal Punchihewa**

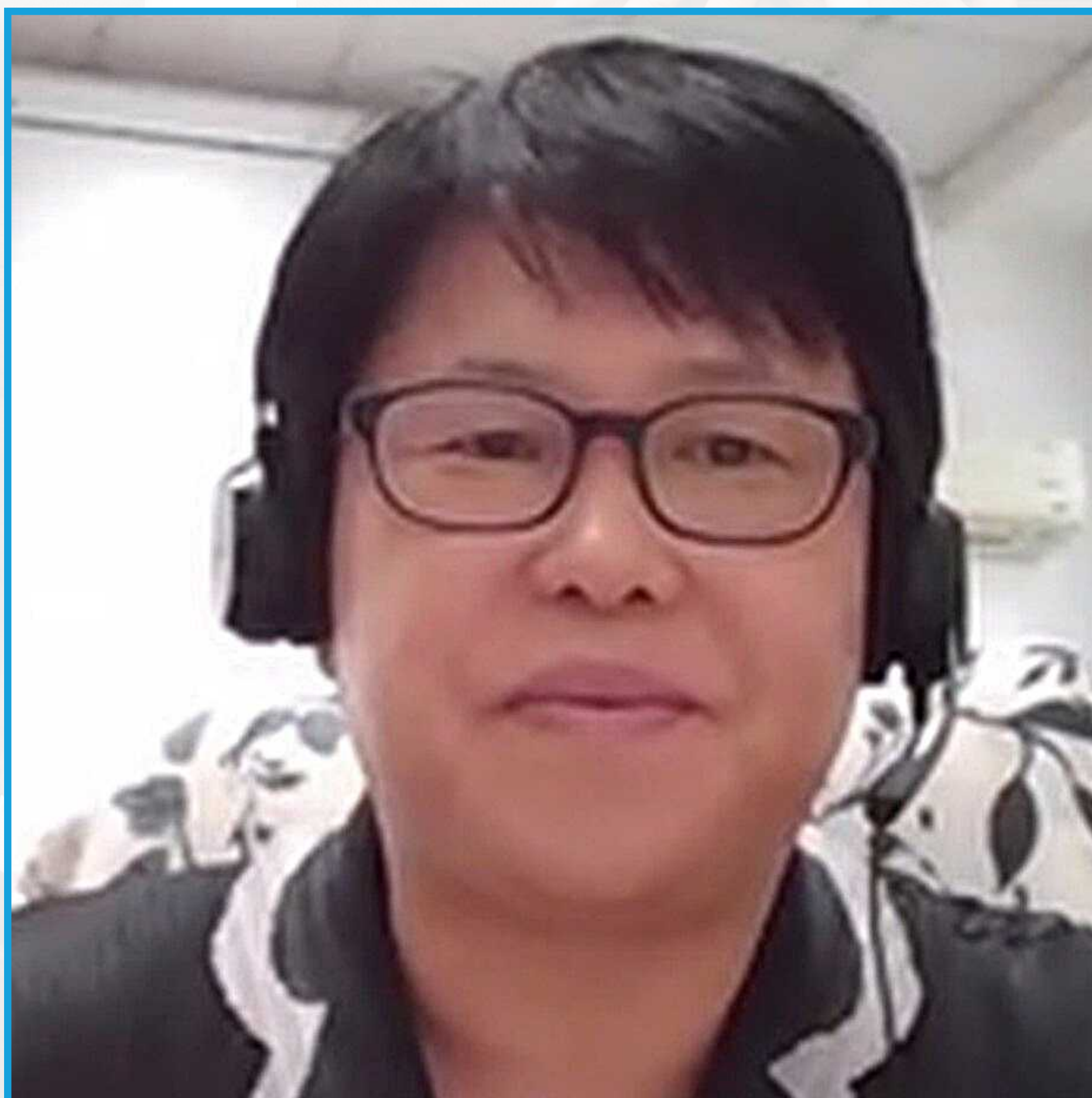
**AIBD** renewed its ties with ITU with a new coalition to tackle digital challenges in the new normal in Asia and the Pacific. Dr Atsuko Okuda, Regional Director, ITU Regional Office for Asia and the Pacific and Ms. Philomena Gnanapragasam, Secretariat Director, Asia-Pacific Institute for Broadcasting Development (AIBD) agreed to work in closer partnership to address digital challenges in APAC.

The COVID-19 pandemic has transformed various facets of life, the way we work and communicate, the mode of service delivery and how values are digitally created in rural as well as urban areas, in developed and developing countries alike. Digital connectivity and technology have been facilitating the transition to ensure that essential services are provided to all while accelerating digital transformation at a much faster speed now.

However, digital transformation is not new and has started long before the COVID-19 pandemic became a global emergency. Industry 4.0, and the wide and rapid introduction of emerging technologies, such as artificial intelligence, Internet of Things, Big Data and cloud computing, have been underway and have been transforming sectors such as manufacturing, logistics, agriculture, banking, retail, among others. What is new is that the COVID-19 pandemic also shed light on existing and

emerging issues associated with the accelerating digital transformation. The digital divide is one of the persistent challenges the world has been grappling with. According to the economic roundtable of experts, organized by ITU in 2020, the countries with excellent digital infrastructure weathered the negative consequences of Covid-19 far better than those without, as much as 50% of negative economic consequences

were mitigated in those countries with good digital infrastructure. Another emerging challenge is disinformation. Under the COVID-19 lockdowns, social media was abuzz with home remedies and unscientific advice on how to avoid and mitigate the infection, to the detriment of the health of vulnerable groups, older persons and low-income families.





However, digital transformation is not new and has started long before the COVID-19 pandemic became a global emergency.

In response to the persisting and emerging challenges, ITU has been developing a new coalition and synergies between new and traditional broadcasting media. The ITU Regional Office for Asia and the Pacific has been partnering with the Asia-Pacific Institute for Broadcasting Development (AIBD) located in Kuala Lumpur, Malaysia.

AIBD is an Intergovernmental international organisation formed in 1977 under the auspices of UNESCO, ITU and the UNDP hosted by the Malaysian Government. Today with 26 full governments and more than 60 affiliates in Asia Pacific, Africa and Europe. AIBD sets the media agenda together with UN partners, governments and industry experts. AIBD is currently working with WHO in prioritising Health Journalism and has come up with a Communications manual. It also undertook a Disinformation study in 2020 among its members together with UNESCO. AIBD is now actively championing the importance and relevance of traditional media to policy makers in the region and also reinforcing media's mandate as the Fourth Pillar of Democracy.

In response to the persisting and emerging challenges, ITU has been developing a new coalition and synergies between new and traditional broadcasting media.

While the Internet and new media have versatile means to communicate and present information and messages, the traditional broadcasting media, such as television and radio, have much wider geographical coverage, deep into remote and rural areas. The latter remains to be the essential means to receiving daily information among

the vast majority of people in developing countries.

To reach the unconnected and convey the authoritative message on the importance of digital empowerment and opportunities, innovative collaboration with the broadcasting industry is surely effective. One example of such synergies and cooperation manifested in the AIBD event ITU partnered with –Women Leading the New Future. In September 2020, AIBD hosted this global webinar on women leaders; exploring their journeys, the challenges they had faced and how they adapted in their fields; the strategies that helped them navigate the road to leadership in this digital era.

From women at the frontline of COVID management to economic freedom; and from women at the forefront of Science and ICT to socio-economic wellbeing, the Webinar witnessed the women leaders speaking on various issues, challenges and way forward to lead the 'new future'. The Webinar also provided a platform for the women leaders to discuss the opportunities and strategies to manage the evolving roles and responsibilities.

ITU is also partnering with AIBD to assist member countries to tackle disinformation related to COVID-19. Broadcasting media are trusted as an authoritative, credible source of information when there is rampant disinformation on COVID-19 remedies and unscientific information on social media. To address the challenge plagued online, ITU is organizing an event with AIBD and Bhutan Broadcasting Service (BBS) to discuss how to combat the deep fakes that are circulating. As a culmination of our partnership, ITU and AIBD are working to sign a memorandum of understanding to formalize the partnership. The MOU will pave the way for closer collaboration between the two organizations.



This new coalition is expected to encourage broadcasters to participate actively in the regional and global discussions ITU is leading in 2021. ITU's World Telecommunication Development Conference (WTDC), which is organized every 4 years, is scheduled to be held in November 2021 in Addis Ababa, Ethiopia. The Conference is expected to shape the digital future and discuss how ITU and its members support the implementation.

In Asia and the Pacific, the virtual Regional Preparatory Meeting (RPM) is planned from 9 to 10 March 2021. Together with member countries, ITU, AIBD and other partners will join forces to tackle existing and emerging challenges and deliver the digital future we want in Asia and the Pacific.



# Radio has immense power to create milestones



By **Monica Phang**, Programme Manager, AIBD

Radio is a powerful tool that continues to promote "dialogue, tolerance and peace. "Even in today's world of digital communications, radio reaches more people than any other media platform as Radio conveys vital information and raises awareness on important issues.

These are among the valid reasons prompting the organiser of Radiodays Asia (RDA) to host the 2nd edition of Radiodays Asia 2021 virtually from 24th to 26th March 2021 due to the COVID pandemic. The inaugural RDA was held at Hotel Istana in Kuala Lumpur on 27-28 August 2019.

As one of the partners of RDA 2021, AIBD Director, Ms Philomena Gnanapragasam was given the honour to deliver a video message addressing the participants who are able to attend the event virtually.

She described Radio has immense

power, the power to create milestone.

"Radio is a very, very powerful medium, it's a companion. It has a wide reach and especially during the pandemic people were at home listening to radio. This facilitate Radio programmers keeping the content alive", stressed Ms Philo.

Misinformation has contributed to the way people are consuming media today and this has been a positive for radio. Radio had the power even before the pandemic to work remotely.

Ms Philo said that media groups have to understand the power of radio with music and words and that it is a powerful influencer! She's happy that podcasting has been added to the title of the event this year as podcasting continues to grow worldwide.

More than 400 participants from 40 countries attended over the three

**Radiodays  
ASIA 2021  
VIRTUAL  
24-26 MARCH 2021**

days as compared to the 300 pax from 30 countries at the first Radiodays Asia in Kuala Lumpur in 2019. The countries with most participants were Australia, China, India, Japan, Malaysia and Singapore.

The two main themes of the conference were how to recover your radio station from the COVID-crisis and focus on the future of the growing podcasting business in Asia.

About 70 international speakers, leading experts and professionals from around Asia, Australia and across the world contributed to the huge success of RDA 2021. The conference run over the first two days, followed by a day of training on the third day with interactive masterclasses and workshops. The new addition with training sessions on the 3rd and last day was praised by participants.

Anders Held, Founder and Project Director of Radiodays Asia says: "We are happy that the event got such a high appreciation rating, as high as the first live Radiodays Asia in KL. There obviously is a need for a high-quality radio and podcasting event like this. With attendee numbers increasing and more sponsors and supporting organisations, we are looking forward to organise the next Radiodays Asia in Kuala Lumpur as soon as meetings and travels are safe again".





## Excerpt from speech Dr Pia Britto, UNICEF Representative, Lao People's Democratic Republic (PDR)

*This is an excerpt from speech during AIBD / Prix Jeunesse Foundation Webinar on 'The Day I Became Strong in the Pandemic' Foster Resilience of Children, held on 11 March 2021.*

As we all know, entering the second year of covid-19 pandemic, it's becoming increasingly clear this pandemic is not just a global health crisis, it's also a child right crisis and while children may not be the face of this pandemic, they are the one who are most affected.

We all know without a doubt, this pandemic has changed the lives of millions of children around the world. They were forced to cope with lockdowns, they had to learn remotely from home, and schools in many parts of the world were close down and this alongside with the access to online learning platforms for many children especially for the poorest countries meant the education of an entire generation is currently under threat. Aside from education, the pandemic threatens children's mental health as well.

In addition to the isolation and loneliness caused by not being able to meet with their friends when socialization; being with others is so important to identify who we are, how we feel, how we connect. Children do not have this right now and they also have increasing levels of stress and anxiety within families. Because as we know, the pandemic has a social economic impact and many families are being pushed to the brink of

poverty due to loss of income.

Now when we look at this broad situation that is really quite bleak, we see in here something that gives us hope for how we can take action because despite being constructed with these overwhelming challenges, many children are finding ways to adapt, to change their daily lives that has been impacted by the pandemic and doing this in a very inspiring way and a way that is a testament resilient.

Many children have used the pandemic as a source of growth and innovation, learning new skills, cooking, sports, dancing as a source of motivation to create content, to inspire others. For example, you may have all heard of Hala, the 12-year-old girl from Egypt, who dreams of becoming a professional basketball player. During lockdown in Egypt, she used her time to make video of basketball with her friends online through TikTok, pretending she is training on court and inventing these new basketball moves. So, these really goes to show, children are not passive victims of the pandemic but instead they are agents of change, they are part of the solutions and why is this happening?

We learnt a lot about this from the brain science which is totally fascinating. The brain science tells us so much about the adaptability of the brain, the way the brain neuron connections grow and as we progress to live in adolescence, they get sculpted. The neuroendocrine inflation that occurs enable the plasticity of the brain in a way that we can help children if we buffer them from stress, if we buffer them from what they're facing, actually this resilience adaptation can grow, and this is why addressing the mental health of children is a key priority for

UNICEF in 2021, it is a key area we are going to take forward. "The day I became Strong in the pandemic", such a powerful title such a title that tells us despite the odds, we can make it happen and it reflects a very point I have said. The goal of the webinar is supporting children content creators, to help children and young people from around the world, realise their own strength and capacity to deal with the various challenges of the pandemic.

I hope this webinar will create a greater understanding among content creators about resiliency, creativity, improving mental health for all children and facilitate better ways to promote them in

the pandemic which is going to be with us a little while longer. Wish you all a fruitful and productive webinar and really looking forward to learning about all the creativity that is going to be spark today to help children everywhere.





# Extraordinary Executive Board (EXBO) Meeting

## A Virtual Convene

Contributed by **Lee Lai Mee**, Chief Compliance Officer, AIBD

As the General Conference 2020 in Laos was cancelled due to the pandemic, the AIBD Secretariat called for an Extraordinary Executive Board Meeting and the meeting successfully convened for the first time virtually on 14 October 2020 to see the Institute's progress report and discuss the way forward.

All the serving ten member countries- Bhutan, Fiji, Si Lanka, Thailand, Cambodia, Iran, Maldives, Nepal, Pakistan, and Malaysia being the permanent member while India (ex-official member) were invited. However, the Vice-Chairman EXBO and the EXBO member from Maldives, Pakistan and Sri Lanka could not make it to the meeting. Members from France, Korea and Saudi Arabia were invited as observers.

The Chairman of the Executive Board Mr. Has Sam Ath, Under Secretary of State, Ministry of Information, Kingdom of Cambodia, officiated the meeting. In his address, His Excellency commented that despite all the challenges of the lockdown and travel bans, the AIBD Secretariat did a commendable job in organising many relevant and timely workshops/webinars, which have benefited over thousand media practitioners in many countries.

The Director AIBD, Ms Philomena Gnanapragasam, in her opening report said, in the transformation of AIBD, she looked at revitalizing a sound financial foundation through the infusion of corporate governance values and internal control measures. And also, a new operational model in the face of the growing threat and

unpredictability of COVID-19 pandemic by embracing virtual platforms and exploring new income streams.

In concurrence with the Institute's five-year strategic plan, a six-member Group from Cambodia, Korea, India, The Philippines and Thailand met in Kuala Lumpur in February 2020 to draft the **Strategic Plan Document**. The document was presented to the Executive Board for review and will be redrafted based on their feedbacks for approval and adoption at next General Conference.

AIBD is an ISO accredited organization. Once again, AIBD successfully went through its surveillance audit 2020 with no non-conformities even though it was a very challenging year for auditing under such long periods of lockdown constraints.

To ensure accountability, accessibility and transparency in financial matters, and also AIBD's relationships with all



its members and stakeholders; the Secretariat has migrated to a computerised accounting system, from the traditional to online, and transitioned HR to an automated system.

On initiatives taken by AIBD, the Director thanked H.E Dr Khieu Kanharith, Minister of Information, Kingdom of Cambodia for partnering with AIBD in the 1year-long research to understand the impact of 'Fake News' on AIBD members. The '**Angkor Anti-Fake News Initiative**' was mooted during the 2019 Asia Media Summit in Siem Reap, Cambodia, in June and signed at the General Conference in Paro, Bhutan, in August the same year. Besides that, AIBD had also carried out Media and Information Literacy on Fake News; trainings/workshops to equip journalists and media professionals to deal with the issue.

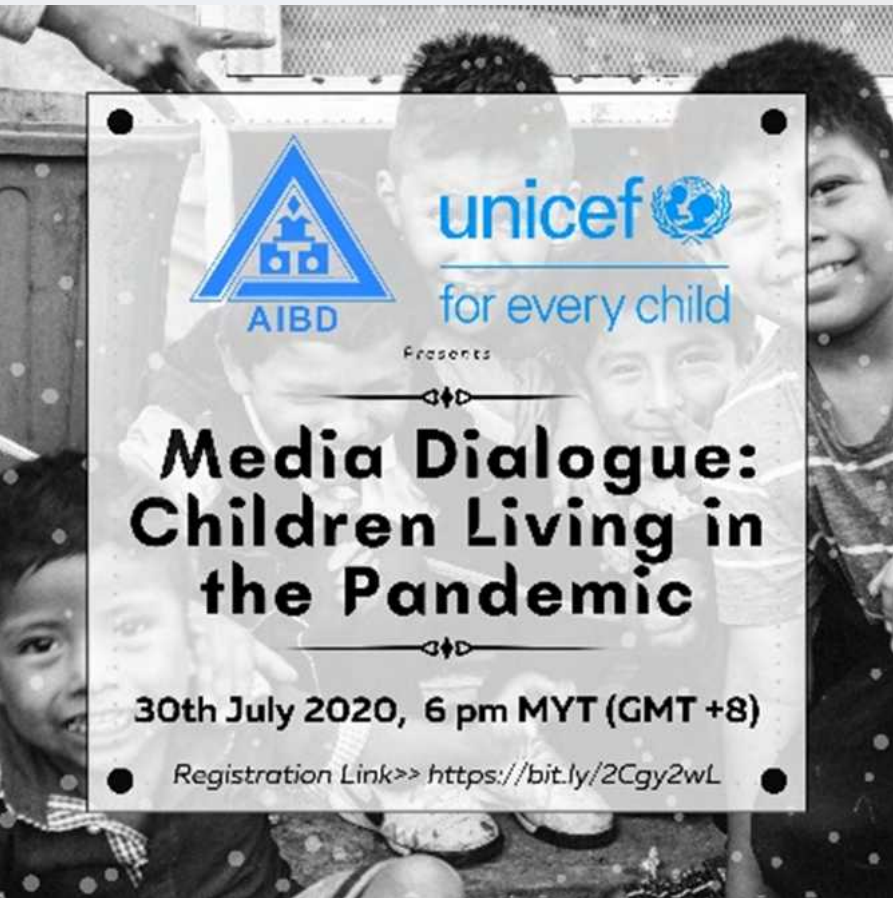
AIBD had conducted 37 activities from





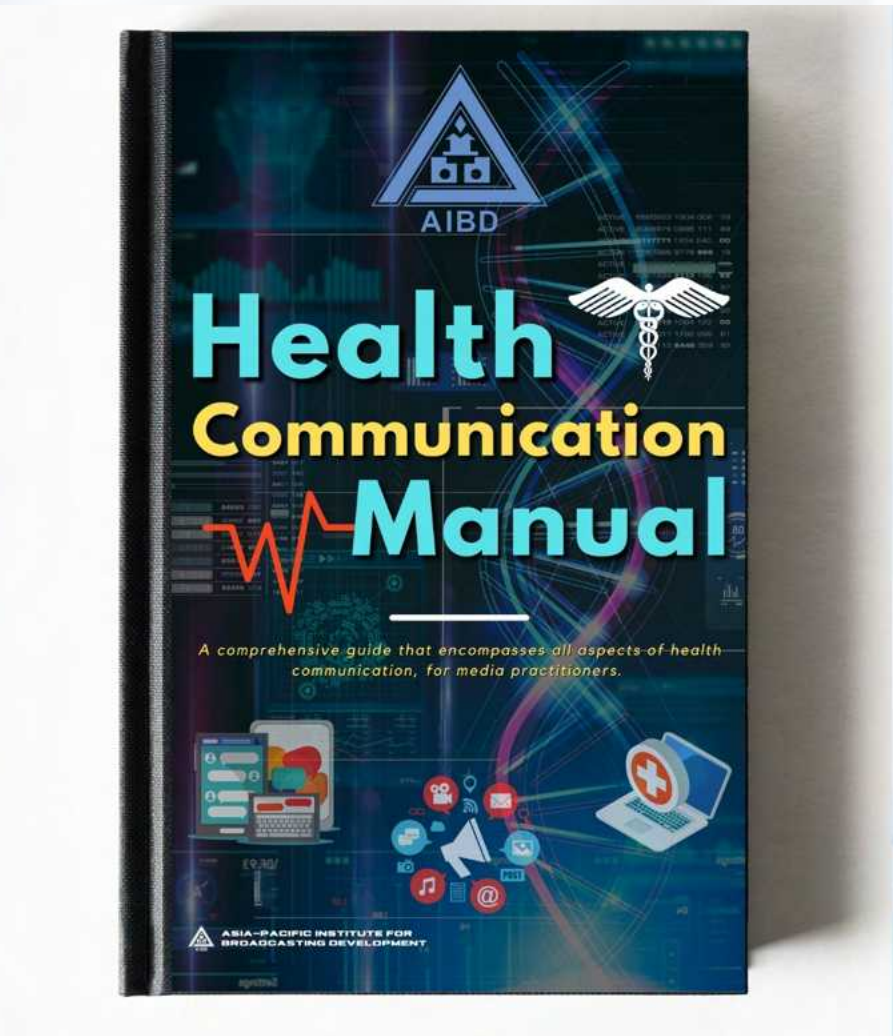
AIBD EXBO Report : Extraordinary Executive Board (EXBO) Meeting - A Virtual Convene

July 2019 to June 2020, despite the pandemic. More than 1800 broadcasters, including from Latin America and Africa, had benefited



from the **webinars and online workshops** organised during the lockdown period. Through video presentation, the Director highlighted two major events that AIBD had organised - Children Living in the Pandemic and Women Leading the New Future. Both the events were a huge success.

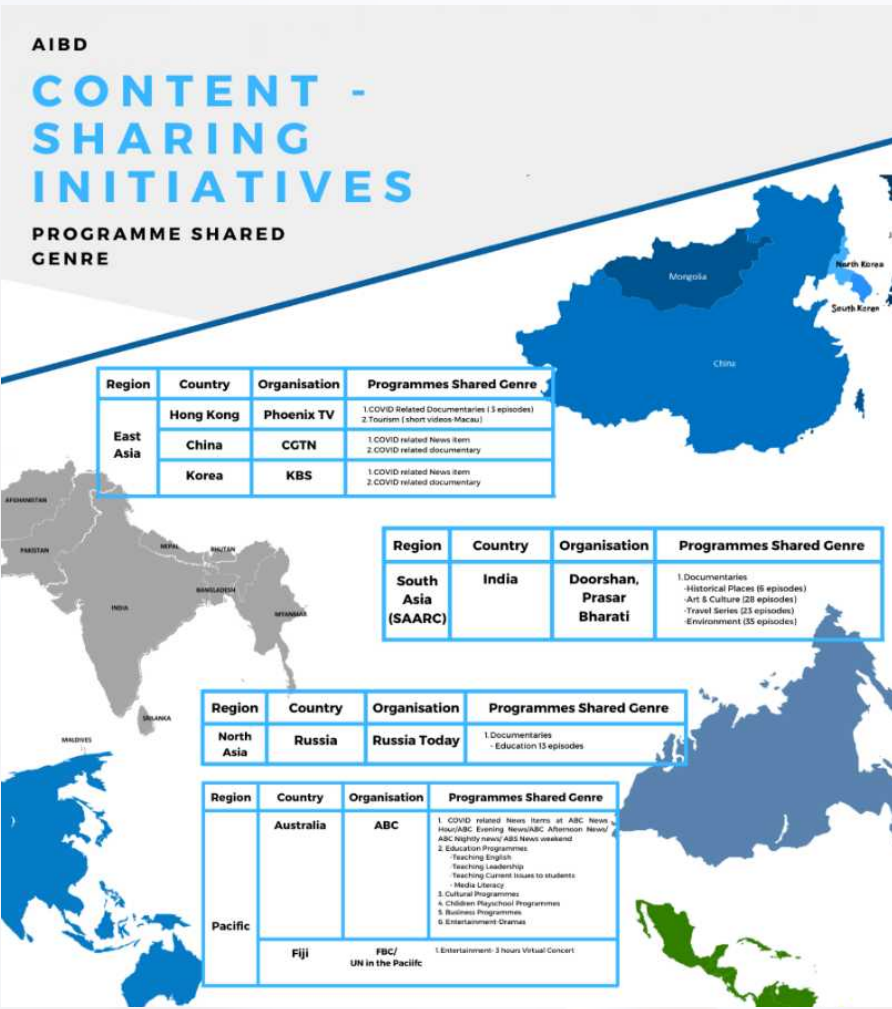
The Children Living in the Pandemic was in collaboration with UNICEF, Malaysia and it was moderated by the children and for the children; while the Women Leading the Future, saw many prominent women leaders from the UN, government and private agencies taking part in it.



In other Initiatives, the Director reported that AIBD is working on the project- **The Health Communication Manual (HCM)** to train journalists and

media practitioners on covering health journalism and related disasters, and most of all, towards the vision of creating - 1 Station, 1 Health Specialist. The first workshop was conducted with WHO in February 2020, when COVID-19 was just emerging. In 2021, two online workshops, each of a month long, were conducted for SAARC, ASEAN and the Pacific group and now the HCM is in final stage of redrafting.

Another milestone achieved during the pandemic was the **creation of AIBD content sharing from east to West**. This initiative was mooted by AIBD at the COVID Response Online Sessions with the Heads of Organisations on 23 and 30 April 2020 which speedily kicked off in the following month, 13 May 2020.



- Member countries that have contributed their content for free in 2020 include:
- ▶ China
  - ▶ Australia
  - ▶ India
  - ▶ Latin America
  - ▶ Russia
  - ▶ Fiji

This initiative also led to the first ever virtual concert in the Pacific, where Fiji Broadcasting Corporation (FBC) with the cooperation from the UN in the

Pacific, brought the Pacific communities together in solidarity, many prominent leaders and celebrities took part. The live broadcast of the virtual concert was shared by many of the members outside the Pacific.

Also discussed was the tenure for EXBO Chairman, GC President's and the outgoing EXBO members from Cambodia, Iran, Maldives, Nepal, Pakistan and India, end in 2020. But due to the pandemic situation, the GC was not held, and the election of members could not be carried out.

The meeting ended with the members giving a full consensus to keep all the officials and members as 'status quo' until the next General Conference in 2021. Both the President and the Vice-President accepted the decisions and said they were honoured to hold the positions until the next General Conference.





## ITU-WTDC: Regional Preparatory Meeting

### **AIBD Director Appointed Vice-Chair of RPM-ASP of ITU-WTDC-21**

*Contributed by Dr. Amal Punchihewa, Consultant and Advisor of AIBD*

At the Regional Preparatory Meeting for the World Telecommunication Development Conference 2021 (WTDC-21) for Asia and the Pacific (RPM-ASP) that took place virtually from 9 to 10 March 2021, Ms Philomena Gnanapragasam, Director of the Asia-Pacific Institute for Broadcasting Development (AIBD) was elected as the Vice Chair of the two day meeting.

The Regional Preparatory Meetings (RPMs) aimed at engaging the membership in the preparations of the World Telecommunication Development Conference 2021 (WTDC-21) in order to achieve regional coordination before the conference itself. They also sought to identify issues at the regional level that need to be addressed to foster the development of telecommunications and ICTs, taking into account the most pressing needs faced by the Member States and Sector Members of the region.

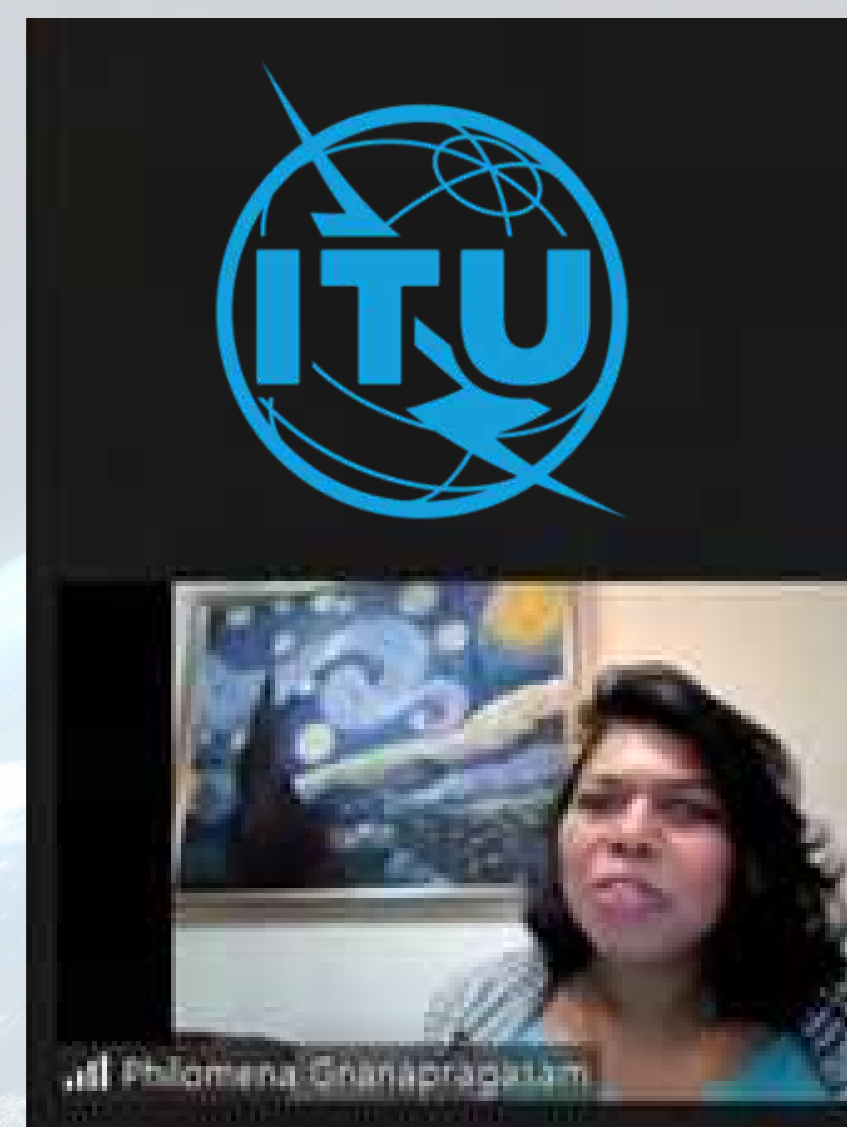
Outcomes of RPMs will be consolidated at the inter-regional coordination meeting and discussed at TDAG 2021. The outcomes of TDAG will be submitted to WTDC-21 as draft documents for consideration.

AIBD's advocacy on the role Over-the-air Radio and Television Broadcasting was much appreciated during the ITU's Regional Preparatory Meeting for Asia-Pacific (RPM-ASP) for the World Telecommunication Development Conference (WTDC-21). In recognition of the efforts of AIBD Director, Ms Philomena Gnanapragasam, ITU honoured her

with the role of Vice-Chair of this significant regional meeting. She will also chair the plenary of Day -2.

The presentation delivered by AIBD was in continuation of the exploration of the opportunities to assure its sustainable future for traditional media.

It was an honour for the Director as well as for the AIBD, Ms Philomena Gnanapragasam to be elected as a vice-chair for the two-day meeting of ITU's RPM-ASP followed by the request to chair the second day plenary.



### Expected results/Joint action by ITU-D & AIBD

- Preserve frequencies or offer an affordable, accessible, sustainable, energy-efficient and frequency efficient mechanism to reach the population in large to communicate disaster communication, development communications, education, and have access to a wide range of views through media plurality.

### Recommendation

- Considering the role that broadcasting plays, especially the over-the-air, it is required to sustain over the air broadcasting. Broadcasting could facilitate inclusiveness and diversity while accessing quality information and education for all and promote lifelong learning even during disasters.
- AIBD wishes to work with ITU to raise its concern to promote sustainable, both energy and spectrum efficient radio and television broadcasting for each of the populations in their respective countries through policy and resource development.



**ITU WTDC**  
**ADDIS ABABA 2021**



## Future of Traditional Media

At the Regional Preparatory Meeting for the World Telecommunication Development Conference 2021 (WTDC-21) for Asia and the Pacific (RPM-ASP) that took place virtually from 9 to 10 March 2021, the Asia-Pacific Institute for Broadcasting Development (AIBD) contributed to the preparatory meeting as an ITU-D member. The WTDC-21 to take place in Ethiopia in November 2021. The RPM-ASP aims at engaging the regional membership in preparation of the WTDC-2021 to achieve regional coordination in identifying issues at the regional level that need to address and fostering the development of telecommunications and ICTs, taking into account the most pressing needs faced by the ITU Member States and Sector Members of the region.

A screenshot of the part of the RPM-ASP delegates including Ms Atsuko Okuda - Regional Director of ITU-ASP, Ms Philomena Gnanapragasam, Director AIBD and Dr Amal Punchihewa, Consultant, AIBD.

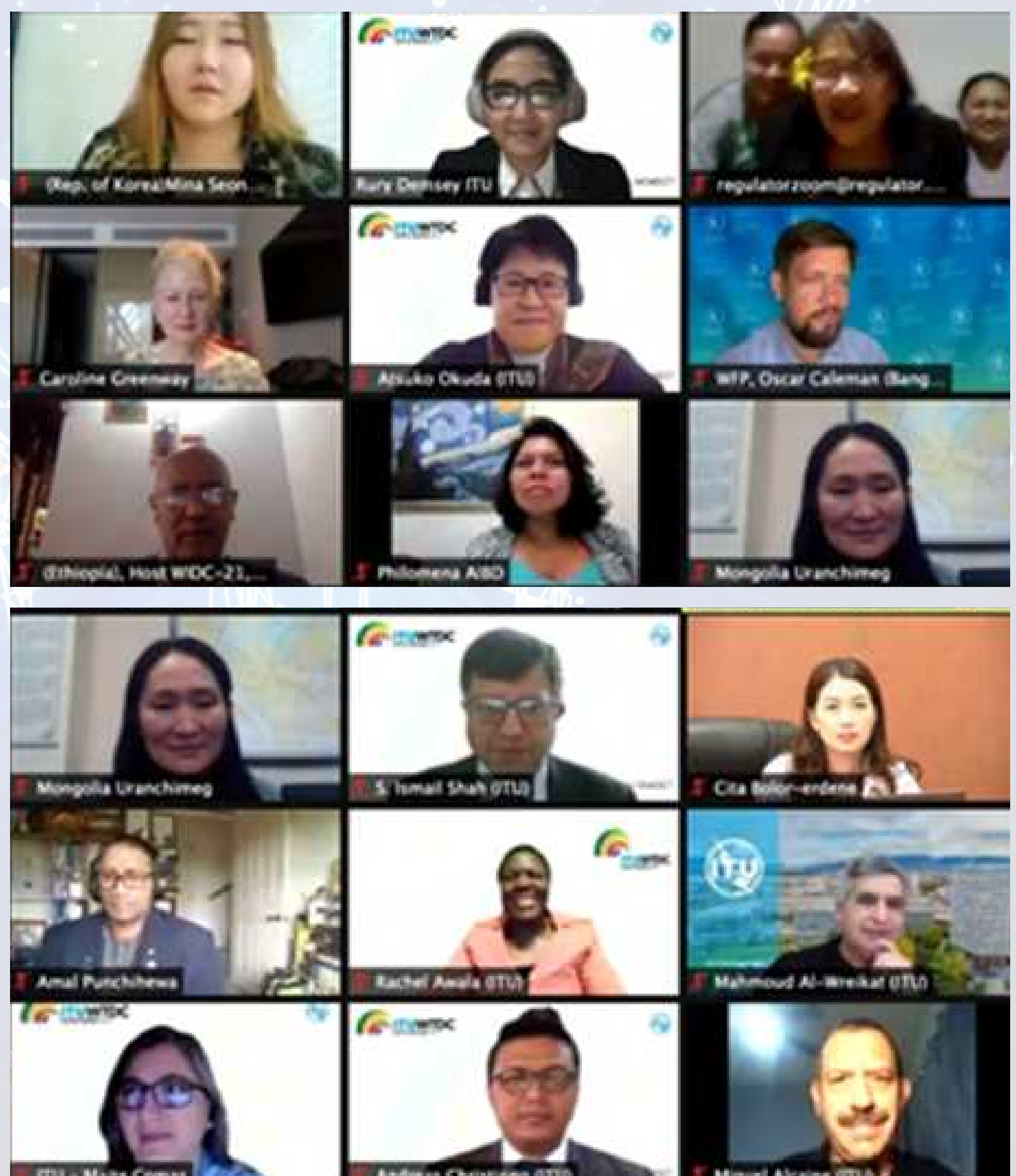
The COVID-19 highlighted the value of radio and television broadcasting, especially over the air (OTA). OTA served as the most resilient and reliable disaster management communication mechanism used by national authorities. It also provided education when students locked down at home. As per the mandate of AIBD, it wishes to continue collaboration with ITU to achieve a vibrant and cohesive electronic media environment, especially over-the-air broadcasting in the Asia-Pacific region. AIBD wishes to work with ITU to raise its concern to promote sustainable, both energy and spectrum efficient radio and television broadcasting for each of the populations in their respective countries through policy and resource development. The article can be accessed via link [Document 11](#): The document entitled **"Over-the-air Radio and Television Broadcasting:**

## AIBD Championing Future of Traditional Media with ITU-WTDC

Contributed by **Dr. Amal Punchihewa**, Consultant and Advisor of AIBD

Assuring a Sustainable Future" was presented by Ms Philomena Gnanapragasam, Director, AIBD. The document recognises the value of over-the-air (OTA) radio and television broadcasting, highlighted by the COVID-19 pandemic, during which OTA served as the most resilient and reliable disaster management communication mechanism used by national authorities, and provided

education when students were locked down. AIBD proposes to continue collaboration with ITU to achieve a vibrant and cohesive electronic media environment, especially OTA broadcasting in the Asia-Pacific region, and work with ITU to promote sustainable, energy- and spectrum-efficient radio and television broadcasting for the populations in the respective countries through policy and resource development. RPM-ASP noted the document and agreed to take this into consideration in the drafting group.





## AIBD's Advocacy on Ethical Migrant Journalism

Contributed by **Monica Phang**, Programme Manager, AIBD

The International Organisation for Migration (IOM) Malaysia is committed to an inclusive, post-COVID recovery that addresses the needs of all populations, including migrants.

Its Chief of Mission, Ms Kendra Rinas said this calls for the cooperation of the media to speak about inclusiveness for all so that we can overcome COVID's health and economic impact.

She made these remarks while closing the 2nd series of AIBD/IOM/WHO regional webinar on media matters: Dispelling Disinformation about Migrants and Refugees on 23rd March 2021. The webinar was hosted from Kuala Lumpur over an interval period of three weeks on every Tuesday, that is 9th, 16th and 23rd March.

She highlighted a few key points for the media to ponder as follow:

- Media is extremely essential at framing the narrative and response on COVID and migrants;
- Media need to play an important

role to protect the human Rights

- of all people to overcome the anxiety of the COVID pandemic;
- To end stigma and the root causes to help protect all man kinds;
- Media have a powerful voice to address and prevent stigma by speaking out against violence and help us all recover together.

"We know this is not an easy task, but we're grateful for all of your work to address these issues," she said.

On a similar address, AIBD Director, Ms. Philomena Gnanapragasam said migrants and refugees are sensitive issues for any countries. Hence, it is the ultimate roles of the media practitioners to safeguard the well-being of these vulnerable groups through their fair and balanced reporting.

"Media practitioners should be mindful of negative expressions that can create or increase social stigma, and need to focus on inclusive language by upholding humanity for these vulnerable groups", she stressed.



Day 3 of the webinar is a panel discussion with three speakers who shared their respective views on the topic "Forging Forward: Solution Driven Media Reporting On Migration And Refugees".

### JIFORM regards - Migrants are Economic Developers

The first speaker for the panel discussion is Mr Ajibola Abayomi, President, Journalists International Forum for Migration (JIFORM), Chief Executive Officer/Managing Director, The Lead Magazine, Nigeria.

He tasks Journalists with effective terminologies in Migration Reporting and urged media practitioners to use the tools of journalism to dispel disinformation about migrants and refugees. "Considering the complexity of migratory issues, journalist diversifies sources of information, journalistic genres, themes and angles. Make use of the right terminologies" Ajibola said.

JIFORM, comprising over 300 journalists covering migration across the continents, and as media professionals who were at the vintage position to reel out undiluted information about migrants and refugees and should continue to do the needful".

Ajibola recommended that every journalist should key into the United Nations Verified Campaign to stem the tide of disinformation, saying JIFORM supported the position of the UN Secretary General, Antoni Guterres who urged journalists to "flood the Internet with fact and science while countering the growing scourge of

AIBD/IOM/WHO Regional Webinar Series  
**Media Matters: Dispelling Disinformation About Migrants and Refugees**  
9th, 16th & 23rd March 2021  
2:00 pm - 3:30 pm (MYT)  
@myaibd  
www.aibd.org.my  
training@aidb.org.my

**Faizza Tanggol**  
Risk Communication & Community Engagement, WHO Country Office from Malaysia, Brunei Darussalam & Singapore

**Adrian Pereira**  
Executive Director North-South Initiative (NSI), Malaysia

**Malarvili Meganathan**  
SPEAKER / MODERATOR  
Communications & Media Consultant, United Nations Migration Agency

**Ajibola Abayomi Patrick**  
President of JIFORM & CEO/MD for The Lead Magazine, Nigeria

**Milica Pesic**  
Executive Director, Media Diversity Institute (MDI), London

**Ramesh Ramachandran**  
CO-MODERATOR  
Senior Consulting Editor-cum-Anchor D. D. India

**Maria Leonida**  
Director of Karpas, Media Educator, Centre of Education & Intercultural Communication, Athens Greece

**Shafiq Ahmad**  
Journalist-in-Charge of Asia-Pacific Desk for Anadolu Agency Turkey, Ankara



## AIBD Milestones: AIBD's Advocacy on Ethical Migrant Journalism

misinformation-a poison that is putting even more lives at risk."

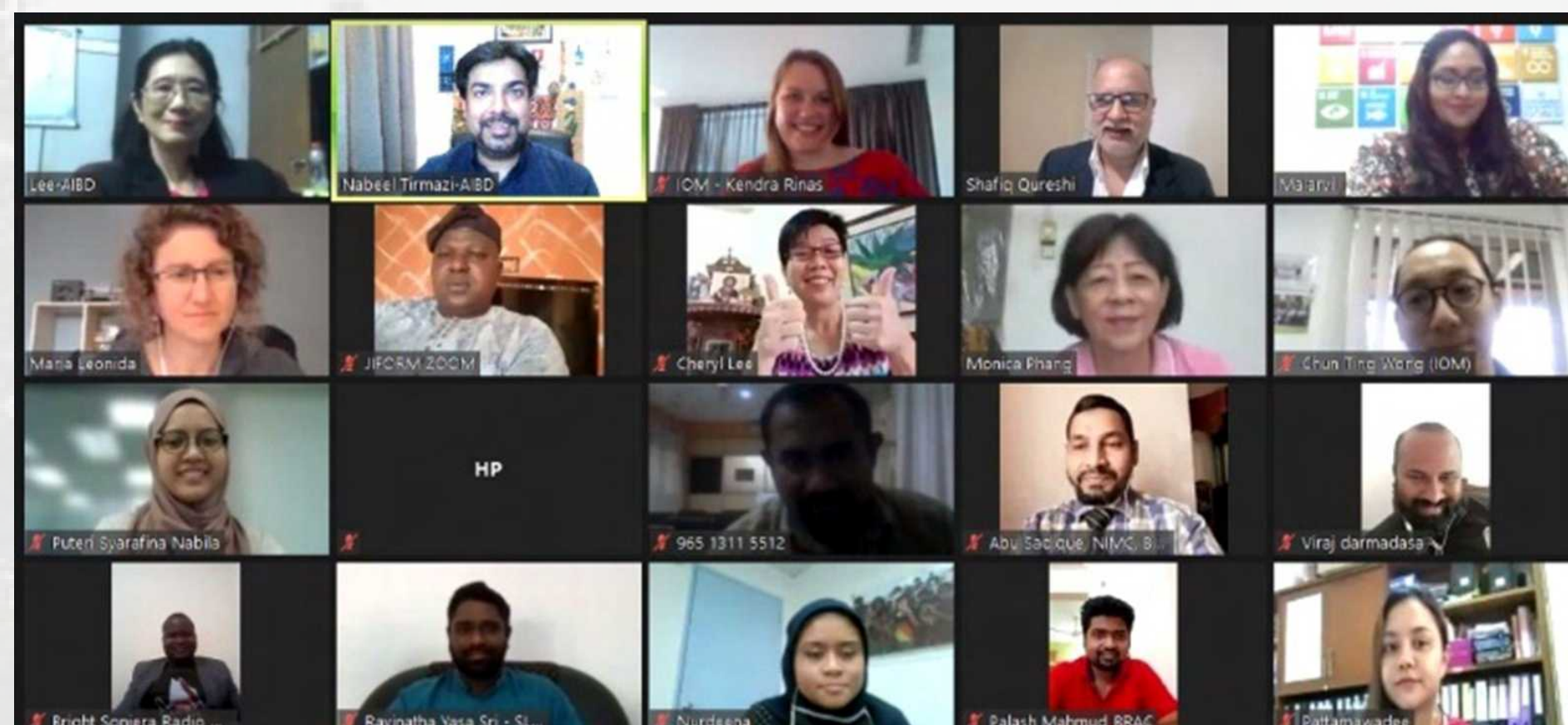
He pleaded with journalists to eschew any act of primordial sentiment that could encourage xenophobic attack and urged them to focus on quality information that could promote justice for the migrants being abused in the Middle East under the Kafala slavery system and those whose wages were being withheld in several parts of the world.

"We all saw what happened in South Africa two years ago. The media should not be part of those spreading false information about the migrants and refugees at any level. Migrants are economic developers while refugees deserve empathy and protection. The South Africa saga was regrettable and should not happen again.

The JIFORM president counselled that migration journalists should not allow hatred, racism, discrimination to becloud the judgment on migrant news stories adding that media practitioners should decrypt and go beyond speeches of hatred, racism, xenophobia and discrimination with empathy and vigilance.

JIFORM was formed in 2018, headquartered in Lagos, Nigeria and is reputable for being the organizer of the annual global migration summit, several workshops/training for journalists. On 24th and 25th February 2021, JIFORM organized the maiden African Migration Summit in partnership with the Nekotech Centre of Excellence, in Accra Ghana.

Other members of the panel were Maria Leonida, Director of Karpos, Media Educator, Centre of Education & Intercultural Communication, Athens, Greece while Shafiq Ahmad is the Editor/Journalist-In-Charge of Asia-Pacific Desk for Anadolu Agency Turkey, Ankara with Malarvili Meganathan, Media & Communications Consultant, Trainer



IOM-UN Migration Malaysia as the moderator.

### Vulnerable Communities Portray in an Educational Documentary Film

Maria shared her video presentation titled "Portrait Day" which is educational material and analysis on documentary production with vulnerable communities. The short film analyses non-fiction filmmaking and shaping stories out of their experiences and struggles, and how the framing may work which is not necessarily parallel to the more speedy journalism-media environment.

She explained that the short film emphasized to give the voice of these vulnerable groups through teaching and learning media expression. It is important to avoid the use of stereotypical, negative expressions that can create or increase stigma, and focus on inclusive language. This aim is to promote an inclusive approach in reducing prejudice and promoting social cohesion of vulnerable groups.

### Migration Stories must Provide Solutions

Shafiq Ahmad shared in his presentation on the "Challenges Restraining Journalists from Solution Journalism", suggesting that journalists should follow the Ethical Journalism Network's guidelines on the Five Points Guide for Migration

Reporting.

The 5 points guide for Migration Reporting are:

1. Facts Not Bias;
2. Know the Law;
3. Show Humanity;
4. Speak for All; and
5. Challenge Hate

An experienced journalist covering conflicts and war zones areas, he shared real cases studies from different parts of the world including Afghanistan, indicating that migration benefits all of us. Shafiq outlined some of the Don'ts of Migration Journalism as:

- The act of the individual and the bad reporting actually traumatize the entire migrant community;
- The story should be based on facts, not on the status of migrants and refugees living in that country.
- Refugees or migrant terms should not be generalized in such reports, and their names and references are sufficient;
- When we generalize the entire migrants or refugee community, we actually create negativity for them and the negative impact for one incident remains in the host country for a long time to come.

The webinar has ended successfully with encouraging responses from media practitioners representing 16 countries from the Asia-Pacific region and beyond including Africa.



# AIBD-KBS-CGTN-TUNISIA Content-Sharing 2021

Contributed by **Lee Lai Mee**, Chief Compliance Officer, AIBD

In continuation to AIBD's Initiative on Content-Sharing, on 5th Feb 2021 KBS International Relations, extended their content share project- TV Tales of a Happy World to AIBD members. Followed by CGTN offering a series of 80 minutes documentary for free – "Beyond the Mountains: Life in Xinjiang" in April 2021 to air on members' respective TV channels or digital media platforms.



**TV TALES of a HAPPY WORLD** is 50 episodes of the 5 - minute animation stories, which is a long-running KBS animation show with positive messages that intends for the all ages of audience. It is a useful content for the members as they manoeuvre through the difficult times of recovering from the COVID impact.

### Synopsis:

*TV Tales of a Happy World* provides viewers with an opportunity to escape from the chaos of modern life and take repose in colourful illustrations and fairy tales that teach us small but valuable lessons and tell heart-moving stories about life. Six member countries were shortlisted-

- Bhutan (BBSC)-Bhutan Broadcasting Service Corporation
- Bangladesh (BTV)- Bangladesh Television
- Fiji (FBC)- Fiji Broadcasting Corporation Ltd.
- Mauritius (MBC)-Mauritius Broadcasting Corporation

- Mongolia (MNB)- Mongolia National Public Radio & TV, and
- Seychelles (SBC)- Seychelles Broadcasting Corporation.

A virtual signing ceremony for MOU between KBS and MNB (Mongolia) was held on 1 April 2021. The MOU was signed by Mr. Kim Wan-soo for KBS International Relations and Mrs. Delgertsetseg Altantsetseg for MNB. The historical moment was witnessed by the staff of KBS and AIBD over the zoom platform. Subsequently, the second MOU between KBS & MBC (Mauritius) was also successfully signed on 13 April 2021 and the content was well received by Mauritius local audience.



**BEYOND THE MOUNTAINS:** Life in Xinjiang, the 80-minute documentary, is told through a collection of individual stories that, together, chronicle the process of change in the region. It's also about breaking stereotypes and clearing up misconceptions for people in and outside the region.

### Synopsis:

The film features the magnificent landscape of this vast land, as well as the modern-day life of its people from different ethnic groups. It contains four parts: "Changing times," "Following the money," "New generations" and "Man and nature", presenting multiple facets of today's

Xinjiang and its people.

Besides the stories that depicts Xinjiang's changes where young people exert immense passion to bring a change in the thinking, the documentary also tells stories of people who work to protect the land that they love.

In the spirit of sharing, on March 2021, the Tunisian Television covered a Musical Concert and expressed its willingness to offer this artistic event. Collaborating with the Arab States Broadcasting Union (ASBU), the concert was link-up free for sharing to AIBD members.

**The `3 Stars Concert in Tunisia`** was a wonderful musical concert which aimed to promote peace, dialogue and mutual respect between religion.

The 3 singers in this concert were Mr. Zine Haddad (Tunisian singer-Muslim-), Mrs. Françoise Atlan (Moroccan singer-Jewish-) and Mr. Abdallah Georges Mrich (Syrian singer-Christian-). The orchestra was led by Maestro Osama Al-Mahidi.

Through this content-sharing initiative, AIBD Secretariat is doing its best to help and reach out to each member by bringing together all the members to share contents within and among members. AIBD is always glad to facilitate the necessary link - up for the benefit of all members, in solidarity we share and support each other.





# Radio for Children

## The Forgotten Audience

Contributed by **Dr. Dipendra Kumar Mazumder**, Faculty, NABM, India & **Ms. Fathimath Leeza**, Programme Manager, AIBD



Radio is good for children and listening to children on the radio is good for everyone. However, despite the declaration of rights or laws, children are not respected in matters concerning radio and children are often forgotten in radio. In developing countries, children make up around 40% of the population, but there only a few radio programmes created for them.

This unique medium spark imagination, nurture dreams and encourages play. It also provides children an insight to the environment around them. There are many more benefits in Radio for children and the new technology incorporated in radio is an effective and economically

feasible opportunity for young people to express themselves, to exhibit their knowledge, their interests and concerns.

Radio is a medium that is easily accessible to children and that it possesses great development potential, some research states, much more than writing or television. Yet Radio is underused in education and its potential as a learning tool is often underexploited.

This is precisely why AIBD wanted to focus on Radio as the medium of choice for children's content, particular during the Covid Pandemic. With near global accessibility and relative affordability, this is a medium

that has served remote and underprivileged communities.

Webinar on Radio for Children – The Forgotten Audience, held 28th October 2020, was a joint project by Asia-Pacific Institute for Broadcasting Development (AIBD) and The National Academy of Broadcasting & Multimedia (NABM) Delhi. Mr Shashi Bhushan Mukesh, Additional Director General of National Academy of Broadcasting & Multimedia, India, gave the opening remarks highlighting the importance of training for children's content creators, especially for radio.

This webinar was an up-close and personal talk between 2 experts with decades of experience between them; Ms Philomena Gnanapragasam, Director, AIBD and Mr Sayed Humayun Qaiser, Former Head of Programme, All India Radio Srinagar, are both trained radio producers/presenters, with special interest in children's programming.



Picture: *Mr. Shashi Bhushan Mukesh, Additional Director General of National Academy of Broadcasting & Multimedia, India.*

During the first part of the session, Ms Phil shared her experiences from her days as a Children's Programme Producer with TraxxFM, a subsidiary of Radio Television Malaysia. Stating the not all children can be put in one basket, she stressed the importance of creating content for different age





Picture: In Session Snapshot of Mr. Sayed Humayun Qaiser, Former Head of Programme, All India Radio Srinagar, India.

groups and highlighted the importance of having background knowledge in child psychology, 'although it is not an absolute prescription for future producers' - she said. Sharing her experiences further, she recalled the trips to schools where she discovered that the teachers prepare the bright students for the task, but a good producer

learns to give a chance to the shy child at the last bench, though that may require some pushing and patience, the reward might be something extraordinary.

Mr. Qaisar was of the opinion that the producer should do his or her homework and visit the children at various venues where we can find

children's activities and record his or her programme there itself. He also stated although many children might be naturally reluctant in front of microphone, the producer can instil confidence and with patience might record their pristine imagination and fantasy.

Mrs. Nwando Alayande, Producer of Children's Programme with the Voice of Nigeria (VON), brought into discussion how the Children's Programme in Radio can be used to teach the children their mother-tongue correctly. In fact, she made it known that the children were encouraged to speak in their own dialects and shared her experience through presentation of her programme.

With over 30 participants from all across Asia-Pacific and African region, the discussion part of the session overshot by half an hour. However, participants from Nepal, India, Pakistan and Nigeria kept the discussion going about the challenges to children's content creation, till the organisers ended the session.



Picture: In Session Snapshot of Regional Webinar : Children Programme in radio - Radio for Children - The Forgotten Audience



# AIBD Workshop on *Health Communication*<sup>+</sup> for ASEAN Countries

Contributed by **K P Madhu**, Science Writing Consultant, Current Science

When the Covid-19 pandemic caused panic, broadcasters did not have experienced manpower to deal with the issue. That is when AIBD stepped in. In June 2020, AIBD commissioned the production of a media manual on health communication. The manual should help broadcasters to be proactive in health communication and build capacity to meet the challenges of emergent health issues of various kinds and to meet the health care information needs of various target groups.

While the manual was being drafted under the guidance of a task force constituted for the purpose, AIBD started planning capacity building workshops on health communication. Travel restrictions did not allow the organising of in-country or regional workshops to build the capacity of broadcasters to tackle emerging health issues. So a one-month long online workshop on health communication was designed.

The highly encouraging response from members from widely varying time zones made it difficult for AIBD to deliver an online workshop for all. The solution was to offer two workshops - one for countries in the ASEAN region and another to accommodate the convenience of members from SAARC



and African countries.

The workshop on health communication for ASEAN countries was inaugurated on Thursday the 7th of January 2020. A Google Group was formed with all participants as members -two each from Myanmar, Thailand, Cambodia and Philippines and one each from Vietnam and Hong Kong. The trainer shared draft modules on communicable diseases from the manual with the group, before a series of online meetings using Google Meet - on Monday, Wednesday and Friday - to discuss diseases caused by viruses, bacteria, protozoa, fungi, worms of various kinds, insects and other tiny creatures.

Discussions during the online

meetings were supplemented with questions and queries raised by the participants in the chat box in Google Meet and answered through Google Group emails. Thus, the workshop settled into an easy pace in the first week. Sessions on non-communicable diseases went smoothly, including nutritional deficiencies, metabolic and genetic disorders, mental health,

disorders caused by occupations, environment, geology and natural as well as manmade disasters. The participants started enjoying the sessions as the topics turned to socio-economic and cultural factors in health. They were getting a holistic view of public health issues. A mid-course evaluation of the workshop confirmed that we were on the right track.

It was clear that broadcasters needed to collaborate with the efforts of WHO, the Ministry of Health, specialist doctors etc. to communicate health issues to the public. So, the participants started creating a contact database of people from such organisations. Since diseases do not respect national boundaries, this



database is shared by the participating broadcasters.

It was important that the broadcasters understand which diseases are predominant in their respective countries to prioritise content for programme production. So, a draft database of diseases, based on the International Classification of Diseases of WHO, which is being followed by all countries to collect health data, was created. Based on the last five years of data available from health authorities, broadcasters can now prioritise content production. The database, when populated, will help broadcasters identify the region/province in the country where communication efforts must be focused, as well as the time of year when some programmes can be repeated.

At this time when countries in most parts of the world are facing economic and political turmoil, resource allocation to new streams of programming is not easy. So, there is a need to identify existing programmes on health-related issues that can be reused. Depending on the quality of the programmes and the feasibility of translating to other languages, broadcasters in the region can identify programmes that can be exchanged between countries in the ASEAN region. So, another draft database that can help broadcasters facilitate these processes was initiated during the workshop.

The activity of finding funds for health programming was tackled by adding additional fields on potential funders to the draft database on useful contacts for health communication.

Besides initiating such preliminary tasks to build the capacity of



Picture: Google Meet session of 1-Month online Workshop for Health Journalists & Content Creators. for ASEAB & Pacific Region

broadcasters to tackle a whole gamut of health issues, the trainer clarified notions such as IEC (information, education and communication), participative communication, behavioural change communication and social change communication. He then challenged the participants to identify the most appropriate genres of programming (news, PSAs, documentaries, soap operas, etc.) for achieving the objectives of health communication. Embedding health information in all types of programming is not only feasible but also desirable to ensure that we reach across to all types of audiences.

Whatever the genre of programming, the quality of programming has to be perceived by audiences as high. The trainer touched upon the issue of quality standards and the management strategies to ensure minimum quality. Since the participants were primarily content producers and not broadcast managers, more time was allocated to discuss parameters that affect the quality of information provided in health-related programmes.

Besides ensuring the timely

delivery of accurate and actionable information in a comprehensible manner, content producers need to engage their audiences and ensure that they come back for more. In a media scenario where the audiences are fragmented across a multitude of other channels, health programming can be sustainable only when adequate eyeballs and ears are tuned in. So, the last session of the workshop was allocated to discussing the technique of organising the health and medical information to a structure similar to that of good stories, plays and films.

The workshop was a learning experience for not only the participants, but also for the trainer and AIBD. The elements that need to be considered for creating protocols for online capacity building workshops have started to emerge. The workshop on health communication planned for the SAARC and African countries will provide further basis to firm up the strategies for standardising the delivery of online workshops by AIBD.



# Health Communication for Broadcasters in SAARC & African Countries<sup>+</sup>

Contributed by **K P Madhu**, Science Writing Consultant, Current Science

The workshop on health communication for broadcasters in SAARC and African countries was the second in the series. The first one, for ASEAN countries, finished on 8th February and I had a two-week gap to assess and evaluate, and to reformulate the strategies for the second one.

The design of the one-month workshop remained the same – online meetings three-days-a-week and discussions in between. But inputs and discussions from the workshop for the ASEAN countries aligned me to the precepts of present-day broadcasters on health issues. Or so I thought.

There were quite a few differences between the participants in the two workshops. While those in the

workshop for ASEAN were primarily content producers, participants in this workshop were from a wider range of hierarchy in broadcast organisation – Programme Controllers, Chief Editors, Heads and Directors of departments as well as Producers and Reporters.

The number of years of formal biology education was significantly higher among the participants of this workshop. Two were – surprise, surprise – qualified doctors. After covering the entire spectrum of infectious diseases caused by viruses, bacteria, protozoa, fungi, worms, insects, algae, water moulds and protein particles in five sessions, before the doctors among the participants tired of listening to what they already knew, the trainer shifted to discussing health communication

theories and their implications in practice. The session was intended to introduce the concepts to the doctors while extending the understanding of those who had a journalism or mass communication background.

This helped create a communication perspective on non-communicable diseases. Nutritional deficiencies, diabetes, cardiovascular diseases, cancers, metabolic and genetic disorders, mental illnesses, deaths and disabilities caused by sociopathic leaders, diseases caused by doctors and difficult to treat, drug-resistant infections acquired from hospitals. Comments and questions in the chat box helped keep discussions going beyond the sessions, via the email discussion group, often helping lead content smoothly to succeeding sessions.



Picture: In Session Snapshot of 1-Month online Workshop for Health Journalists & Content Creators.

**SAARC & AFRICA**  
Group 2  
Inaugural Ceremony - 19th FEB 2021

Start 22nd February 2021 - (Mon, Wed & Fri)  
End 22nd March 2021  
5 - 6pm MYT

f t i : @myaibd  
: training@aibd.org.my  
: www.aibd.org.my





Picture: In Session Snapshot of 1-Month online Workshop for Health Journalists & Content Creators.

health infrastructure and facilities, existing human power in health services, health policies, availability and accessibility to essential medicines. Without aligning oneself to other actors in the health scenario, broadcasters cannot fulfil their role.

And what indeed is the role of broadcasters? This was the topic of discussion in the next session. By now, the participants were fully involved in the proceedings of the workshop as evidenced by increased interactions, even in between participants.

In the next session, we discussed steps for broadcast managers to ensure that programmes meet high-quality standards and steps by programme producers to ensure the quality of content in each programme.

In the last session, we discussed strategies for organising health-related content to captivate audiences using storytelling techniques.

During the workshop, we initiated the populating of a database of contacts useful for health communication and

resources and links related to health and diseases in the participating countries. A database of diseases based on the international classification of diseases (version 10 for which country-wise data is available) was shared with the participants. This will enable the broadcasters to prioritise content based on the burden of each disease category in the populations they serve. Given the contact database, it is not difficult for the broadcasters to identify health problems that need their immediate attention and even the timing of broadcasts to synchronise or precede seasonal disorders.

Since most health-related programmes can be made such that, they are repeatable every year or as per need, there is a need to identify existing programmes available to the broadcasters. A draft database structure for existing good quality health-related programmes was provided to the participants. The database structure avoided most metadata fields necessary for audio-visual programmes and focused on a

few that fulfil this intent. If broadcasters in the region are willing to populate the database, it can facilitate programme exchange between countries – especially since some countries have diseases which others may not have.

A follow-up on the two workshops can help create a network of health communicators in the region. Follow-up can also help build the capacity of some of the participants to nucleate strong health communication teams in their organisations/countries by training others on their own.

There was a hidden purpose behind the two workshops: to pre-test the modules of the manual. Though there was no formal feedback on the modules, the interactions made it increasingly clear that 1) the projected content for the manual is comprehensive enough and that 2) the existing modules need to be reworked and extended to suit the needs of broadcasters in the region.





AIBD 1-month Online Workshop/ Mentoring Sessions for Health Journalists and Content Creators concludes with the closing ceremony on 24th March 2021 at 4 pm MYT. The online workshop had 2 batches of journalists and content creators from 13 countries participating in the activity. These workshops were held as part of training and part focus group for the AIBD Health Communication Manual that will be released later in 2021.

The closing ceremony began with welcome remarks from Ms Philomena Gnanapragasam, Director of AIBD. 'Media is the biggest opinion leader' she said while highlighting the importance of health journalism to curb the infodemic happening especially with vaccination. She thanked the AIBD Health Communication Taskforce Members, an advisory board formed by AIBD to oversee the health communication manual and related activities.

Mr Djordje Novakovic, Strategic and Risk Communication Expert from WHO was the Guest of Honour for the event. Mr Novakovic delivered a heartfelt speech on health risks, stating that WHO considers stigma and discrimination as a big public health threat and public health risk. He further underlined the pivotal role of media played to ensure the delivery of accurate and lifesaving information.

The 1-hour closing ceremony was held via Zoom platform, with participants of both the workshops; AIBD 1-month Online Workshop/ Mentoring Sessions for Health Journalists and Content Creators for ASEAN region, held from 11 January – 11 February 2021 and AIBD 1-month Online Workshop/ Mentoring Sessions for Health Journalists and Content Creators for SAARC and African region, held from 22 February to 22 March 2021, joining the session. Present also were the

## Conclusion of First Phase of AIBD Health Journalism Training Initiative

Contributed by **Fathimath Leeza**, Programme Managers, AIBD

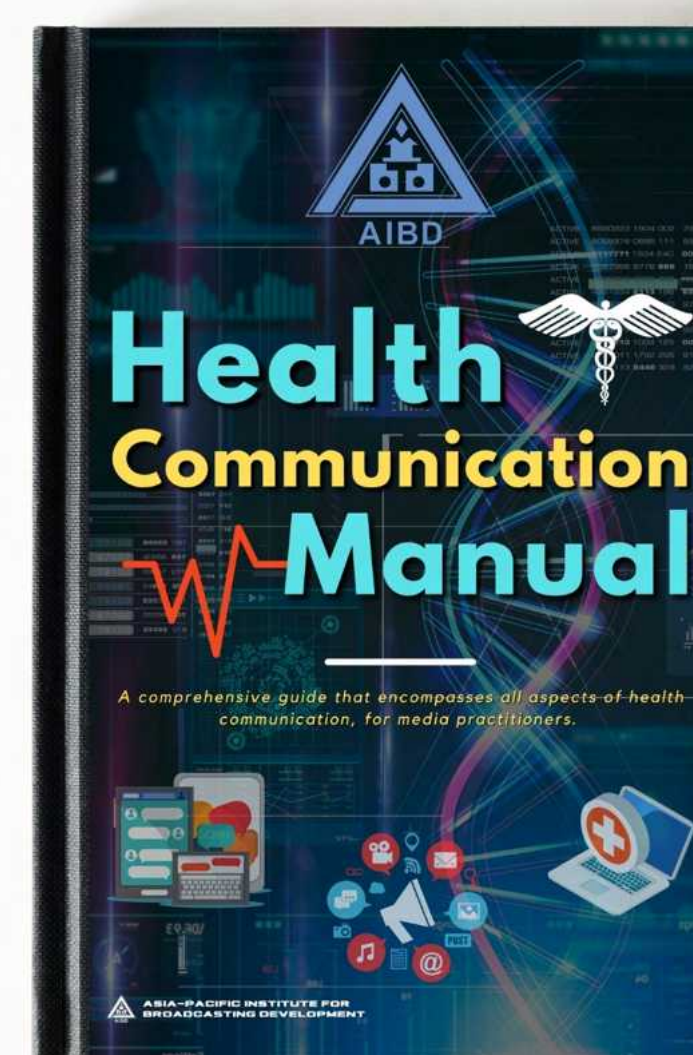
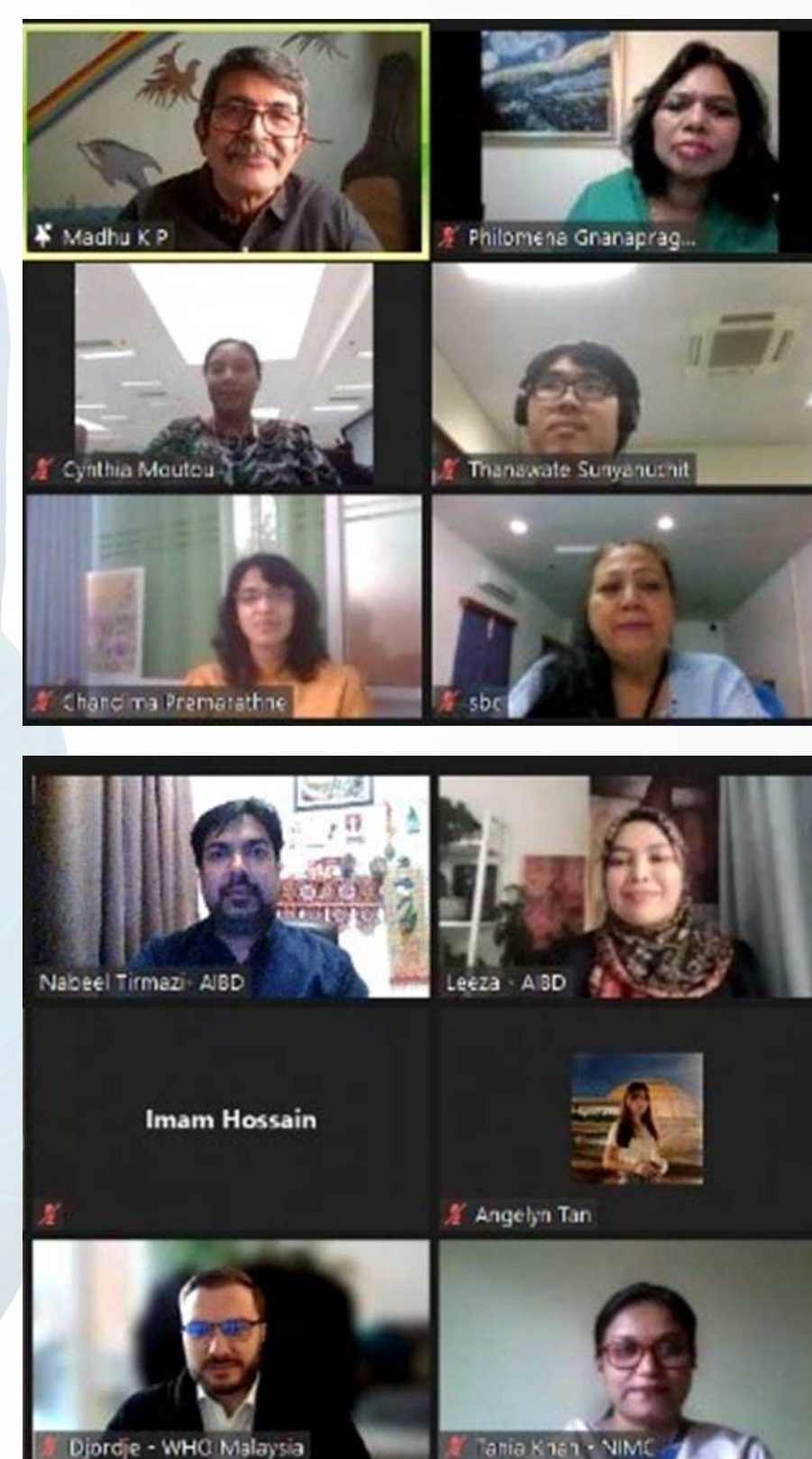
members of the AIBD Health Communication Taskforce.

The consultant, Mr K.P Madhu, Science Writing Consultant for Current Science magazine and a communication expert with decades of experience in media, gave an overview of the activities conducted thus far. He noted the different levels of experience and varying degrees of understanding in the subject between the regions and the participants. He further stated that information gleaned from the interaction with the participants was very valuable and helps him revise the modules to suit the tone that was needed by the broadcasters.

Three members from the AIBD Health Communication Taskforce delivered congratulatory remarks during the closing ceremony, stressing the importance of health communication and the role of media. A recording of Dr Anne Felicia Ambrose, Director of Research of Montefiore Health System, USA was played during the closing, while Mr Mohammad Abu Sadique, Deputy Director, National Institute of Mass Communication, Bangladesh and Ms Ugonma Cokey, Deputy Director Training, Voice of Nigeria, Nigeria gave remark on behalf of the Taskforce members as well.

In addition to the manual, several other supporting resources were mooted during the workshops to increase the education and capabilities of the media industry with the AIBD member organisation. This training activity will lead to further events with middle management and top management which will culminate in the endorsement and publication of

the AIBD Health Communication Manual, as well as the launching of the 'One-Station One-Health Journalist' Initiative.





### How can Legacy Media survive in the Digitalized Landscape?

Contributed by **Kenny Kihyung BAE**,  
Senior Producer/ Marketing Manager,  
Korean Broadcasting System

While all technology, media and entertainment sectors are negatively impacted by coronavirus, legacy broadcasting companies are hit-hard as well and seen a significant ad-revenue loss. We recognize that the current situation is unpredictable and is unlikely to be solved in the near future. We see short-term, viewing of broadcast TV may rises if people stay at home, but it would be simplistic to say that this is good for the broadcasting industry, as we all aware that the negative longer-term impact, assuming an economic downturn, with impact on advertiser confidence and discretionary media spend. Against this scenario, the broadcasters need to create engaging, marketing strategies as well as high-quality content to build stronger relationships with the audience and the market.

Because of this, the In-country Workshop hosted by AIBD on 360 Effective Marketing & Advertising held on 5th November was very timely and relevant. I was privileged to be a trainer and deliver UNTACT lecture to the RTB workers. The ONTACT communications were organized by AIBD colleagues including Monica Phang who made a devoted contribution.

Right, so called legacy media have a BIG headache. It's time for the traditional media like RTB Brunei or KBS, Korea to win back the hearts of advertisers and planners, just as the



audience figures should win their heads. We need new insights, new ideas to win the emotional battle for space on the schedule, as well as the rational battle. The problem with most traditional media companies isn't that they're old, but that they're too balkanize. Radio people know Radio, TV people know TV. But the marketing or business departments are separated from the creative sides which make it hard to build the collaboration needed for digital media. To be successful, they will need to integrate skills and develop new principles, instead of relying on old ones. 360 marketing require new thinking.

The objective of the workshop was to identify the ideal combination of media outlets for marketing a content, service, or brand. It involves market research, identifying target audiences, analysing their propensity to engage with broadcasting content, planning media marketing execution, and working with specific budgets. The workshop is for Content Creators (Radio & TV programmers), Marketing & Advertising Managers, Sales Executive at RTB, Brunei. I was so impressed that all the RTB colleagues enthusiastically took part in the workshop. We gathered and connected thru Zoom. We shared insights about current industry trends, analysed what the competition is doing, identify the

deal target audiences, and strived to understand where those audiences are most active. Media planning is an integral part of any business strategy. As invited trainer, I tried earnestly to help the participants to craft a successful planning that drives consumer traffic and improves overall brand presence of broadcasting content.

The RTB workshop participants were very sincere. The feedback was very positive towards integrative solutions. At the end of the workshop, the participants were able to understand the desire of their audience and how to maximize platforms available to effective marketing techniques. Even more promising, is the creative possibilities for RTB staff who are willing to strategize effective techniques on marketing and advertising programmes to entice their target audience.

I would like to take this opportunity to express enormous and most sincere thanks for the RTB colleagues for their active participation. I also learned a lot from them. It was everything I was hoping for and more. I hope that we could have face-to-face workshop next year as we miss all the lovely scenes that nurtured the soul in a pre-pandemic world.



## Leveraging on Data

Contributed by **Kevin Anderson**, Managing Producer, Ideastream

Numbers are so much a part of modern society that they have become an indispensable element in journalism. Elections, government budgets, business, sport and major news events like COVID-19 all involve data. And as the lines between broadcast and digital blur, an increasingly simple but sophisticated range of digital tools can help us make data meaningful and understandable for audiences.

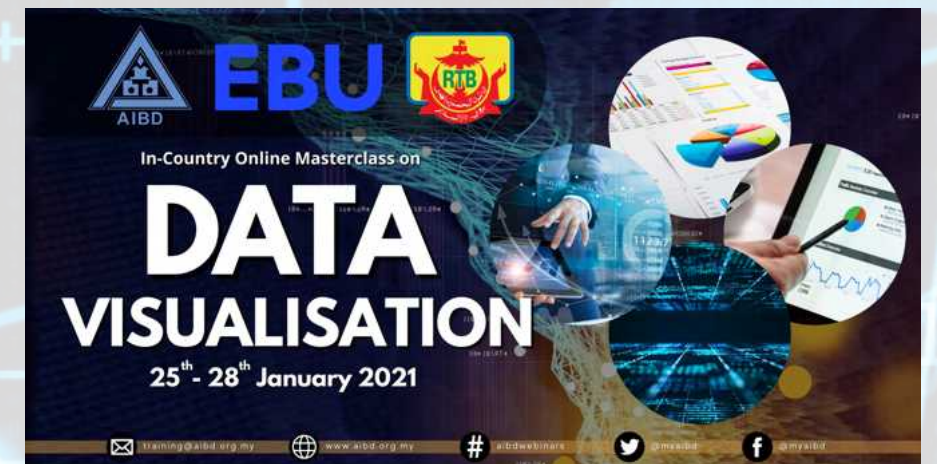
The recent 4-day AIBD/EBU/RTB Online Masterclass on Data Visualisation supported DJs, producers, motion graphic artists and staff working on a new digital video effort at Radio Television Brunei (RTB) to develop the skills to find data, find the stories in that data and then tell stories that would engage audiences on-air, online and on social.

To inspire the participants, we looked at some of the most impressive examples of data journalism. Many have been done by newspapers, which have developed sophisticated data skills and teams including the [South China Morning Post](#), the [Straits Times](#) and the [Washington Post](#). The Washington Post, in particular, did a complex simulation of how social distancing could 'flatten the curve'

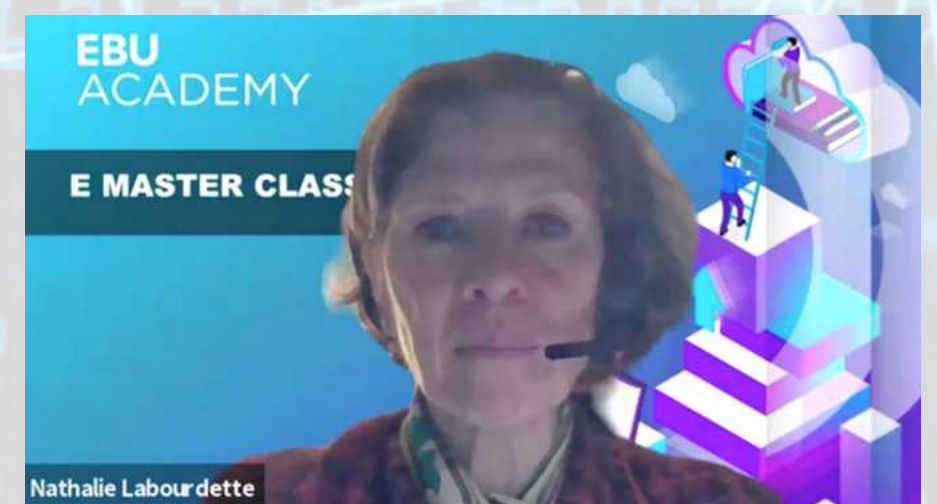
and reduce the spread of the coronavirus. It was the newspaper's most viewed story ever.

These examples are impressive but are more a destination than the first step on a journey in understanding and becoming confident with data journalism. There are two things that have led to the dramatic increase in data journalism. First, governments, universities and international organisations such as the UN have made data much easier to access. Participants learned about the different data formats that they were likely to encounter and also where they could find data related to topics that are part of their work every day from lifestyle and culture to youth unemployment.

The other development driving the use of data journalism is the increasing ease and accessibility of the tools to create basic charts and graphs and even more sophisticated presentations. Google's online spreadsheet software Sheets can help us analyse data and quickly and easily create graphs. And the nearly dozen participants were able to create charts that they could add to their websites or social media posts. One of the most important parts of any training is how



relevant it is to the work of participants and the audiences that they serve. After discussing their daily work, we found that much of their digital output was focused on engaging audiences on social media. Just as data journalism has proven incredibly popular with audiences on the web, digital editors have found that simple charts or graphs engage social media audiences four to six times more than a photo or link.



Picture: Ms Nathalie Labourdette, Head of EBU Academy welcomed the participants during the opening ceremony

With this in mind, the webinar focused on ways that data journalism and infographics could engage the social media audiences at RTB. We were able to quickly create surveys using Google Forms to engage audiences and using the service Infogram, participants created attractive and engaging infographics that could be shared on social media. We also went through an exercise to create maps using the simple tool Storymap, created by the Knight Journalism Lab in the US.

Data journalism doesn't have to be the massive projects done by newspapers. The e-masterclass participants from RTB learned that broadcast journalists can create simple graphs, maps and clever videos that help their audiences understand our complex world, and RTB producers.



Picture: Snapshot of the participants during the E-Masterclass session.



### Creating meaningful Public Service Announcements



Contributed by **Anthony Rajoo**,  
Independent Consultant

The current global pandemic has affected many industries and as such almost all technology, media and entertainment sectors are negatively impacted by this global catastrophe and without a doubt broadcasting companies are hit-hard. The mode of transferring, disseminating valuable resources to the targeted audience had to be improvised and source for methods in reaching out to the audience.

Despite the restrictions, broadcasters tirelessly continue to strive to better create in engaging marketing strategies and manipulating the social media platform to build stronger relationships with the audience and the media. As of this, an In-country Workshop hosted by AIBD on Creating meaningful PSA's was held on 1st of February 2021 to the 4th of February 2021 was very timely and relevant.

The training methodology was conducted online via zoom organized by AIBD team of professionals who tirelessly planned and strategized all infra and technical aspects of the course to proceed as per the scheduled dates.

The objective of the workshop was to identify the ideal combination of media in producing a content, service, or commonly known as a public service announcement (PSA) which is

a short, community-oriented message that radio or television stations air. It is a cost-effective way for public and non-profit media organizations to raise awareness on the many issues prevalent within a society.

The main criteria of the training were to enable participants to understand clearly the meaning and makings of a good PSA. I was privileged to be a trainer and deliver my lecture to the Radio Television Brunei (RTB)'s staff from the Promo and Production Unit organized and hosted by AIBD team of experts. The workshop is for Content Creators (Radio & TV programmers), Marketing & Advertising personnel, producers at RTB in Brunei.

There were seven participants from RTB, and the enthusiasm shown from them was very encouraging during this workshop. It was scheduled from the 1st to 4th of February 2021 at 9.00am to 12.00 noon for a total of three hours per day.



Picture: *Snapshot of AIBD-RTB In-Country workshop on PSAs & Promo for Radio & TV Programmes*

We connected through zoom application. The punctuality and the determination shown throughout this workshop was tremendous. We shared insights about current industry trends, analysed what the competition is doing, identify the ideal target audiences, and strived to understand where those audiences are most active.

During the workshop, many

techniques were explored and exposed to the participants who were very committed, sincere and undertook all tasks assigned to them with good spirit. The feedback was very positive towards integrative solutions. The prime outcome of this workshop was to produce a PSA in conjunction with Brunei's National Day which falls on the 23rd of February 2021. The participants got together and decided to work as team and share the workload thus creating an excellent teamwork throughout this process. At the end of the workshop, the participants were able to understand and produce a very favourable and excellent PSA depicting the nations "Independent Day" which is to be aired on the RTB's radio and television channels to entice their nation.

I would like to take this opportunity to express enormous and most sincere gratitude for the RTB colleagues for their active participation. In the process, I also learned a lot from them. It was everything as a consultant to envisage and hoping for. We look forward to have face-to-face workshop in the near future.





## Safety for Journalists



unesco

### Media Dialogue: Safety for Journalists - *Policy Matters*

Contributed by **Nabeel Tirmazi**,  
Programme Manager, AIBD

Journalists around the world face numerous challenges in their line of duty, and safety has become one of the most discussed subject in the media community.

Many of the media organisations didn't have any policies or S.O.Ps to safeguard their employees who risk their lives to report the stories related to the public interest. According to one U.N report, one average, one journalist dies in every four days.

To highlight this issue on a regional canvas, AIBD organised an online media dialogue on policy matters related to safety for journalists on 21 January 2021. This event was the first activity of AIBD's planned regional activities on safety for journalists which are being held under UNESCO's IPDC programme in 2021. Over 234 media practitioner from 22 countries attended the event.

The main aim of this dialogue was to bring regional media leaders, policy makers, experts and media practitioners together to share ideas, experiences and knowledge. Through this dialogue, participating experts explored the various challenges related to safety of journalists, for their perusal towards freedom of speech, cyber threats, mental health, etc.

Mr. Alistair Hollington, safety consultant from United Kingdom



delivered his presentation on preparation and risk assessment and why media organisations should be concerned about the safety of their on-field crew. He presented various case studies on the subject.

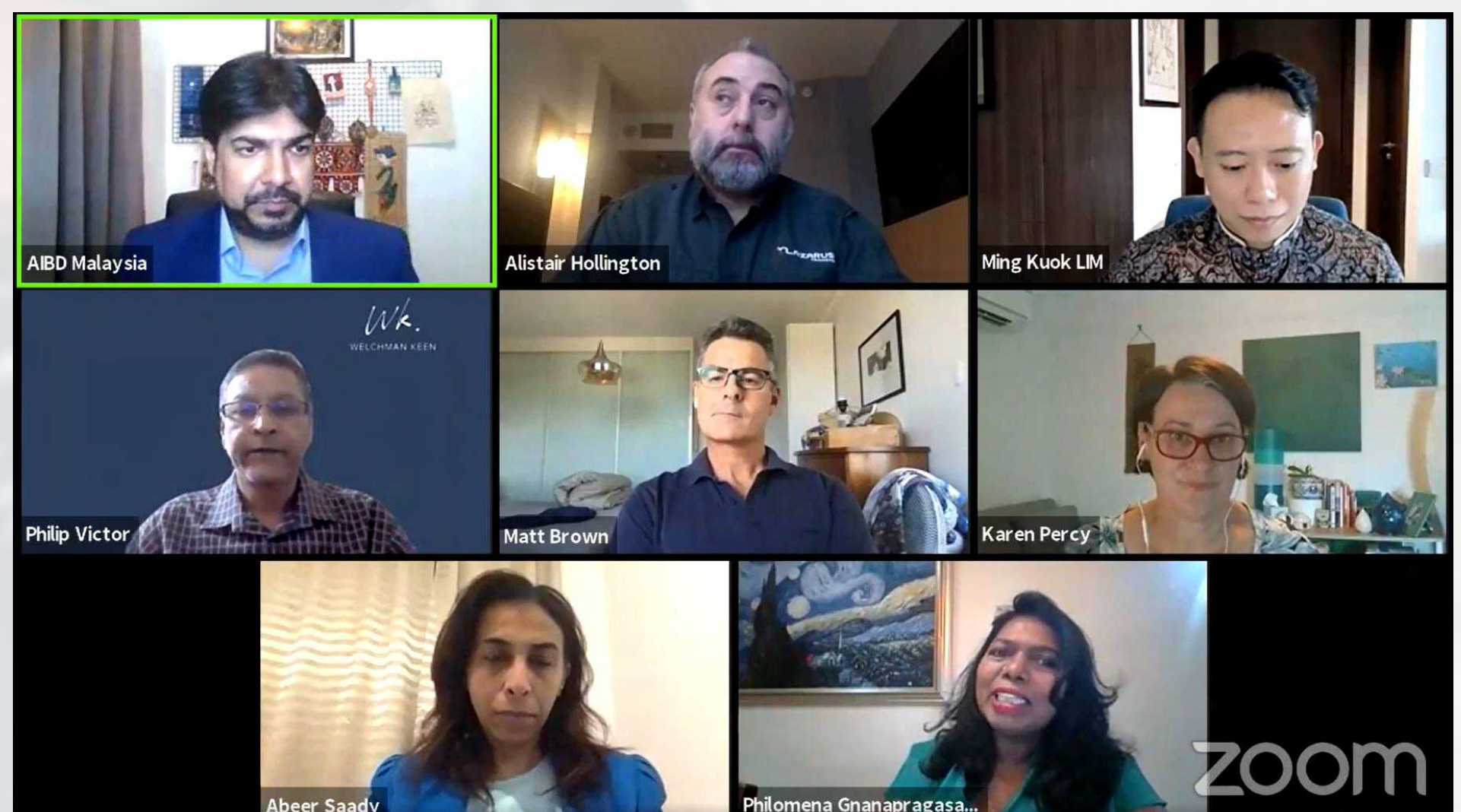
Dr. Abeer Sa'ady, an Egyptian journalist and trainer, shared stories of women journalists who often experience harassments and attacks as a journalist and as a woman.

Mr. Philip Victor, Managing Director of Welchman Keen and cybersecurity expert highlighted various digital threats faced by the journalists and how an effective organizational policy on digital safety can avoid most of the

challenges.

Matt Brown, Deputy Editor of Australian Broadcasting Corporation, said that news organizations should ensure there is a "culture of health, safety and well-being" and employees should be encouraged to report potential safety issues to their employer.

Other speakers were Mr Lanre Arogundade, Executive Director of the International press Centre in Nigeria, Mr Alexei Orlov, head of radio broadcasting, Sputnik Russia and Professor Surya Prakash from National Institute of Disaster Management, India.



Picture: Opening remarks by Ms. Philomena (bottom right) AIBD/UNESCO Media Dialogue: Safety for Journalists-Policy Matters.



## Trends in OTT

### Trends in OTT for Community Media

Contributed by **Nabeel Tirmazi**,  
Programme Manager, AIBD

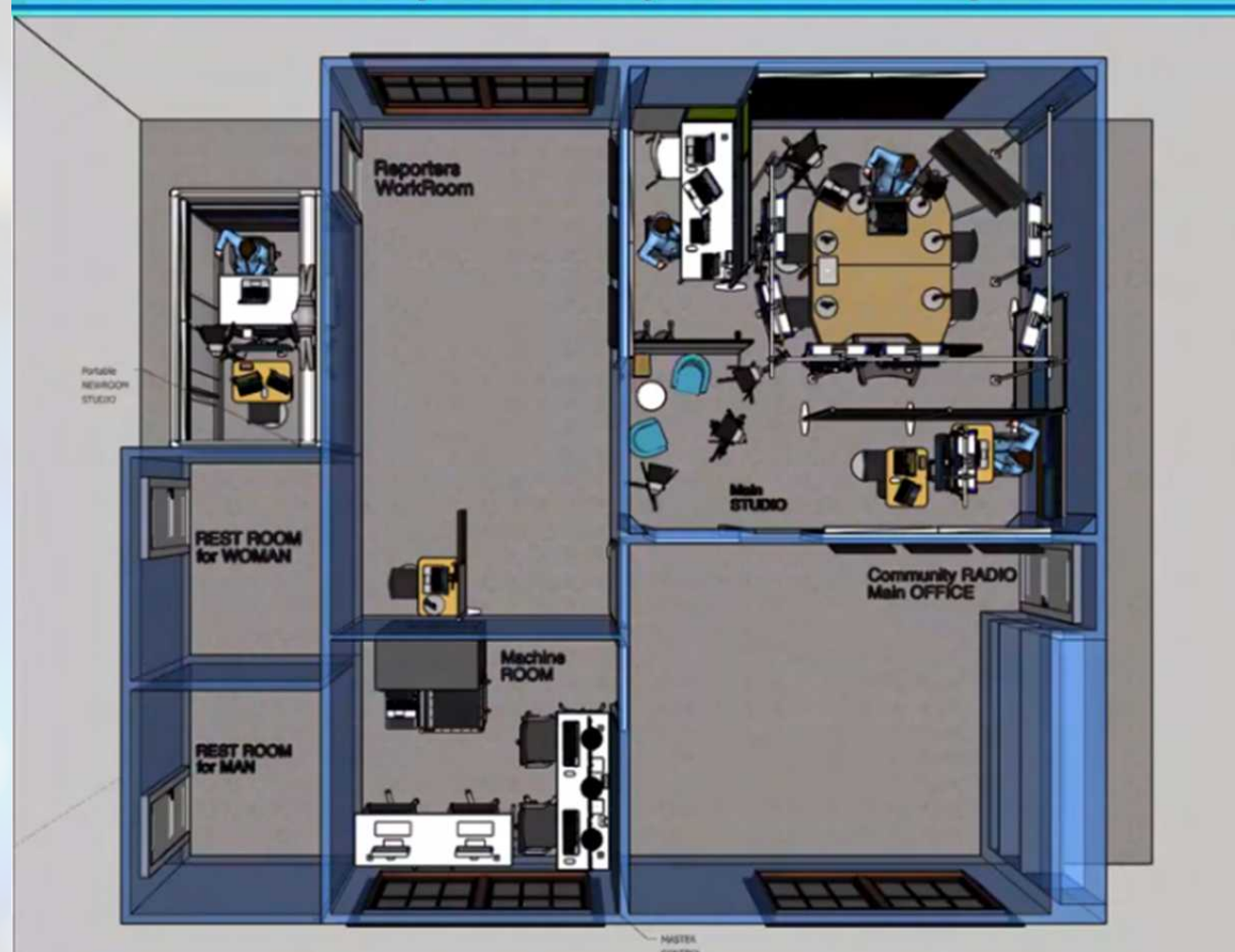
**AIBD** organised a regional webinar on the latest trends in OTT (Over the top) technology for the community media. Over 150 media practitioners from 19 countries attended the event.

In her opening remarks, the Director of AIBD, Ms Philomena Gnanapragasam, said 'In the age of new media, Community radio has now powerful support to enhance its impact by telling its stories visually with the power of citizen journalism, live-streaming, podcasting and blogging. She also mentioned that Community Radio has always proved to be an effective medium for the development of unprivileged communities, it is high time that this industry should look into the future to remain relevant and to globalize their local stories to create a powerful impact.

The event's main consultant, Mr Jeasung Wee from South Korea delivered an hour-long lecture on the latest applications to aid community media with OTT technology. Mr Wee highlighted that by using the potential of new media community radio and enhance its scope by becoming community media, which can have a visual presence as well. His lecture was divided into three portions:

- The role of community radio in the age of new media.

#### New OTT Community TV Concept for Community Radio stations :



OTT based  
Community TV  
Stage  
with  
Multi-Studio  
from One  
Audio Studio

- Latest broadcasting technology for the community media
- System design for community media.

Mr. Wee revealed to the audience that with the evolution in technology, many solutions are now quite cheap. Any community organisation can now manage a video studio within the budget of USD 15,000. He also talked about UNESCO's model of community media.

After the session, the event was followed by an hour-long moderated discussion by the renowned regional community media practitioners. The session was moderated by Dr Amal Punchihewa, Broadcasting Consultant from New Zealand. Dr Sreedher Ramamurthy from India, Mr Balkrishna Pokhrel from Nepal, Mr Bazlur Rahman from Bangladesh, Mr Rob Hopkins from Canada, took part in the discussion.

Dr. Sreedher Ramamurthy, a famous name in the South Asian fraternity of community media, shared his views on the subject that apart from OTT applications, strategies should be

devised to manage efficient intranet systems for the local communities. He also emphasised the importance of distance learning by stating that community radio aided with the visual medium has the potential to replace the mainstream media as it is more relatable to the communities.

Mr. Bazlur Rahman, CEO of BNNRC Bangladesh, mentioned that OTT has now become a survival strategy for the community radio. Since the listenership of community radio is losing while 5G is making its way, it is important for the broadcasters to integrate both mediums to create a larger impact. It is high time to rethink the strategies to rescale, upscale and descale the community radio by using the OTT platform.

Mr. Rob Hopkins, Community Radio Broadcaster from Canada, mentioned that relevance is the key to the success of community media. In the age of social media, where content is generated at a very high rate, it is important to be relevant, reliable and relatable. He mentioned that effective local radio stations can play a very significant role not only to promote





Picture: In session picture of Trends in OTT for Community Media - AIBD Webinar held 9th February 2021.

local culture but also to combat disinformation related to the local events. However, he mentioned that because of the high penetration of the new media, the major threat would be the loss of intellectual property, regulators should work on this aspect to control such violations and community media should devise their new media strategy which is more controllable.

Mr. Balkrishna Pokhrel, President, ACORAB, Nepal mentioned the role of community radio in social development. He mentioned that in a recent survey, for over 70% of the population in Nepal, the major source of information is radio, but 50% of people have radio sets, which means that listenership is gradually growing through internet streaming. He mentioned that since Nepal doesn't have any policy on OTT, it's high time to voice out the importance of having

one to avoid any near future challenge for the community media.

For closing remarks, Ms Philomena mentioned that AIBD has always recognised the role of community radio and more of such programme will be organised to uplift the community media. She also mentioned that by joining hands with key regional stakeholders, AIBD will create a platform for knowledge sharing for this medium.

The Session was also live streamed on Facebook for those who could not register on time. In some organisations, it was projected on a large screen so that more people could follow the Session.





## Webinar on 5G

# 5G - A Decade of Innovation and Disruption: *Impact on Broadcasters*

Contributed by **Dr. Amal Punchihewa**, Consultant and Advisor, AIBD

Asia-Pacific Institute for Broadcasting Development (AIBD), organised a regional webinar on 5G that was held on Thursday 25 March 2021 at 1.00 PM Malaysia Time (GMT+8), especially for its members. The theme of this fully virtual event was "A Decade of Innovation and Disruption: Impact on Broadcasters".

The two-hour event had two presentations; one from Mr Chetan Sharma, CEO, Chetan Sharma Consulting and Mr Darko Ratkaj, Senior Project Manager of European Broadcasting Union, followed by a panel discussion with three additional panellists, viz. Mr Aamir Riaz, Programme officer, ITU Regional Office for Asia and the Pacific, Mr Parag Naik, Co-Founder & CEO at Saankhya Labs and Mr Thomas Lamanauskas, Partner, Envision Associates, UK.

The webinar aimed to educate and

inform the Asia-Pacific broadcast and media community including AIBD members on the potential of 5G for their media and broadcast operations, opportunities, and challenges that 5G will offer the Broadcasters. The two presentations from Chetan and Darko were on the topics of '5G - A Decade of Innovation & Disruption' and '5G opportunities for broadcasters' respectively that provided the foundation for the panel discussion.

5G as of today can provide a physical layer for media delivery and also technically, 5G can broadcast. However, stakeholders need to address the availability of the equipment and user adoption or in general the service layer. Currently, there are no regulatory frameworks or business models that are suitable for the distribution of media, especially public service media (PSM) because the public service media in many countries comes with regulatory obligations.









Picture: Ms. Philomena Gnanapragasam and Mr Nabeel Tirmazi Programme Manager of AIBD, who hosted the event, addressing the panelists.

As key outcomes or the takeaways from the AIBD 5G webinar were the creation of the awareness on how 5G can facilitate high bit rate video services as demand by emerging services such as UHD, understanding that 5G can facilitate some contribution networks for broadcasting, creation of awareness that 5G can serve niche unicast or narrowcast services for media and entertainment such as venue-casting, especially for sports events and awareness that 5G would be capable of supporting AR/VR immersive and interactive value-added media services. Broadcasters from Television, Radio and New Media from Asia-Pacific and beyond benefited from the 5G webinar by enhancing their knowledge and understanding, especially in the context of broadcasting. Among the over a hundred participants on each Zoom and Facebook, the platforms included technologists, engineers, producers, and content creators. In conclusion, 5G will offer both opportunities and challenges to the broadcast industry in an increasingly connected and intelligent future and both mobile and broadcast industries have to work hard collaboratively to gain true benefits.

### A Decade of Innovation & Disruption: IMPACT ON BROADCASTERS

🕒 25<sup>th</sup> March 2021 (Thursday) | 🕒 1 pm Malaysian Time (GMT +8)

 <p><b>Renowned speaker &amp; Panel Discussion</b></p> <p><b>Mr. Chetan Sharma</b> CEO, Chetan Sharma Consulting ,US</p>	 <p><b>5G Expert in Panel Discussion</b></p> <p><b>Mr. Parag Naik</b> Co-Founder &amp; CEO at Saankhya Labs, India</p>
 <p><b>Special Video Presentation</b></p> <p><b>Mr. Darko Ratkaj</b> Senior Project Manager, EBU</p>	 <p><b>5G Expert in Panel Discussion</b></p> <p><b>Mr. Tomas Lamanauskas</b> Partner, Envision Associates, UK</p>
 <p><b>Moderator</b></p> <p><b>Dr. Amal Punchihewa</b> Broadcast Engineer Consultant</p>	 <p><b>5G Expert in Panel Discussion</b></p> <p><b>Mr. Aamir Riaz</b> Programme Officer, ITU Regional Office for Asia and the Pacific, Thailand</p>

Picture: The presenters, the moderator, and the panel members of the AIBD regional 5G Webinar





### Cooperation in Broadcasting of Developing Countries

Contributed by **Lee Lai Mee**, Chief Compliance Officer (CCO), AIBD

The webinar on "Cooperation in Broadcasting of Developing Countries" on 11th November 2020, was organized by Korea Radio Promotion Association (RAPA) in collaboration with AIBD. The aim of the webinar was to strengthen cooperation with ODA (Official Development Assistance) recipient countries, share the experience of the Korean ICT ODA project, promote the ODA project 'Support the Improvement of the Broadcasting Environment' and to learn how COVID-19 pandemic has impacted the broadcast media and education industry.

A total of 168 participants, comprising senior officials from Ministry of Science and ICT (MSIT), AIBD member countries from across the Asia-Pacific Region and International industry players in Korea attended the webinar. Various topics were shared by the esteemed experts.



The **Director of MSIT, Ms. Yeon Jin Kim**, in her opening remark, said the rapid growth in Science and ICT has enabled Korea to support ODA projects to developing countries. MSIT would cooperate with

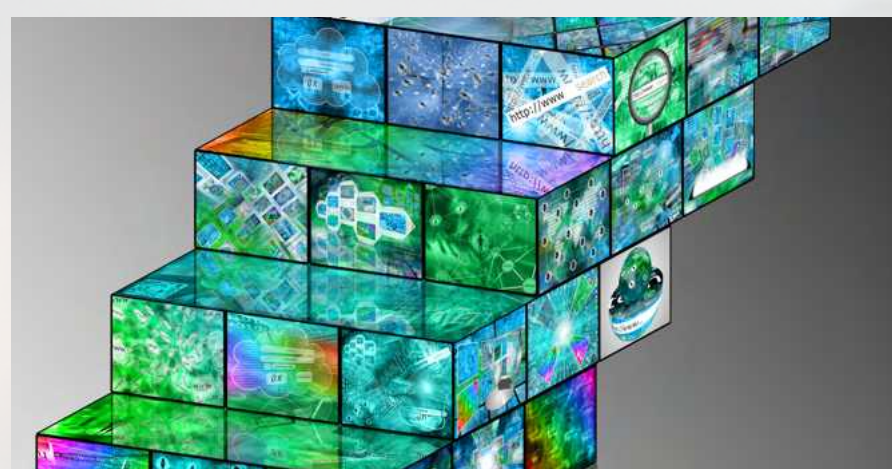
with RAPA, and partner with AIBD and members countries in the Pacific Region to face the challenges of the future broadcasting environment.



**Mr. Sang Kyoo Choi, the Secretary General of RAPA**, said RAPA through the ODA projects with the Korean government, has been supporting the Improvement of Broadcasting Environment projects as part of its offshore assistance programmes to 21 countries. RAPA will continue to promote this international cooperation even though, the demand paradigm has shifted to non-face to face relationship in this COVID-19 era.



The **Director AIBD, Ms. Philomena Gnanapragasam**, said AIBD has been a long-time partner with MSIT, RAPA, KISDI and KBS in bringing international cooperation through ODA and many other projects. In her presentation, the Role of AIBD in Promoting International **Broadcasting Cooperation**, she highlighted the three core areas through which AIBD strengthens international broadcasting co-op.



**Platform** - AIBD provides a regional open platform, like the Asia Media Summit, for exchange of information in media that can respond to digital transformation.

**Research** - Every year AIBD conducts survey on trends of development



regulation and policy of the media industry. The focus for 2019-2020 was 'Fake News' and Its Impact On Public Broadcasters; and Health Communication Manual for 2020-2021.



**Training** - AIBD develops and provides new broadcasting technology training programmes and activities in collaboration with partners towards strengthening broadcasting co-op.



**Mr. Jun Hee Han, Deputy Director, MSIT**, spoke on the **ICT ODA Program of MSIT- Current state and Outcome of the program 'Support the Improvement of the Broadcasting Environment'**.

He said MSIT has introduced 6 ICT ODA Programs. Amongst which is the **Support the Improvement of the Broadcasting Environment**, implemented by RAPA will provide broadcasting facilities and technical training to ensure quality broadcasting service in partner countries and long-term capacity building for the improvement of the broadcasting environment.

RAPA has been offering broadcasting equipment and training to 21 countries since 2007, based on the



experience of successful transition to digital broadcasting and the experience of the world's first ATSC 3.0 terrestrial UHDTV broadcasting service.



Picture: Outdoor Broadcasting Van for Radio Broadcasting Service of Nepal in 2015.



Picture: E-Learning Production & Automatic Transmission System for Ethiopia in 2018

In 2019, RAPA had surveyed the demands for **Support the Improvement of the Broadcasting Environment 2020-2022'** for the AIBD member countries. Six member countries applied -Mozambique, Bhutan, Laos PDR, Myanmar, Nepal, Seychelles and Bhutan was selected while other successful countries applied though survey of demands for ODA MSIT. RAPA will support 3 countries -Bhutan, Vietnam and Sri Lanka for 2021 by providing broadcasting equipment and capacity building program(education).

MSIT conducts official **Survey of Demands for ODA Programs** to 24 partner countries classified as Priority Partner Countries\* by Korean government every year.

\* Nepal, Lao PDR, Mongolia, Myanmar, Vietnam, Sri Lanka, Indonesia, Cambodia, Pakistan, Philippines, Ghana, Rwanda, Mozambique, Senegal, Ethiopia, Uganda, Tanzania, Bolivia, Colombia, Paraguay, Peru, Azerbaijan, Uzbekistan.

network through internet connection. Due to the COVID threats, the transfer of knowledge was difficult to share during the online platform while



**Mr. Jeasung Wee, President of WEESUNG System Co,** presented **Trend and Future of Global Broadcasting Environment after the**

**COVID -19 crisis.** The pandemic had changed the Broadcasting Environment, the Broadcasting Production and content delivery technology had to adapt fast to overcome the situation.

Surveys had shown that local OTA Broadcasting - OTA TV & RADIO has resurged to be important to supply emergency information and medical updates to the local community and regional area; while Digital Terrestrial Television (DTT) became the way to provide vital information and entertainment to all during the pandemic.

The lockdown had impacted the video production workflow. Broadcaster wearing a mask was not good enough. Media companies in the New Production Environment had to broadcast with minimum human and equipment resources, news reporting using MOJO and broadcast from home (Untact) as ways of doing things without direct contact with others.

Remote Live Production and Cloud-Based Workflows became new norm for studio production using remote audience techniques.

The trend and future of global broadcasting technology for the New normal is now the combination of OTA



**In Partner Country**



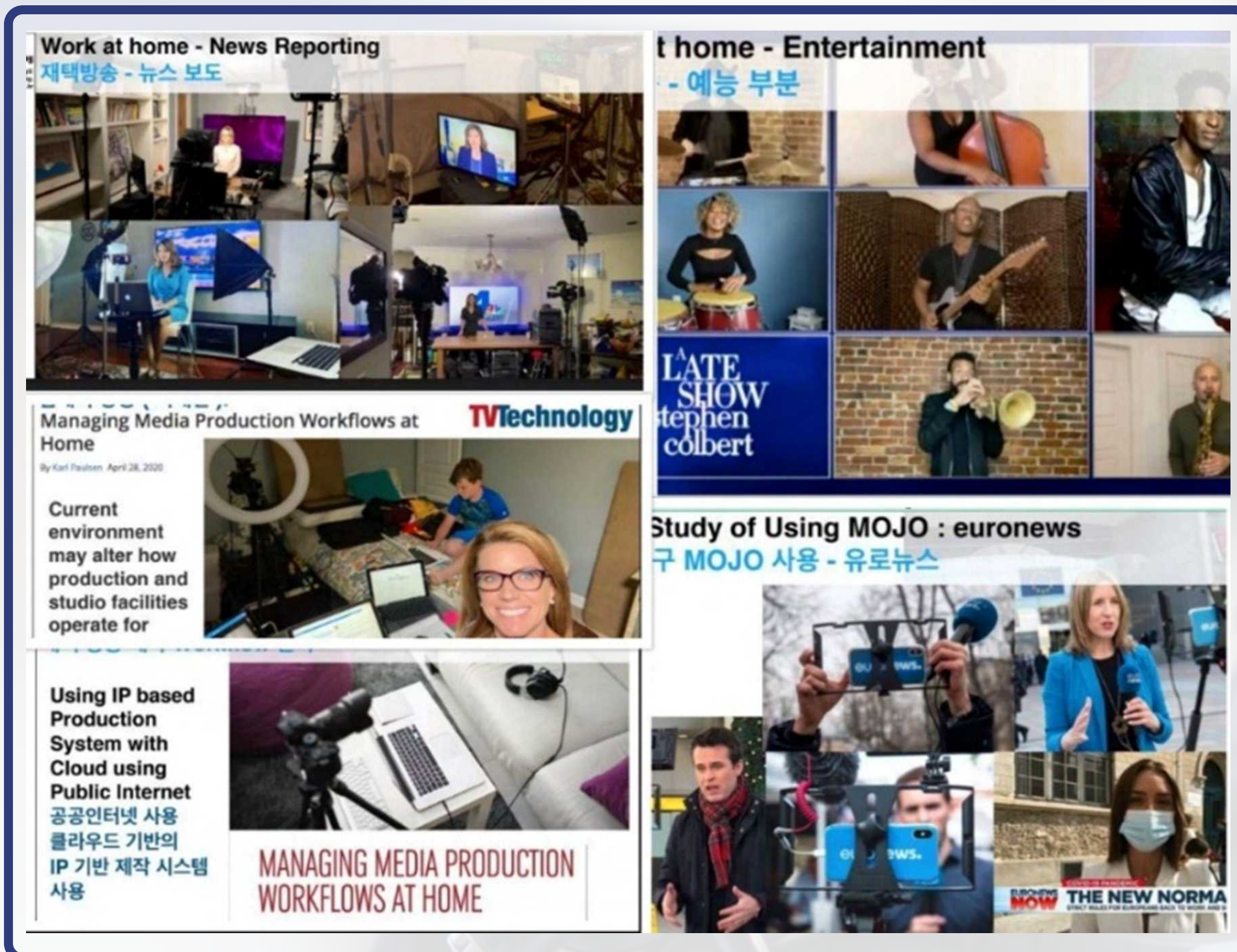
**In Korea**



**Ph.D. Sam Youl Lee, Yonsei University, Prof. and moderator** spoke on International Co-op in The Period Of COVID-19. He said there were three

core aspects of International Cooperation - knowledge sharing, investment and building expert





and OTT. New way to view the future service is the creation of Next Gen OTA technologies with internet connection and new IP based DTT format; and the development of Virtual Production as new ways of Media Production using AI, AR, VR and MR in Broadcasting with Robotic and Virtual Camera operations.

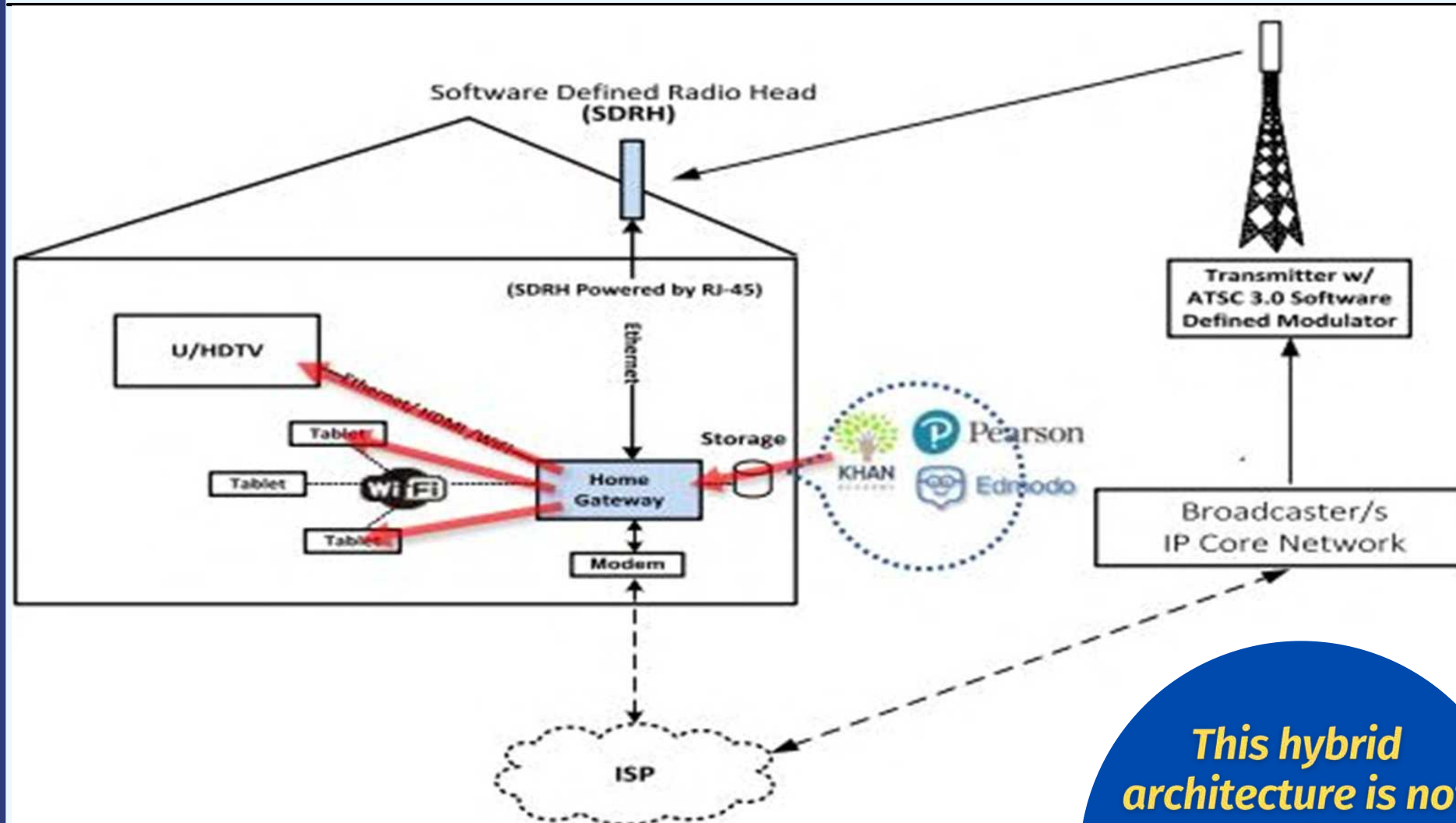


**Mr. Joonyoung Park, President DigiCap** spoke on **Introduction of ATSC 3.0 On-line learning System**, the key to educational

success in stay-at-home era. This was because not all students have reliable access to the internet and it was not economical to run fibre optic cables or LTE/5G wireless broadband to all the students in the rural and metro area, it involves huge infrastructure investments.

## In the Morning, Kids Can Access the Online education applications using PC, tablets, televisions at their home Wi-Fi.

*In this way, high-speed internet connection is not required. All of your online education applications are within home network.*



**This hybrid architecture is not only applicable to ATSC 3.0 based DTT but also DVB-T or ISDB-T**

He introduced a platform to deliver the existing Internet on-line applications via Datacasting protocol defined as ATSC 3.0 or Next Gen TV which will reduce the cost to deploy Internet and online education services to low-income families and rural areas.

Students can still use other end-user devices of their choice- PC, laptop, mobile phones, tablets. There would be no more issues with DRM besides bringing new business opportunities for local broadcasters interworking with on-line education service providers.



## Cooperation In Broadcasting

11 NOVEMBER 2020  
(WEDNESDAY)





## The Day I Became Strong in The Pandemic

# The Day I Became Strong in The Pandemic: Telling Strong Stories



Contributed by **Lee Lai Mee**, Chief Compliance Officer (CCO), AIBD

The COVID-19 pandemic has caused a worldwide crisis in 2020, leading amongst other things, a radical change in children's lives. Children all over the world have to learn to cope with lock-downs, online schooling, not being able to meet their friends and to deal with their own fears and the worries of the parents as well as other people they feel connected to. Their voices were lost, and presence gotten distanced with negativity eating into them. How do they tell their stories, when stories and storytelling are the integral part of their growing up?

On 11 March 2021, AIBD in collaboration with Prix Jeunesse Foundation organised a Webinar on 'The Day I Became Strong In The Pandemic'. The aim was to enable children to learn to recognize their own strengths, tell their own stories and foster resilience of children, and to help facilitate content producers to look at the issues faced by children and explore the challenges and

opportunities that the pandemic has brought forth.

A total of more than 40 children content producers and educators from 16 countries across the Asia-Pacific Region, Africa, Latin America, Europe and Australia registered for the 1-day webinar. As a training initiative for children's content creators, a post webinar 2 -day scripting writing workshop was planned. All the participants of the 1st Webinar were invited to join the 2-days workshop, scheduled on 7-8 April 2021.

Dr Pia Britto, UNICEF Representative, Lao People's Democratic Republic (PDR) and a Developmental Psychologist, in her keynote address, told that aside from the challenges of online education, the pandemic threatens children's mental health due to the isolation and loneliness caused by not being able to meet with their friends. She also added that in spite of it all, many children have used the pandemic as a source of growth

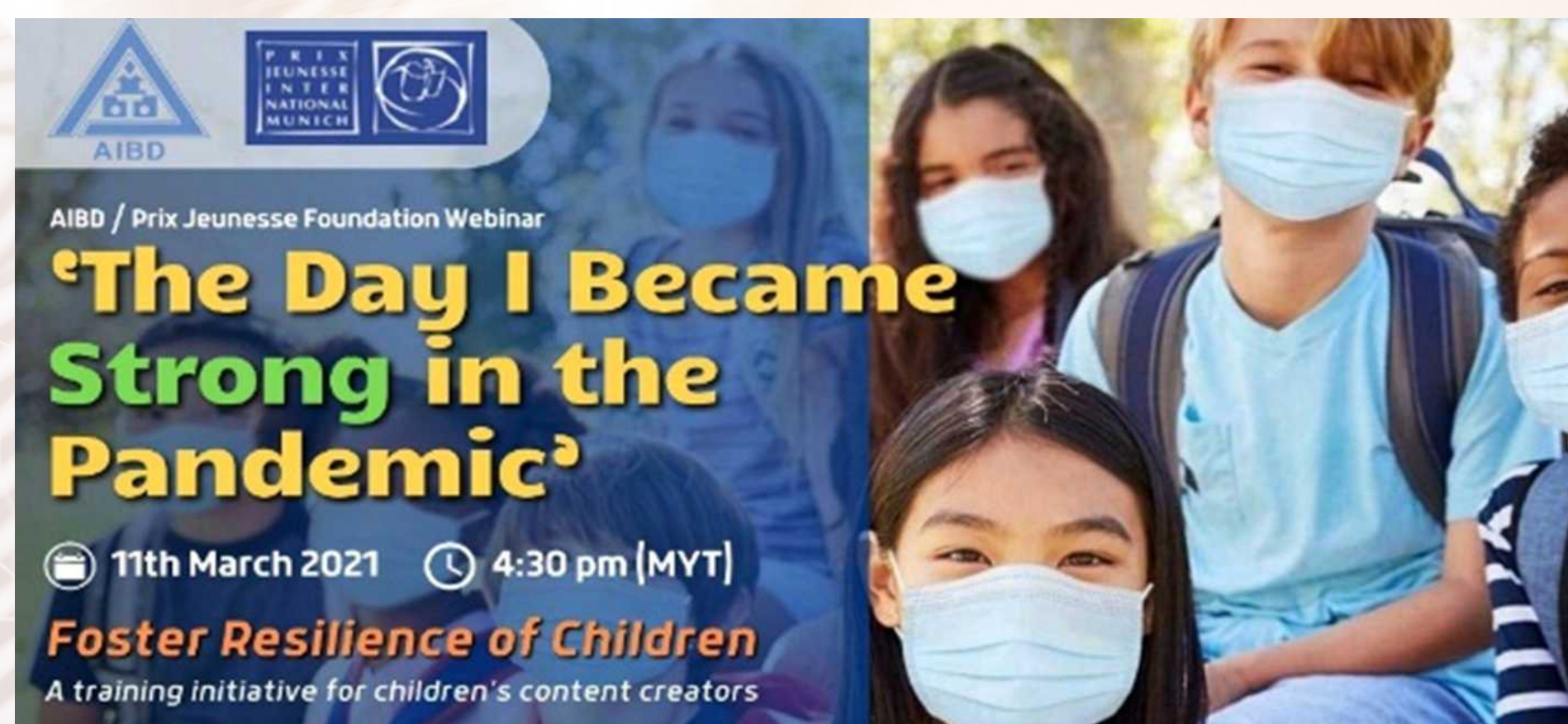
and innovation, learning new skills as a source of motivation to create content and to inspire others. She believes children are part of the solutions, agents of change.



Picture: Snapshot of AIBD-Prix Jeunesse Webinar - The Day I Became Strong in The Pandemic on 11 March 2021.

Dr. Maya Gotz, Head of IZI and Prix Jeunesse Foundation, in her presentation- 'Children and the Pandemic', spoke of fostering resilience with storytelling. She shared that in a study done worldwide, it was found that children were really worried about the pandemic. Results have shown that the more they knew, the less they were worried. Therefore, what children needed more than ever a safe space to reflect and talk about their experience. They needed resilience, the ability to become strong, healthy, successful again after something bad happened. It was the matter of how they had to deal with crisis.

She said many things can be done if we know how to do the story/find the





right story/how to tell the story-its a dramaturgy that focuses on the strength and how problems and challenges are solved instead of showing how helpless a child is.

**Ms. Kirsten Schneid, Project Coordinator, Prix Jeunesse Foundation**, told in order to help the children and young people to become aware of their own competencies in dealing with the challenges, STC was developed as a safe space for children to find their voice and grow, educators trained on pedagogy and therapy help children find these stories that strengthen their identity. Through real meetings with the children, they learn to write, tell and draw their own strong stories and through exercises, games and films they discover their self-worth.

The virtual version of the Story telling club is based on the concept of analogue storytelling clubs that have been successfully conducted worldwide since 2017. Due to the pandemic situations, the meetings were done virtually.

Storytelling is a social and cultural activity of sharing stories, sometimes with improvisation, theatrics or embellishment. Some real success stories were shared by the invited speakers from Thailand and Brazil.

**Ms. Issada Aisiri, Managing Director, Miracle Mushroom Co., Ltd, Thailand** shared her experience about storytelling and the process of finding a good story to film for the Thai children. She had been conducting Storytelling Club since 2014 and this time around, was lucky as Thailand was not greatly impacted by the pandemics when she started on the series on 'The Day I Became Strong'. The children were only enduring super long holidays and online schooling. She chose the fighting brothers to film because she believed that there were lots of siblings who have to deal with their brothers and

**The Day I Became Strong - dramaturgy**

1. OFFER A HOOK
2. TAKE THE CHILDREN INTO THE WORLD OF THE PROTAGONIST
3. MAKE THE PROTAGONIST STRONG AND NOT A VICTIM
4. LET THE PROBLEM APPROACH
5. THE CRISIS GIVE THE CHILDREN TIME TO FEEL ALONG
6. TAKE YOUR DECISION GIVE TIME TO THINK ALONG
7. FIND A SOLUTION WHICH IS MEANINGFUL FOR CHILDREN
8. GIVE THE CHILDREN TIME TO SAY GOODBYE TO THE PROTAGONIST AND KNOWLEDGE STORY

**Analogue STC / Virtual STC**

**Analogue STC**

- „Real“ meetings with children
- 8 sessions, duration per session: 1 ½ hours
- Rhythm: One time per week, or one compact week
- Comprehensive guide-book leading through all sessions
- Topics: for example „What I am proud of“, „When I overcame my fear“, „When I was able to solve a problem“, „When I was able to show my strength“

**Virtual STC in times of the pandemic**

- Focus on strength in times of the pandemic
- Meetings take place on digital conference platform
- 4 meetings /Duration per meeting: 1 ½ hours
- Topics: „Tips to deal with feelings“, „The day in the pandemic when I could help a friend“, „The day I became strong in the pandemic“

From Resistance Strategies to Everyone

STC Nepal

www.prixjeunesse.de

sister during the lockdown and thought it would be helpful for them. She did a face-to face shooting with the kids which she completed in one day while the editing took about a week.

**Mr. Daniel Leite, Executive Secretary of Midiative, Brazil** spoke of the difficulty in selecting and choosing the children. His team had great challenges in sourcing for children from four different parts of Brazil and getting stories from the children of

age 8-12 years low- middle income families. The methodology they used was via google meet and the use of padlet for drawings. Hard stories covering sickness, death, parent's divorce was told. As a moderator of this STC production, he said that by recognising the children's feeling and giving time for them to tell their own strong stories, will teach them how to overcome their problems.

Echoing Mr Daniel's STC production experiences, Ms Thaisa Oliveira, Midiativa, Brazil, shared 2 interesting stories with the participants-- Broken Bow and a COVID related death story. She related the challenges her team faced while filming these STC stories, amongst which were casting the real children to act in the episodes, including children's participation in the final script, adapting the production to the children's needs and working with a very reduced production team due to the pandemic.

The webinar ended well, and the participants showed great interest in wanting to follow-up with the post webinar workshop on scriptwriting.

**STC Thailand**

**STC Brazil**

METHODOLOGY AND OPERATIONAL OBSERVATIONS

Use of Padlet for drawing's organization



## Webinar on Migrants & Refugees

### A webinar was told, “Migrants & Refugees are All Humans”

Contributed by **Monica Phang** and **Angelyn Tan**, Programme Manager, AIBD

**H**ate and discrimination targeted against migrants in many countries globally are currently exacerbated due to misinformation and fears associated with the COVID-19 pandemic.

Head of International Organisation for Migration (IOM) Malaysia, Ms Kendra Rinas said refugees and migrants are often vulnerable and the scapegoat of the spread of pandemic like COVID-19, which lead to them fearing to seek medical help.

“The fear that this creates for migrants and refugees can drive populations into not seeking testing or medical treatment, hiding from authorities out of fear, and this creates further risk for all of us as stigma and xenophobia hurts us all”, she added.

Expressing her views, she stressed that these incidents and expressions of xenophobia have both short and long-term implications for society-at-large.

Therefore, she urged the media to play an essential role in accurate information and accurate reporting.

Ms. Rinas was delivering her brief opening remarks of a 3-day webinar on Media’s Role in Addressing Social Stigma towards the Migrants and Refugees in the Context of COVID.

The webinar started off with a brief introduction by the Director of AIBD,



Ms. Philomena Gnanapragasam, who hoped the webinar can enhance the crucial roles of journalists to use more inclusive language in their reporting on the issues of migrants and refugees.

The webinar came about on the courtesy of the World Health Organisation (WHO) Western Pacific Office which links AIBD with the International Organisation for Migration (IOM) Malaysia under the United Nations Migration Agency.

AIBD as a regional broadcasting training institute took up the challenges by doing all the necessary preparations with input from IOM Malaysia. After holding discussion with the relevant parties, it was decided to conduct the webinar for 3 days of 1-and-the-half-hour per day. This is to avoid participant's fatigue by gluing too long on the computer screen.

Some 67 participants from Bangladesh, Cambodia, India, Indonesia, Korea, Mauritius, Myanmar, Malaysia, Nepal, Nigeria, Pakistan, Sri Lanka and Thailand joined the regional webinar from 24th to 26th of November 2020.

The aim of the webinar was to

enlighten media professionals, mainly journalists, editors, producers and presenters to play a crucial and critical role in shaping public perceptions of issues regarding the social stigma towards migrants & refugees by providing facts, insight, and balanced information.

The 3-day regional webinar has four sessions. Session 1 by a trainer from IOM Malaysia, Ms Malarvili Meganathan who spoke about issues regarding the “Public Perception and Xenophobia Towards Migrants” and “The Key Challenges Faced by Migrants”. Ms Malarvili’s session was an insightful, knowledgeable, and interactive which provided the participants with an enhanced knowledge to understand about migrants more in-depth and especially the fear, racism, and stigmatization they experienced every single day. This enables the participants to visualise and put themselves in the shoes of the migrants.





Online Training: AIBD Webinars - A Webinar Was Told, "Migrants & Refugees are All Humans"

Day 2's session of the webinar was firstly shared by Ms Melinda Frost, Risk Communication Lead from the World Health Organisation (WHO) Headquarters, Geneva. Ms Frost talked about the "Info-demic Management: Managing rumours and Misinformation to Address Stigma".

For Day 2's third session, Mr Teo Ann Siang, Research and Community Liaison of Humanitarian Care Malaysia Berhad (MyCARE) spoke about the "Media Matters: Representation and Humanitarian Assistance". Mr Teo is also the Author of 'No Way Home'.

While Ms Frost focuses on tackling misinformation and due to the pandemic situation, misinformation is also one of the biggest contributors to social stigma towards refugee and migrants. Her views were echoed by Mr Teo who shared his personal experiences and pictures that he took together with the migrants and refugees. This allowed participants to know the actual and real situation of the migrants and refugees.

The last and fourth session on Day 3 focuses on Panel Discussion with participants by well-known Malaysian panellists and moderated by Ms Malarvili Megnathan. They are Humanitarian Commission of Malaysia (SUKAKAM)'s Commissioner, Mr Jerald Joseph, Co-Founder and International Director of Geutanyoe Foundation, Ms Lilianne Fan and Founder & Chief Executive, Galen Centre for Health and Social Policy, Mr Azrul Mohd Khalib.

Topics regarding COVID-19: Stigma, Solidarity and Social Cohesion were discussed, and participants were actively asking questions and giving their valuable opinions throughout the entire session.

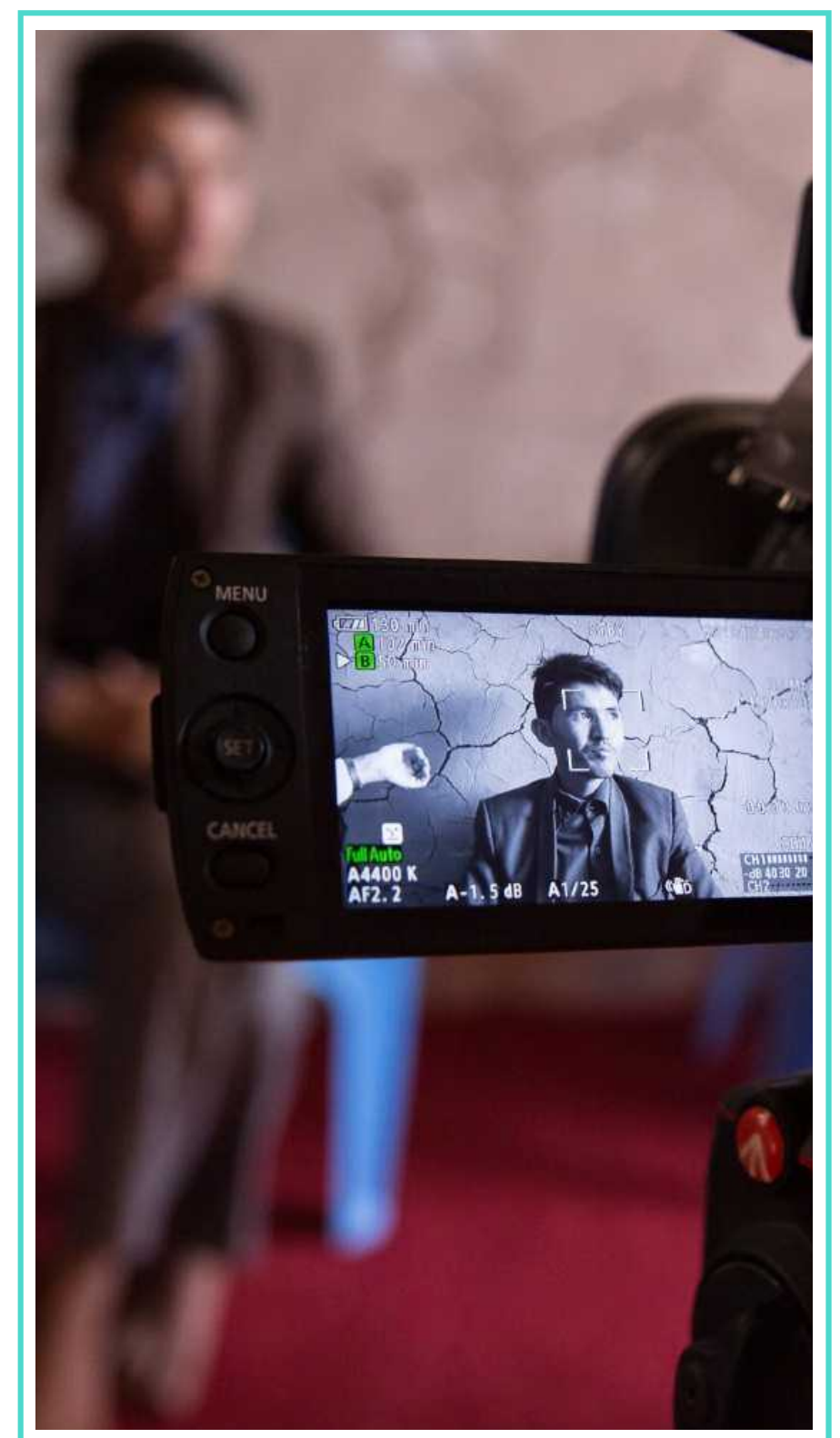
During the entire 3-day regional webinar, the participants have been exposed to the global scenario of migrants and refugees with insightful knowledge. The sessions had provided the attendees, who are representing different media organisations from 13 different countries, to have better awareness on this issue and be more cautious in selecting the language, while writing their stories and reporting news from a different angle on migrants and refugees.

The public must know about the migrants and refugees' issue and views them with empathy as no one deserves to live in anxiety every day, fearing to seek medical health which is a basic human necessity. Even while being migrants or refugees, they are still human.

In her closing remarks, Ms Rinas highlighted the key points as follows:

- Migrants have contributed to the economic growth of Malaysia, and thus need to be included in the COVID response;
- It is essential to protect the Human Rights of all people if we are to overcome COVID;

- Ending Stigma and the root causes will help protect all of us;
- Media is extremely essential at framing the narrative and response on COVID and migrants;
- Media have a powerful voice! Hence, use it to address and prevent stigma and speak out against violence, and help us all recover together; and
- Although this is not an easy task, media have the means to speak about inclusiveness to overcome COVID's health and economic impact on society at large.





## Webinar on Migrants & Refugees

AIBD/IOM/WHO regional webinar on Media Matters: Dispelling Disinformation about Migrants & Refugees. **Session 1 (9th March) & Session 2 (16th March)**

# Media practitioners can amplify the **voices** of **migrants & refugees** in an **inclusive** manner

Contributed by **Monica Phang**, Programme Manager, AIBD

Many communities around the world have responded to COVID-19 with strong sense of cooperation and solidarity. Some have, however, used it as a pretext to scapegoat migrants, refugees and the most vulnerable, blaming them for the spread of the virus.

There has been an alarming increase in anti-migrant rhetoric, stigma, xenophobia, and discrimination against these vulnerable groups. Discriminatory attitudes and hate crimes grounded in fear, compromise the rights of those targeted, affect the safety of all and undermine the complex recovery process.

According to the World Health Organization (WHO), stigma can drive people to hide their illness to avoid discrimination, preventing them from seeking immediate health care which is not only in their own best interests but also of the entire community as a whole.

In the longer term, stigmatization and discrimination can negatively impact the ability of refugees, migrants and vulnerable population to integrate into society. This not only undermines their wellbeing, but more broadly, that of receiving communities which benefit from their diverse contributions to social cohesion.

Hence, media practitioners whose 'pen are mightier than the sword' have important roles to play in shifting the negative perception towards these vulnerable groups based on realities on the ground.

In line with this noble objective, the Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with the International Organization for Migration (IOM) and World Health Organization (WHO) is jointly organising the 2nd regional webinar to dispel disinformation about Migrants and Refugees. The webinar is funded by the European Union Civil Protection and Humanitarian Aid (ECHO).

Hosted virtually on 9th, 16th and 23rd March 2021 from Kuala Lumpur, Malaysia, local and international communication experts, media practitioners and representatives from Civil Society Organizations (CSOs) shared their experiences and expertise through approaches in migration journalism.

In her opening remarks, the Head of Mission & WHO Representative to Malaysia, Brunei Darussalam & Singapore, Dr Lo Ying-Ru Jacqueline said COVID-19 has brought to the surface many disparities and challenges that migrants and

refugees face. This has shown that stigma related to COVID-19 can lead to a reduction in people adhering to protective behaviours, seeking medical care or testing, and now, accessing vaccines.



Picture: Dr. Lo Ying-Ru Jacqueline, Head of Mission & WHO Representative to Malaysia, Brunei Darussalam & Singapore, giving her opening remarks at the **AIBD/IOM/WHO regional webinar on Media Matters: Dispelling Disinformation about Migrants & Refugees**

"If we overlook the most vulnerable in our society, by not ensuring their needs, perspectives and concerns are considered and integrated into the response, this could jeopardize national and global efforts to stop transmission and end the pandemic", she stressed.

She praised the Malaysian government for taking bold steps to ensure inclusive and equitable COVID-19 response – an effort that extends to the COVID-19 National Immunization Programme, encompassing vulnerable communities, irrespective of legal status or nationality. "This is an important step in safeguarding migrant and refugee's health, but it's one of many that we must take, together", added Dr Lo.

As such, media plays an exceptionally important role on how to communicate about COVID-19, is critical in supporting people to take effective actions to protect their health, combat the disease and avoid fuelling fear and stigma.

"Rumours or disinformation are a



a major public health concern and can undermine our efforts to contain the virus and ultimately cost lives. This is why it's so important to provide facts and balanced information to counteract these threats, while amplifying the voices of migrants and refugees in an inclusive manner", she reiterated.

Media practitioners are in a unique position to share sympathetic narratives and stories that humanize the experiences and struggles these groups face besides providing insights and accurate information to address the fears or concerns of those whom you interview. Dr Lo hoped that with this webinar series, media practitioners are able to enrich their skills on Migration Journalism and learn how to correct misconceptions, using facts and empathy at the same time.

She thanked the media practitioners for working hand-in-hand with WHO to deliver timely and accurate, life-saving information to the public since the onset of the outbreak. "It is our joint responsibility to address the abundance of misinformation and to immunize the public not just against the virus but against the infodemic as well", said Dr. Lo.

The first speaker is Ms. Malarvili Meganathan, Communication & Media Consultant / Trainer of the International Organisation for Migration (IOM) Malaysia under the UN Migration Agency. She shared her topic on shaping the Narrative of media and public perception regarding migrants and refugees.

Ms. Malar interacts with the audience and asked them regarding their understanding about migrants and refugees with Q&A, which was not surprising that the audience think that the media portrayed migrants and refugees with discrimination, prejudice and etcetera. She also raised awareness about xenophobia and social stigma which should be avoided

in news reporting on the issues about migrants and refugees.

Through the webinar, audience are able to learn and have an insight regarding facts that the current media, playing an influential role in shaping how the public perceive migrants and refugees while many people have false information about these vulnerable groups.



The second speaker is Ms. Faizza Tanggol, Risk Communication & Community Engagement Consultant, WHO Country Office from Malaysia, Brunei Darussalam & Singapore.

She spoke about 'The Role of Community Engagement in Reaching Out to Migrants & Refugees', as the priorities in the context of Covid-19 through direct engagement and inclusion in decision-making with communities, especially vulnerable groups.

She also suggested to get peers and community leaders to talk to them who are more likely to pay attention to information from people they already know and trust, and who they feel are concerned about their well-being.

She reiterated that it is important to listen more and talk less when it comes to community engagement. "Listen to their concerns and questions. Ask them what they already know, and what they want and need to know about the disease and COVID-19 vaccines. Explain a few, clear and simple messages to the community (including families, caregivers and local leaders) in the language they prefer, and avoid using technical terms", she pointed out.

Mr. Adrian Pereira, Executive Director,

North South Initiative Malaysia was the 3rd Speaker on Day 2 of the webinar on 16th March 2021. His presentation on the topic - Strategy In Combating Disinformation On Migrants & Refugees was insightful as he brought up numbers of real life reporting cases regarding migrants and refugees.

He shared the migration scene in Malaysia, where migrants are taken for granted and are all suppressed in their working field. It reflected that the reports by the journalists was misleading. He raised awareness towards the journalists and encouraged them to uphold the "Ethic of Journalism" by doing the necessary and relevant research before penning their stories by not using discriminatory words.



Picture: Snapshot of AIBD/IOM/WHO regional webinar on Media Matters: Dispelling Disinformation about Migrants & Refugees (day 2 - 16th March 2021).

Ms. Milica Pesic, Executive Director, Media Diversity Institute (MDI) London sharing MDI's stories on New Neighbours for Migrants Project. Her short video clips, featuring migrants and refugees who are the creators of the narrative, and wish to see in the integrations into the local society. The objectives of the project is to highlight the positive social and economic contributions made by migrants and refugees for the local communities across Europe. The aim is to promote direct participation in media production and intercultural dynamics with the local communities.



# Sustenance of Broadcasting

Contributed by **Dr. Amal Punchihewa**, Advisor and Consultant of AIBD

In this quarter of the AIBD magazine introduces an article that addresses technological trends related to broadcasting and media. The next quarterly issue will address a number of technological advances that will augment the way media content are produced, stored, delivered, and consumed. Advances in technological areas such as 5th Generation mobile services (5G), Artificial Intelligence (AI) and cloud technologies are shaping the media landscape impacting the complete value chain of media and broadcasting.

However, like other industries, the broadcasting and media industry have also been undergoing changes forced by the COVID-19 crisis. When coronavirus health risk escalated to a pandemic, lockdown and social distancing radically transformed the manner in which people carried out their work and daily life. COVID-19 also fast-tracked deployments of remote working tools and mechanisms. The governments introduced various systems to mitigate the coronavirus spread and its ill effects. Therefore, this article addresses how some of the traditional media and broadcast services continued to provide school educational and health information and sensitising.

Broadcasting has been playing a vital role during the lockdown and subsequent actions as always. Many nations declared Broadcasting as an

essential service while organisations utilised these services not only to inform, educate, entertain but also to support the public during the crisis. UNESCO in a news reported that "Communication is aid and the right information at the right time saves lives! Media is now more than ever becoming both an essential and emergency service in addition to being critical in response to COVID-19." On the technical side, the Internet traffic peaked with the start of lockdown as schools closed, teleworking became a normal practice and services become increasingly digital. During COVID-19, the impact of broadcasting on the broadband network was mitigated as the audience accessed television via over-the-air; either terrestrially using digital terrestrial television broadcasting (DTTB) or direct-to-home (DTH) via satellite.



Since the pandemic broke out, television and media consumption patterns have been changing notably because of rapid technological advancements. Over-the-top (OTT) services that offer content via broadband uses unmanaged

networks. The global pure OTT service providers were urged to reduce their bit rate within the same technical format to ease network congestion (e.g. India). Some broadcasting organisations have issued guidelines and recommendations in this regard, especially to public service broadcasters.

Some broadcast organisations and collectives suggested temporarily cap streaming bitrates at appropriate levels for various end-user devices, particularly during the daytime, and that public service media organisations should encourage audiences to consume their offerings over broadcast rather than broadband, and on fixed broadband rather than mobile, where possible. There is no such bottleneck in over-the-air broadcasting services.



As observed in the recent past, collaboration among stakeholders in a country is key to survive and thrive. At a crucial period, such as the COVID-19 pandemic, Public Service Media (PSM) have taken an active and lead role in coordinating national efforts and to engage with other media, network operators and regulatory agencies to collectively analyse and respond to the situation.

Public Service Media (PSM) are also the primary means of communicating with citizens in national emergencies. It can be noted that public service media organisations are playing a key role in managing the crisis – not only by continuing to inform, educate and entertain, but also by actively engaging with relevant organisations



## Online Training: Trends in Technology - Sustenance of Broadcasting

and the public to ensure that broadcast and broadband infrastructure is used in the most effective and efficient way.

### The role of Broadcasting in Education and the need to sustain while complementing other learning.

It is required to understand why broadcasting is important for education with COVID-19. The COVID-19 pandemic has been one of the biggest disruptions to education the world has ever known, affecting over 90% of the world student's population. UNESCO reports that "Considering this technological divide, most countries around the world are also using television and/or radio-based programmes to implement distance education.". Africa seems to be the most active in the efforts to leverage either TV or radio (70%), some combining both (34% of countries), while Europe and North America seem to be using less radio than other regions, yet very active in deploying TV-based distance education programmes. The COVID-19 disrupted learning and education for both school children and tertiary students globally. According to the estimates carried out by UNICEF in May 2020, 1.3 billion students were out of school, out of which millions of students lacked Internet access or lived in areas not covered by mobile networks. At its peak, the pandemic had impacted over 165 countries and around 85% of total enrolled learners. By April 2020, close to 1.6 billion children and youth were out of school. More than half of all children and adolescents worldwide are not meeting minimum proficiency standards in reading and mathematics.



While innovative online learning solutions were deployed widely, many countries turned to television to broadcast educational materials, increase access to distance education, and ensure uninterrupted learning. Some examples include TVNZ (New Zealand), FBC (Fiji), DDI (India). Public service media in countries have used and continue to use radio, TV and web-based platforms to instruct students in a wide range of subject areas at the pre-primary, primary and secondary levels.



According to UNICEF, television had the potential to reach the most students (62%) globally. Research by UNICEF showed that in countries studied in Eastern Europe, Central Asia, the Middle East, North Africa, Latin America and the Caribbean, television would reach 80% or more of the school-aged population. UNICEF's COVID-19 education rapid response tracker showed 77% of countries included television in their national response to COVID-19 school closures. It is important to note that a large percentage of 77% of countries included television in their national response to COVID-19 school closures.

Many countries are using educational technologies including online learning, radio, television, texting to support access to remote learning during the COVID-19 pandemic. The COVID 19 crisis has already hit as many as 363 million learners worldwide.

The COVID-19 pandemic has underscored humanity's growing reliance on broadcasting systems. Recognising the impact of television in today's changing world, the United Nations General Assembly proclaimed

21 November as World Television Day to promote the role of TV in issues of peace, security, economic and social development and cultural exchange.



Before the escalation of the COVID-19 pandemic, media and broadcast industries were looking at several areas, including Digital Audio Broadcasting (DAB). A BBC research in the UK has shown that DAB as the most energy-efficient way to deliver radio content in addition that was known to the industry as DAB as the most frequency efficient mechanism.

However, with the emergence of COVID-19, broadcasters are looking at how we can mitigate threats to the staff of broadcast stations while discharging the duties of television and radio broadcasting.





## Cambodia's Vaccination Programme

### **Cambodia's COVID-19 Vaccination Program Begins**

Contributed by **AKP Phnom Penh**

**C**ambodia in the morning of February 10, 2021 started its vaccination program against the novel coronavirus (COVID-19) at four hospitals in Phnom Penh.

The first dose of COVID-19 vaccine was administered to H.E. General Hun Manet, Deputy Commander-In-Chief of the Royal Cambodian Armed Forces (RCAF) and Commander of Royal Cambodian Army. This is the first dose of the first batch (600,000) of China-donated one million doses of Sinopharm which arrived in Phnom Penh on Sunday.

Prime Minister **Samdech Akka Moha Sena Padei Techo Hun Sen** sent a message to his compatriots after his eldest son, H.E. General Hun Manet,

was vaccinated. "Finally, Cambodia began officially the vaccination program for its people. This is the result of fruitful cooperation between Cambodia and China, the iron-clad friends," wrote the Premier on his official Facebook page. "I would like to take this opportunity to thank the Party, State, army, and people of China, especially H.E. President Xi Jinping for the generous support for the Cambodian people," he added.

Samdech Techo Hun Sen continued that his son was the first volunteer to get the vaccine instead of him who could not do so due to the age factor. "This reflects our responsibility before our compatriots," he underlined.

"I would like to send a message to our compatriots, both inside and outside the country, not to worry about the vaccine: from which country? which brand? But you should worry about not getting vaccine because no vaccines are put on sale in the market like fish [...],"he said.

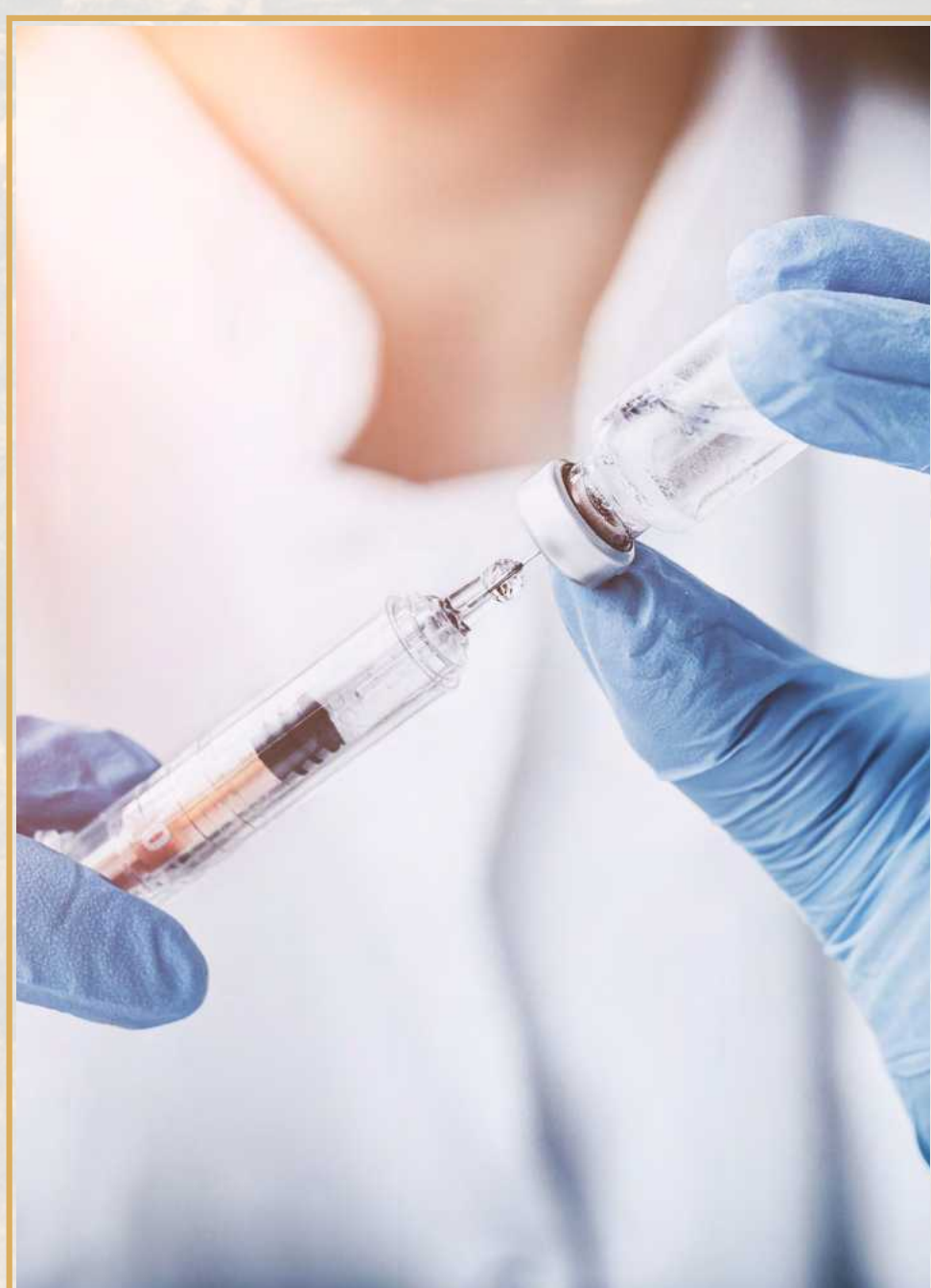
A large number of Cambodians, or up to 98 percent, living in developed countries have not yet been vaccinated because there is no

vaccine; even though the country has money, it cannot access the vaccine due to the lack of production, the Prime Minister explained.

Recently, Samdech Techo Hun Sen stressed that vaccination is a key strategic solution to protect people's life, promote the economic recovery, and improve people's living standard. The four hospitals include Calmette Hospital for senior ministers, ministers, and secretaries of state; Ang Duong Hospital for under secretaries of state; Khmer-Soviet Friendship Hospital for municipal and provincial governors; and the National Paediatric Hospital for journalists.



Picture: *H.E. General Hun Manet the son of Cambodia's Prime Minister Hun Sen gets a vaccine shot as Cambodia starts vaccine program.*



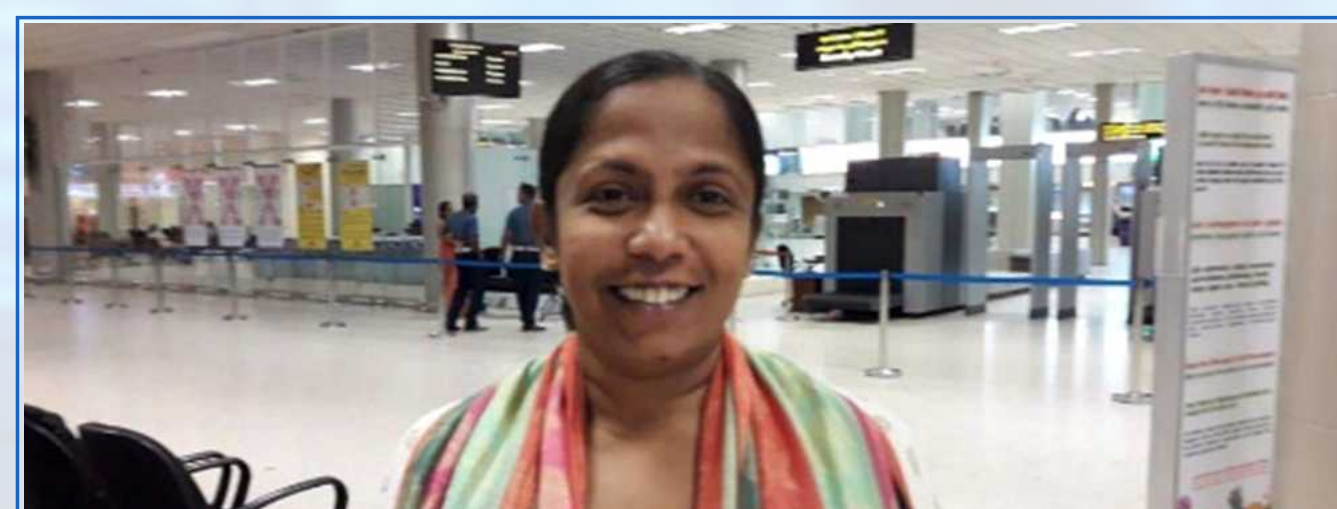
Picture: *Cambodian Prime Minister Hun Sen is given a dose of the AstraZeneca COVID-19 vaccine at a Phnom Penh hospital on March 4th, 2021.*



## Disk & Tape Library

# The heritage of South Asia

Contributed by **Subhashini De Silva**, Librarian, SLBC, Sri Lanka



Although the word library includes books, the word library today includes many things. That is why today the word library has become a very complex word or an institution, concept. Therefore, it is clear that the library is not just a literal institution. The following are some definitions of libraries.

- A building or room containing collections of books, periodicals and sometimes films and recorded music for use or borrowing by the public or the members of an institution: (Oxford Dictionary)
- A Library is an organized collection of sources of information and similar resources, made accessible to a defined community for reference or borrowing. It provides physical or digital access to material, and may be a physical building or room, or a virtual space, or both (1) A library's collection can include books, periodicals, newspapers, manuscripts, films, maps, prints, documents, microform, CDs, cassettes, video tapes, DVDs, Blu-ray Discs, e-books, audio books and other formats (from Wikipedia, the free encyclopedia)
- A Library refers to a place where literary and artistic materials are kept for the purpose of reading and research. This material includes books, pamphlets, records and periodicals, etc. also refers to a collection or set of books issued by a publisher.

Modern libraries can be said to be a place where knowledge is systematically organized, not limited to old interpretations, and where that knowledge is systematically deposited in the material contained in various media. Here in the library of the Sri Lanka Broadcasting Corporation there are discs and tapes with the voices of various people. December 16, 1925 was the official day of the establishment of the Sri Lanka Broadcasting Corporation. In those early days, live radio broadcasts were the norm. The programs were broadcast in English on CDs. By 1928, the programs were broadcast in English, Sinhala and Tamil, with Hindi songs being played.

At the time, the songs were received by radio companies, and the majority of English programs were imported from England. History records that the Broadcasting Corporation began recording after 1936. Also, the recording started after 1948. Thus, these discs and tapes can be seen as the main resources of the library owned by the Broadcasting Corporation.

Although the date of the libraries is not specified in history, there is evidence that by 1942 there was a permanent radio record library. But there is no clear indication of how it was maintained or its structure. At present the Broadcasting Corporation's Record Library consists of four major languages, but there is no written history as to when it was created in that way.

Disks and tapes are available in all four libraries mentioned above. These

mainly include songs and programmes.

Accordingly, approximately:

<b>Sinhala Discs</b>	<b>22,596</b>
<b>Sinhala tapes</b>	<b>28,260</b>
<b>Sinhala CDs</b>	<b>6,721</b>
<b>Tamil Discs</b>	<b>41,466</b>
<b>Tamil tapes</b>	<b>13,470</b>
<b>Tamil CDs</b>	<b>1,761</b>
<b>English Discs</b>	<b>65,414</b>
<b>English tapes</b>	<b>7,769</b>
<b>English CDs</b>	<b>3,362</b>
<b>Hindi Discs</b>	<b>26,763</b>
<b>Hindi tapes</b>	<b>800</b>
<b>Hindi CDs</b>	<b>830</b>





## Mr. Francis Herman, CEO, VBTC

*In every edition of Broadcaster Magazine, we bring you an up-close, candid one-on-one interview, with a head of a broadcast organisation. In this edition, we bring you the CEO of Vanuatu Broadcasting and Television Corporation (VBTC) Mr Francis Herman OAM.*

# Governance for growth and transparency in Broadcasting & Media

**Broadcaster:** Can you tell us, briefly, about yourself and your career?

**Mr. Herman:** I am originally from Fiji and now an Australian citizen, working under an Australian development assistance programme in Vanuatu. I work under the Governance 4 Growth programme in the office of the Vanuatu Prime Minister and am assigned with leading the reforms of the country's national radio and television service. Of particular focus is strengthening governance matters at the State-Owned Enterprise along with safeguarding the financial viability of the organisation. The other priorities for me are rebuilding the infrastructure, and, developing more interactive and compelling content.

I've just finished my first three years as CEO and the Vanuatu Government has requested, I stay on for a further three years to complete the reform programme.

Prior to my current position, I was the program manager of the Pacific Media Assistance Scheme – PACMAS, which is an Australian Government-funded media development initiative working across 16 Pacific Island Countries spread across Micronesia, Polynesia and Melanesia. PACMAS was established to strengthen the communication capacity of the Pacific's media organisations, journalism training institutions, NGOs, Governments, and churches. So, we

worked across the entire spectrum.

Before joining PACMAS I was the CEO of Fiji Broadcasting Corporation (FBC) having served in various capacities in that organisation including head of news, current affairs and sports. I consider myself a student of Pacific politics and a development entrepreneur that is extremely passionate about conceptualising media for development initiatives that impact positively on our Pacific people. I'm very committed to exploring how we can more effectively use the media to change behaviour for the betterment of the Pacific community and not just use the media for political propaganda which is too often the case in our region.

**Broadcaster:** What have you been doing within the VBTC to improve its performance during the last three years and what are your plans for the coming three years?

**Mr. Herman:** Many media organisations in Pacific countries including Vanuatu are constantly working on ways to more effectively respond to the needs of Pacific Islanders. At VBTC we've been working on creating a better-informed public opinion where our peoples are more savvy about what's happening in the country so they can take on a more proactive role in national development. We have many challenges forced on us by globalisation, poor governance,



cultural limitations, social issues, and covid19, and climate change. Many media professionals have been professionally isolated for decades, so we've tended to focus on demystifying the media landscape. Vanuatu remains one of the most vulnerable countries in the world to natural disasters with regular earthquakes, active volcanoes, flooding and cyclones.

We have a very strong cultural background and behaviour is often dictated by a person's custom and culture. We have six provinces with very different distinct and unique cultures with varying expectations. There are over 100 languages which are fast facing extinction.

So as a national broadcaster, we constantly designing content that attempts to meet these challenges across all our media platforms including radio stations, free to air television and soon pay television. Among our platforms is the Pacific's first 24-hour gender specialist station.



We've also invested substantially in rolling out a hybrid of specialist radio stations incorporating FM, shortwave, medium wave, satellite and streaming. We are now in the middle of developing a network of digital television stations.

**Broadcaster:** As mentioned earlier, Vanuatu is highly vulnerable to natural disasters. Can you share the resilience that VBTC has shown under your leadership to resume operations and to expand?

**Mr. Herman:** We are probably the most vulnerable country in the world to natural disasters. We sit on the ring of fire and we experience regular earth tremors. We have five active volcanoes that remain unstable. Two recent Cat 5 cyclones (Pam in 2015 & Harold in 2020) caused extensive damage in Vanuatu including the decimation of VBTC's major radio and television facilities that are now being rebuilt albeit very slowly as funds become available.

We are in the process of having the amendments to the Broadcasting Act tabled in Parliament that will strengthen the national broadcasting service. When I took office VBTC was both the regulator and the broadcaster. We had access to our competitors' information which was not ethical. So I'm relieved we are no longer the regulator because it evens up the odds and allows us to compete fairly with other players. We now have a very professional regulator in place, which looks beyond revenue and looks at technical standards. This is the Telecommunications Radiocommunications and Broadcasting Regulator (TRBR).

We finished our public service radio development; the first phase of our radio network development in both shortwave (SW) and medium wave (MW). we did not have the expertise locally to complete the second and third phases of our capital development efforts for the second

half of regional development both the FM network and the medium wave. And also expanding our television service.

**Broadcaster:** How are you improving the radio network of VBTC to reach the majority of Vanuatu people? How many radio channels VBTC have? Are they all FM channels?

**Mr Herman:** All our three radio channels are on separate FM frequencies in urban centres. They are also streamed live and available on both mobile phone companies along with a satellite platform of the French Canal+ pay service that is available in the region. In addition, our public service station (Radio Vanuatu) is available on shortwave and medium wave.

**Broadcaster:** How about television broadcasting?

**Mr Herman:** For television, production and other operations are done digitally as we have converted production and post-production to digital. All our studio facilities are now digital-ready except for our terrestrial transmission. In terms of transmission using a ground station is still analogue. And then on top of that, we live stream (streaming live), or record stream (on-demand), some of the television programmes, particularly the news and talkback shows. And then on top of that, we have available on satellite distribution, where the friends cannot lose platform.

**Broadcaster:** Do you have any plans for VBTC to introduce terrestrial digital television broadcasting? When will VBTC make the transition to digital terrestrial television (DTT) broadcasting?

**Mr Herman:** In the next four to five months, we will make an available video on separate free-to-access two channels and seven channels HD channels. They will be made available

via the satellite platform. The aim is to make them available by Independence Day of Vanuatu in July. We are going to give one of those channels exclusively for football. Because football is the latest in a collaboration with the Football Federation.

We will also be leasing a channel for education, exclusively for education, where the Ministry of Education the Technical Colleges can have their own content. So, it can reach the kindergarten, Primary Schools, secondary schools, teachers and students. One of the other channels, we will be giving out is on agriculture. The country is on a campaign on food security. So, it is with a cyclone and COVID coming at the same time, it has forced the country to look at self-sufficiency. And all the other channels will be movies and cartoons and whatever next.

**Broadcaster:** How do plan to improve the access to broadcast content digitally?

**Mr Herman:** With increased phone penetration, the VBTC channel will also be available on a mobile phone, under an agreement we have with Digicel, a mobile operator. We are also developing an app and are pursuing several other innovations.

**Broadcaster:** What are the areas that you think AIBD and VBTC could collaborate?

**Mr Herman:** I see a lot of possibilities of mutual collaborations for the benefit of VBTC, Vanuatu, other Pacific Island countries with AIBD. AIBD could assist Vanuatu and other Pacific nations in human capacity building in the broadcast and media sector. I am looking forward to closer and enhanced collaboration and participation with AIBD.



# New Appointments

Broadcaster

## New Director Generals

### Radio Television Malaysia



## DATUK RUZAIN IDRIS

*Director General, Radio Television Malaysia (RTM)*

He is the new Director General of Radio Television Malaysia (RTM). He is a well-versed Public Administrator. Though newly appointed to the position, he is no stranger to the organisation, having served at the Ministry in 1988, where his responsibilities were in managing the Development Projects of RTM. With over three decades of experience in Public Administration, Human Resource Management, Finance and Development Management at various ministries and agencies, his knowledge and expertise are crucial to the future development of the organisation.

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### Bangladesh Television



## SHOHRAB HOSSAIN

*Director-General, Bangladesh Television (BTV)*

He joined as the Director-General of Bangladesh Television on 18 February 2021. Prior to his present posting, he worked as Additional Secretary at Local Government Division, Ministry of Local Government, Rural Development and Co-operatives. He has diversified work experience in different capacities of the Bangladesh Government. He started his career as a member of the Bangladesh Civil Service Information Cadre in 1991. Later, he served as Regional Director of Cox's Bazar and Chattogram Stations and Director of External Service in Bangladesh Betar.

Mr. Shohrab Hossain was promoted to the rank of Deputy Secretary of the government of Bangladesh in 2012. He served as secretary of Jatiyo Grantha Kendra under the Ministry of Cultural Affairs and Deputy Director of the Department of Disaster Management. As Joint Secretary, he was posted as Project Director of 'Sheikh Hasina Textile Engineering College Establishment Project, Jamalpur' under the Department of Textile of the Ministry of Textile and Jute. He also worked in different branches and wing of the Local Government Division. Mr. Shohrab did his Master's degree in Islamic History and Culture from the University of Dhaka. He received various training on program making and production from the National Institute of Mass Communication. He completed a course in Procurement from the University of Turin, Italy. He also received training on Public Policy from the Duke University, USA, under the project 'Strengthening Government through Capacity Development of the BCS Cadre Officials'. He visited the USA, the U.K, Italy, Japan, the Philippines, Malaysia, Brazil, The Netherlands, India and Vietnam to acquire experiences and participate in various training for the purpose of professional development.

### Sri Lanka Broadcasting Corporation



## CHANDRAPALA LIYANAGE

*Director-General, the Sri Lanka Broadcasting Corporation (SLBC)*

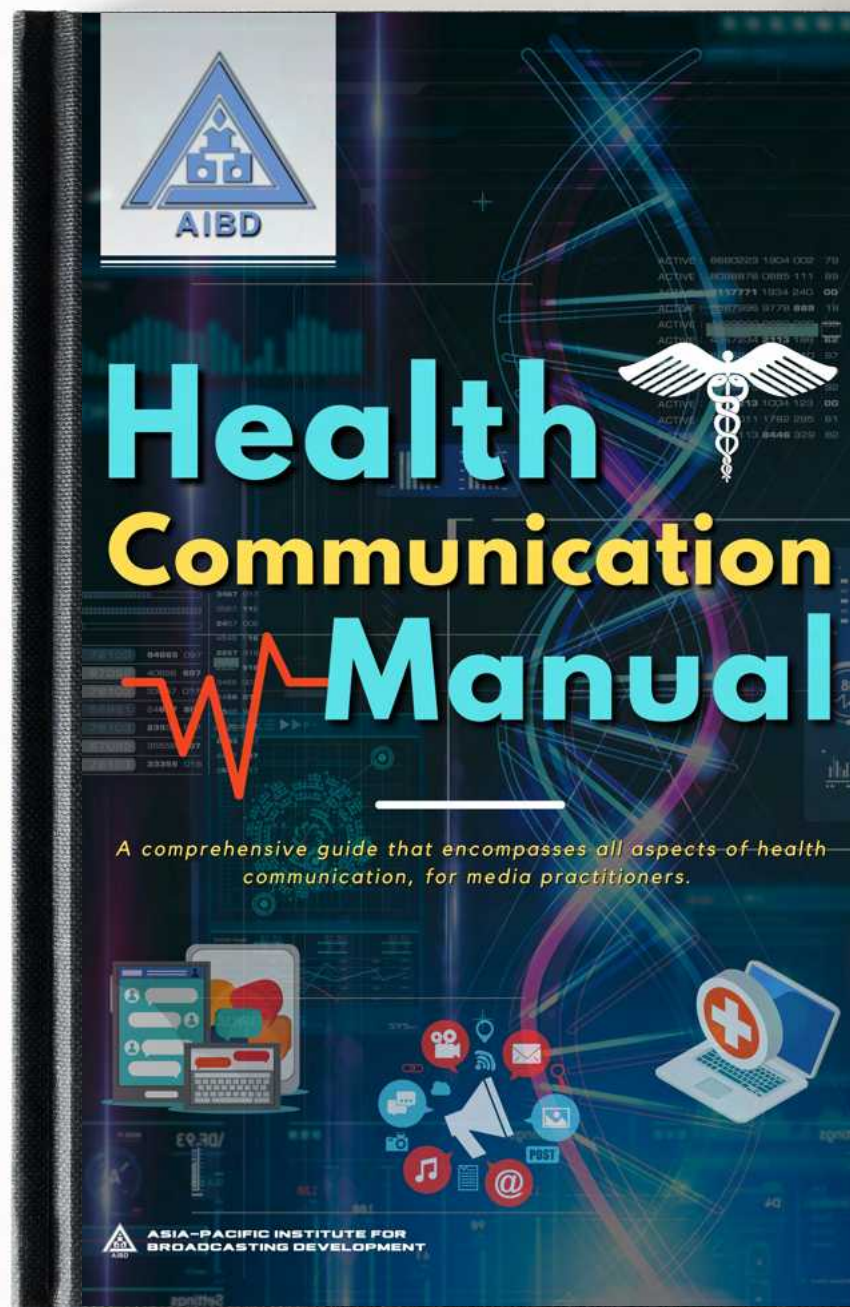
He has been appointed as the new Director-General of the Sri Lanka Broadcasting Corporation (SLBC), Sri Lanka. He started his government career in 1994, working at various levels under the different ministries, President Office, Prime Minister's Office, and also served as Minister Counsellor in the Sri Lankan Embassy in Italy. He has also been the Director-General of Sri Lanka Rupavahini Corporation (SLRC) from 2013 to 2015.

Mr. Liyanage is also a motivational speaker, writer and policymaker. Apart from his engagement with SLBC, he is also attached to various societies such as Chairman of Softball Cricket Federation of Sri Lanka, Chairman of Ruhuna University Colombo Branch Alumina Association, Executive member of Richmond College Union and Executive member of Richmond College Colombo Branch Union.





# AIBD Health Communication Manual



**T**his massive project started at the beginning of the year 2020. AIBD responded to the increasing cases of Covid-19 by joining forces with WHO, the Ministry of Health Malaysia, and our international partners to do the first-ever seminar on reporting on COVID-19 for the local media. However, before AIBD could expand on the scope as planned, WHO declared Covid-19 a pandemic 11 days after the first-ever session on media awareness was conducted.

During the lockdown, AIBD observed that the media was not well prepared for such a global crisis, so we came up with a multi-pronged approach to address this issue;

## 1st phase:

- Create a health communication manual with comprehensive guidelines and topics to ensure a holistic building of knowledge



## 2nd phase:

- Creating a comprehensive health communication manual for media practitioners and health communicators.
- Forming two task force teams to steer the project forward; technical expertise from medical doctors, global health crisis experts, risk communication experts and media practitioners from AIBD member countries.

## 3rd phase:

- Start workshop and focus groups with journalists and content creators on the content of the modules created for the manual to assess the viability and user-friendliness of the text.

## 4th phase:

- One-station-one-health specialist initiative. Under this initiative, AIBD aims to have one health specialist in each of our member organisations, who will be knowledgeable and with the ability to advise on the health content. This phase will also create a bridge with the relevant agencies in the respective countries and form an international network of professionals.

## 5th phase:

- Database of pertinent information on health experts and communication professionals to ensure a smoother transfer of knowledge and information between member countries regarding health issues

## 6th phase;

- Health programmes and content exchange between members to help saturate the relevant content within countries/markets in need while addressing the issue of availability of quality health programmes.

AIBD also plans to increase health training in the annual line-up of activities to ensure that our members are informed, trained and prepared for all kinds of health emergencies in their country in their region, or globally





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