

Broadcaster

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for Broadcasting
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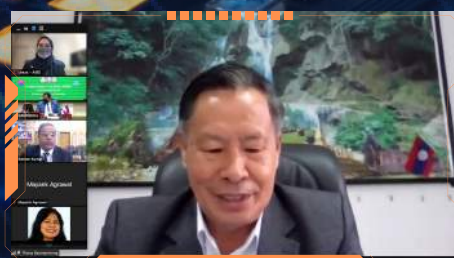
GCC2021



46th Annual Gathering / 19th AIBD General Conference & Associated Meetings, 2021 Executive Board (EXBO) Virtual Meetings



AIBD is working with its members,
both regional and global partners to
serve broadcasting and media.



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Foreword

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 2022. I would like to take this opportunity to wish all our members and partners of AIBD a happy new year. AIBD is looking forward to continued member support this year, to build a more resilient, inclusive and safer society through effective, efficient and trusted communications.

AIBD conducted its General Conference (online) and several other important events and broadcasting activities amid the COVID-19 pandemic.

The immediate future will be online activities and AIBD will be exploring hybrid events when possible. While complying with health hygiene, AIBD wishes to assure our continued services to AIBD members and look at ways in expanding its engagements beyond virtual platforms.

The AIBD Virtual General Conference (GC) proved to be a great success. It enabled us to share and plan how AIBD members wish to navigate their media organisations and broadcasting activities amid the COVID-19 scenario.

Many valuable and interesting discussions were held among members and experts attending the meeting. AIBD pledges to leave no member behind in the pursuit of effective content and technological advancement. This is being done with several engagements with the United Nations agencies, governments and partners.

The meeting also supported conducting a Virtual Asia Media Summit. We will bring more information on this soon.

This GC we also recognised members who have contributed greatly to AIBD during the pandemic.



The Kingdom of Cambodia's Minister of Information Dr Khieu Kanharith was awarded-The AIBD Lifetime Achievement Award. I thank H.E for ensuring participation in all our events and joint research work on Disinformation.

Radio Television Brunei received recognition for jointly organising the most number of activities and active participation.

AIBD also continues to support regional and global events as it has been doing for many years. Though many events are mainly virtual (online), AIBD provides its inputs in the formulation of broadcast and media policy and human capacity building. This has helped brand and position AIBD and we are proud that AIBD sits in important positions in UN agency meetings.

Once again, I wish all the best for the new year, I hope our esteemed members could navigate this year better as the situations allow us to facilitate some face-to-face events. We, the Secretariat, are with you as always for your media and broadcast needs. Please do not hesitate to contact us and we are at your service always. Please accept our sincere appreciation and gratitude to all of you.

Take care and stay safe.

Philomena Gnanapragasam
Director, AIBD



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Collaborations

AIBD-ITU Joint Declaration to solidify partnership on digital transformation.

Contributed by : Ms Monica Phang, Programme Manager, AIBD.

The Asia-Pacific Institute for Broadcasting Development (AIBD) has rekindled its enhanced collaboration with one of its founding members, the International Telecommunications Union (ITU) by entering a Joint Declaration.

The Joint Declaration is to solidify the partnership of both organisations in supporting the digital transformation agenda in the Asia-Pacific region.

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, were underway and were transforming sectors such as manufacturing, logistics, agriculture, banking, retail, among others.

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 impact of COVID-19 far better than those without by 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.

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 AIBD that is actively championing the importance and relevance of traditional media to policymakers in the region and also reinforcing the media's mandate as the Fourth Pillar of Democracy.

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.

This new coalition is expected to encourage broadcasters to participate actively in the regional and global discussions ITU is leading in 2022. ITU's World Telecommunication Development Conference (WTDC), which is organized every 4 years, is scheduled to be held in June 2022. The Conference is expected to shape the digital future and discuss how ITU and its members support the implementation.

This Joint Declaration is a testament to our unwavering commitment towards narrowing the digital divide, creating synergies that matter and a digital future that no one is left behind.

Collaborations

The Signing of MOU between AIBD & Brickfield Asia College (BAC)

Contributed by : Mr. Krishanth Nair, Member Services, AIBD.

On the 23rd of August 2021, AIBD signed a Memorandum of Understanding (MOU) with Brickfield Asia College (BAC) Education Bhd Education Group to foster mutual cooperation in the development of academic and professional training.

This MOU shall develop through collaboration and co-operation to promote mutual understanding and excellence in practice-based education, research, and knowledge exchange between the Parties.

AIBD seeks to fulfil this mandate by mobilising the intellectual and technological resources available within the national broadcasting organizations of its member countries as well as regional and international bodies through a well-

established infrastructure and networking mechanism which includes government agencies, non-governmental organisations, institutions of higher learning and individual professionals.



Summary of Activities

Summary of Activities (2021)

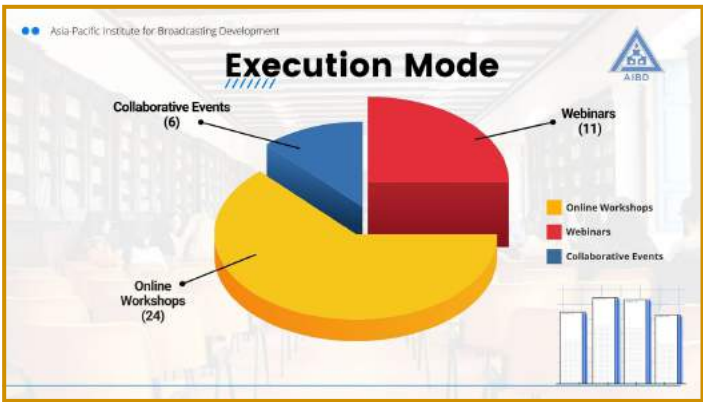
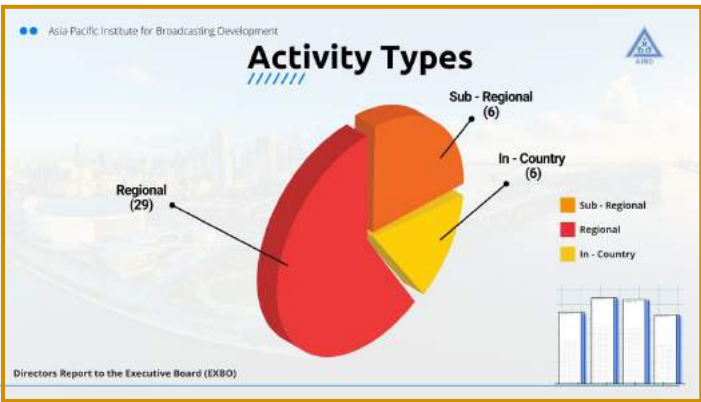
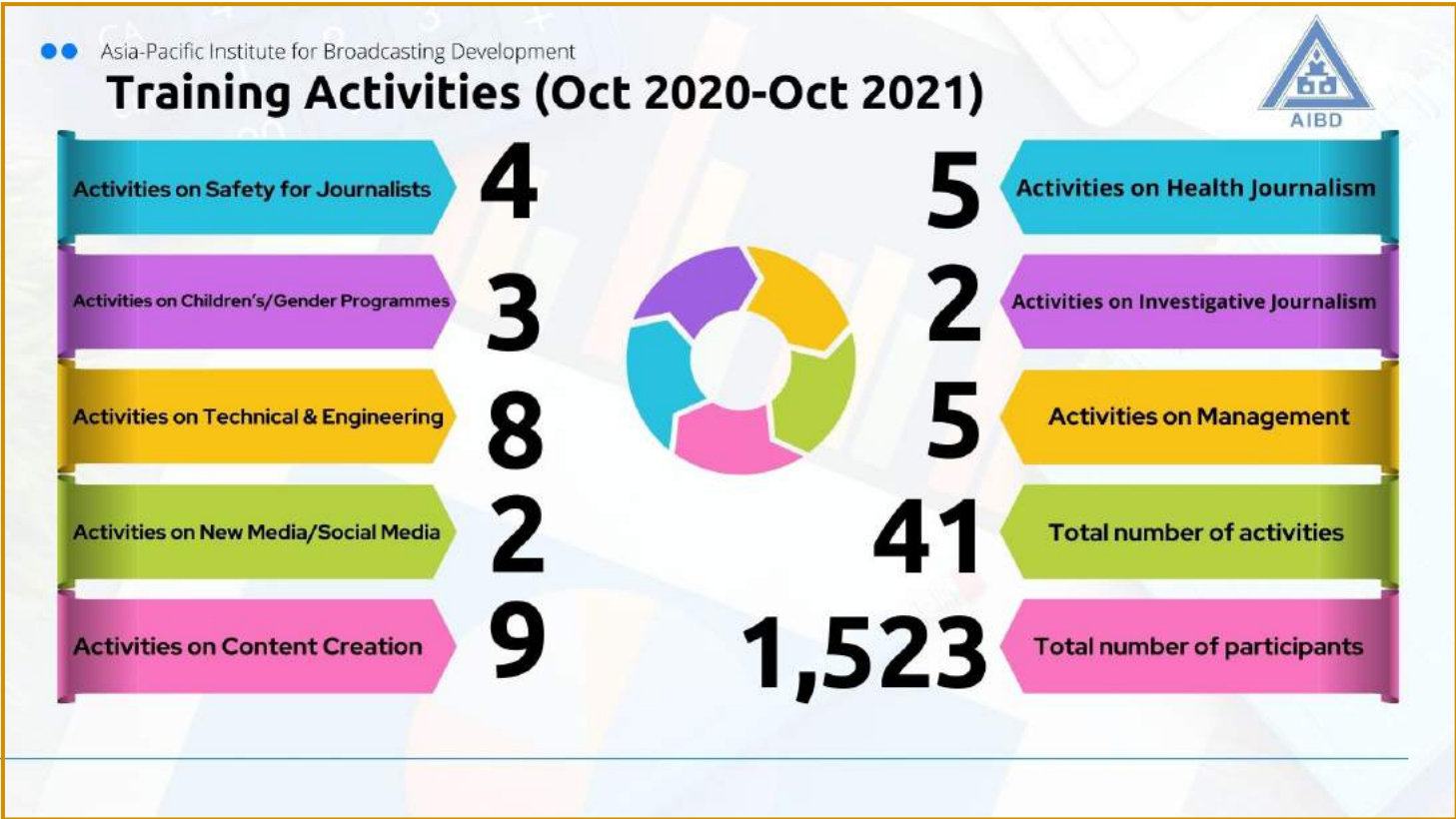
Contributed by : Nabeel Tirmazi, Programme Manager, AIBD

The implementation of 41 training workshops in the region from October 2020 to October 2021 despite the pandemic.

The activities focused on training dealing with radio and TV production, children's rights, health journalism, safety for journalists and sessions on pandemic

awareness.

Close to 1,523 broadcasters from member countries benefited from these workshops.



General Conference 2021

46th Annual Gathering / 19th AIBD General Conference & Associated Meetings - Leading Media Into The New Norm, 1st Virtual Conference & Meetings

Contributed by : Ms Fathimath Leeza, Programme Manager, AIBD

The first-ever virtual AIBD General Conference (GC) and its Associated Meetings were held via the Zoom platform on 9th December 2021. This was the first GC held after the pandemic that was announced in 2020, with restrictions on travelling and gathering, and remote working became the new norm.



Some seventy-two (72) full and affiliate members convened for the 46th Annual Gathering/19th AIBD General Conference hosted virtually that was presented from Kuala Lumpur, Malaysia.

The meeting focused on the annual performance of the Institute and future plans to respond to the rapid-changing media landscape in the Asia Pacific, particularly in the wake of the pandemic.

AIBD General Conference inaugural ceremony commenced with opening remarks by the Director of AIBD, Ms Philomena Gnanapragasam, followed by welcome remarks by the AIBD GC President Mr Mayank Agrawal, who welcomed the new members and lauded AIBD's initiatives during the pandemic.

'AIBD has been at the centre of connectivity,' stressed Mr Agrawal. Reminding the members that AIBD has sparked greater engagement through



numerous training and sessions with the members since the pandemic began.

H.E Dr Khieu Kanharith, Minister of Information, Kingdom of Cambodia and AIBD-Patron & Chief of EXBO, gave the special remarks. His Excellency highlighted the importance of the role of the media during the pandemic and urged the members to support each other for greater success.

H.E Ms Armida Salsiah Alisjahbana, Under-Secretary-General & Executive Secretary, UN-ESCAP in her pre-recorded video speech encouraged media organisations to give 'hope' a chance. 'To seek out more of these hopeful stories. To uncover all the good work that is going on around Asia and the Pacific so as to ensure a viable and sustainable future for us all.'

The inaugural ceremony concluded with a special recognition award presented to two deserving recipients. AIBD GC President Mr Agrawal presented the 'Lifetime Achievement Award' to H.E Dr Khieu Kanharith, Minister of Information, Kingdom of Cambodia, in recognition of the invaluable support offered by His Excellency and the government of Cambodia under his leadership.

The second award 'AIBD Appreciation Award' was presented to Radio Television Brunei (RTB), Haji Azman Haji Abdul Rahim, Acting Director, represented by Mr Cheong Chee Keong, Acting Deputy Director (Development), in recognition of the exceptional commitment of RTB towards up-skilling their own staff through

AIBD initiatives and training.

The next items on the agenda were the reporting of various aspects of AIBD, starting with the Director's report.



In her presentation to the GC, AIBD Director, Ms Gnanapragasam reported on the successful conclusion of AIBD activities. She highlighted the implementation of 41 training workshops in the region from October 2020 to October 2021. These activities focused on training dealing with radio and TV production, children's rights, health journalism, safety for journalists and sessions on pandemic awareness. Close to 1,523 broadcasters from member countries benefitted from these workshops.

A short video of the Institute's newest project 'AIBD Health Communication Manual', was shown. This successful project, which was mooted in November 2020, has already begun training activities since January 2021 and have so far trained more than 65 broadcasters from over 13 countries.

On the international partnership, the Director emphasised the role of AIBD's international partners in strengthening the

General Conference 2021

capacity of the Institute to deliver training programmes and other activities to members. These partners include UNESCO/IPDC, UNICEF, Ministry of Foreign Affairs, France, France Media Monde, ITU, EBU, Radiodays Asia, ADPC, Prix Jeunesse, KBS, HBF, NABM, JIFROM, CGTN, KBS, ILO and IOM for working with us during the pandemic to execute online training activities such as webinars, online workshops and media dialogues and web-summits.

The Director's Report was followed with the introduction of new members. AIBD was able to recruit two new affiliate members during the year 2021. Representing RT Channel, Russia, Mr Alexey Nikolov, Managing Editor, and Mr Raja Singham, Managing Director, Brickfield Asia College (BAC) Education Bhd, Malaysia were introduced to AIBD members respectively.

The newly formed AIBD Advisory Board was welcomed by the members of AIBD GC, and board member, Mr Bae Jung Seob, Director General, Broadcasting Infrastructure Bureau, Korea Communications Commission (KCC) gave a short presentation on the board mandates and introduced all members of the board.

Next on the agenda was the Sharing ITU-AIBD Joint Declaration, with brief remarks by the AIBD president and Dr Atsuko Okuda, Regional Director ITU Asia-Pacific Region.

Chairman Strategic Plan Team (SPT) report, presented by Dr Kim Youngyill, KBS, Korea was followed by Chairman Executive Board (EXBO) report, H.E Has Sam Ath, Ministry of Cambodia, respectively.

The meeting concluded after Virtual AMS in 2022 was mooted and endorsed, and the next GC host, Mr Phosy Keomanivong, Director- General-General, Laos National Radio (LNR) invited all AIBD members to Lao PDR in 2022 for the 47th Annual Gathering/20th AIBD General Conference and Associated Meetings.



EXBO 2021

46th Annual Gathering / 19th AIBD General Conference & Associated Meetings 2021 - First-Ever Virtual Executive Board (EXBO) Meeting

Contributed by : Ms Fathimath Leeza, Programme Manager, AIBD

On 8th December 2021, AIBD held the first-ever virtual Executive Board Meeting. This annual meeting of members started at 2 pm Malaysian time, with welcome remarks from AIBD GC President Mr Mayank Agrawal.

Mr Agrawal welcomed the Chairperson of EXBO, H.E. Mr Has Sam Ath, and the EXBO members to the prestigious meeting. He expressed his regrets that members are meeting on the virtual platform, a restriction placed due to the pandemic. He also commented on the role of AIBD and highlighted that AIBD never ceased functioning throughout and complimented the Institute's well-planned activities throughout the pandemic.

H.E. Mr Has Sam Ath, gave the opening remarks, echoed Mr Agrawal and further stressed the importance of the media during the pandemic, particularly the



information dissemination efforts that helped to mitigate some of the impacts of the pandemic. He emphasised the role of AIBD and the media development initiatives undertaken by the Institute.

"The EXBO members have the opportunity and duty to steer AIBD toward greater success." - H.E. Mr. Has Sam Ath AIBD Director, Ms Philomena Gnanapragasam presented the Director's Report where the activities and initiatives of the past years were detailed. This was followed by Finance Report presented by Ms Ain Osman and Mr Krishanth Nair, from AIBD, Finance Department.

The Chairperson of the AIBD Strategic Plan Team (SPT), Dr Kim Youngyill from KBS, Korea presented the SPT Report 2021. The future of the AIBD's flagship events, the Asia Media Summit and General Conference were discussed amongst the EXBO members with insightful comments offered by them. One of the last matters discussed in the meeting was the proposal and the endorsement of the Advisory Board.

The EXBO meeting is the prelude to the General Conference.



General Conference 2021

Video message



Ms. Armida Salsiah Alisjahbana,
Executive Secretary
United Nations Economic & Social
Commission for Asia and the Pacific

Pre-recorded Video Message - Opening speech for the 46th Annual Gathering/19th AIBD General Conference & Associated Meetings - "AIBD Leading Media in the New Norm"

Thursday, 9 December 2021

Mr Mayank Kumar Agrawal, President of the General Conference, Ms. Philomena Gnanapragasam, Director of the AIBD, Distinguished participants, ladies and gentlemen.

It is my pleasure to join you at your General Conference.

The theme "AIBD Leading Media in the New Norm" presents an opportunity for us to ponder the question of what, exactly, is the "new norm."

Is this new norm referring to one where we must live forever with COVID-19 and its variants?

Or is this new norm one where humanity continues to stand idly by while the looming climate catastrophe becomes reality? I would say that the new norm does not have to be a gloomy one.

In fact, our new norm, as much as our old norm, is full of potential and possibilities.

I truly believe that the problems of our

world today can be overcome if we put aside our self-interests and work together.

At the heart of the organization that I head, the Economic and Social Commission for Asia and the Pacific (ESCAP), is the principle of regional cooperation.

It is a platform where many of the solutions that the world needs can be shared and promoted, rooted in the 2030 Agenda for Sustainable Development.

Let me give a few examples.

We all know that to fight climate change, we need to reduce our emissions. We were heartened to see major players in Asia and the Pacific recently announced their move away from foreign investments in coal alongside a greater momentum in transitioning to cleaner energy sources.

To further encourage these actions, ESCAP has been assisting countries in developing national road maps for affordable and clean renewable energy, or Sustainable Goal 7, and supporting efforts to develop greater regional and subregional energy connectivity.

With people at the centre of all we do, we have been advocating that countries spend more on social protection systems, particularly in strengthening the health sector.

As we sit in the midst of the ongoing COVID-19 pandemic, this should provide us with the needed impetus to increase our funding in this important sector. Indeed, whereas the average expenditure across the region on health as a proportion of GDP is 6.7 per cent, many countries spend well below 5 per cent.



On the environment, we urge governments to be better stewards of our natural endowments. To this end, we have been working with partners to tackle issues ranging from air pollution to ocean debris. Ladies and gentlemen,

I would like to close my remarks today with a few words about the role of media in this new norm.

As I just shared with you, there are many examples of positive, progressive efforts to tackle the many ills confronting our world today.

What the media report and how it does so goes a long way towards how people think about the world they live in.

Thus, I take this opportunity to encourage the media to seek out more of these hopeful stories. To uncover all the good work that is going on around Asia and the Pacific to ensure a viable and sustainable future for us all.

Some of these stories are about governments, others are about private individuals or civil society organizations. All are equally good tales and deserve to be spotlighted.

This would give us the hope and optimism that we need, to be able to see that our future is not as bleak as it might seem.

I would hope that that is our new normal.

I thank the AIBD for this opportunity to share with you some thoughts, as well as for your leadership in stimulating dialogue and cooperation among our region's media.

I wish you all a successful Conference. Thank you very much.



General Conference 2021

Special Remarks



H.E. Dr. Khieu Kanharith,
Minister of Information
Kingdom of Cambodia

Special Remarks during the 46th Annual Gathering/19th AIBD General Conference & Associated Meetings - "AIBD Leading Media in the New Norm"

Thursday, 9 December 2021

Your Excellency Ministers, President AIBD GC, AIBD Director and distinguished members.

Ladies and Gentlemen!

It is my great pleasure and honour to deliver this remark at the AIBD's 46th Annual Gathering /19th AIBD General Conference & Associated Meetings 2021. I take this opportunity to welcome all the eminent speakers and delegates attending this conference.

Like everything else, this highly anticipated event has been delayed due to the severe restrictions caused by the pandemic. Working within the parameters set by the COVID-19 pandemic, the world is undergoing innumerable changes.

So, in this new normal, it is with great pleasure that I am here with you, distinguished members, to attend this first-ever AIBD Online GC.

Although we are experiencing abatement in some countries, there are still many that are ravaged by the effects of COVID-19. Taking this opportunity, on behalf of the

Royal Government of Cambodia, I would like to present my deepest condolences to the loss of life of the people in our region, and my sincere respect to those who are sacrificing their life, their time and their resources in combating this global pandemic.

The past year and a half have been enlightening. During this time, we have witnessed the capacity of the human spirit and resilience. It has also brought to the forefront the main aspects of human lives and lifestyles. The difference between needs and wants.

And above all, this pandemic has revealed the absolute necessity of authentic information.

Distinguished members. Ladies and gentlemen.

Here we are gathered today as a collective that deals with information. We all represent the media in our respective countries. We help set the national agenda. We are one of the single most effective points of dissemination of information. And I am certain that we all watched with great trepidation when the COVID-19 pandemic brought forth a tsunami of infodemics and confusion.

Countries that have an adequate information dissemination system have fared better, which is why we must work towards strengthening our information sectors so they may perform at the optimum level. Providing immediate, expeditious and coordinated data access and sharing.

In this respect, I must commend AIBD's efforts for providing space for policymakers

and media practitioners to discuss the various rising issues, especially during the beginning of the pandemic. With the timely COVID Sessions targeted towards many different regions, through content sharing initiatives and intergovernmental cooperation, we the members, have never been more connected with each other.

Taking the example of The Leaders' Web Summit, another successful event that AIBD inaugurated, it had anchored member organisations together and originated the 'KL Declaration' - a document that aims to address six key issues facing the media and call-to-actions they necessitate. The KL Declaration also underlines the most vital aspect that has brought us all here.

Cooperation and support!

As Henry Ford said and I quote: "Coming together is beginning, Keeping together is progress, working together is (a) success."

Indeed, it is time for greater cooperation among the member organisations of the AIBD, to come together and promote authentic information and good programming. It is time to deliberate and steer this organisation, of which we are all beneficiaries, toward greater heights, forging a worthwhile future for the regional media industries.

Finally, Distinguished members, I would like to wish you all fruitful deliberations in this General Conference and Associated Meetings and wish a successful training to all the participants who are attending the side-line events.

With this, I would like to announce that the 46th Annual Gathering /19th AIBD General Conference & Associated Meetings are officially open!

Thank you.



General Conference 2021

Invitation speech for Future Meetings



Mr. Phosy Keomanivong

*Director General,
Laos National Radio (LNR)*

Invitation to the 47th Annual Gathering /20th General Conference 2022- Laos (LNR)

Greetings and salutations to all attending
the General Conference (GC).

It is a crucial time for many countries as

many are still fighting to contain the
COVID-19 pandemic, a very difficult time
for those front-line staff in the media.

I express my sincere appreciation and
congratulations for the initiatives and
meetings. We are updated with AIBD's past
activities, have learned about AIBD's future
plans and how to work together in the
Asia-Pacific region.

Two years ago, in August 2019 at the 18th
GC in Bhutan, Laos officially expressed our
acceptance to host the 19th Annual GC in

Luang Prabang. For the thirty years of
membership with AIBD, Laos has never
hosted the GC before and thus we feel very
proud to be entrusted to host it.

In fact, our Laos government has approved
the GC to be held in Laos a few months
before the COVID-19 outbreak. But we have
to cancel it due to the COVID situations
where we have about 1000 over cases and
it has severely impacted the socio-
economy in Laos.

Today, we are happy to inform you that the
Laos government is planning to reopen the
country and adapt to the new normal. The
reopening plan includes putting a green
zone plan in place in January 2022.

The objective is to invite foreign tourists to
explore the country. The capitals will all be
open for visitation as they will be green
zones. Therefore, we would like to
announce Laos will be happy and proud to
hold the 47th Annual Gathering and 20th
AIBD GC Lao PDR in 2022.

We feel very honoured to host this event
with the AIBD family. We invite all member
countries and affiliate partners to join the
gathering in GC Lao PDR in 2022.

Thank you.



AIBD Advisory Board

Introduction of AIBD Advisory Board Members

Contributed by : Ms Lee Lai Mee, Chief Compliance Officer & Programme Manager, AIBD

At the Strategic Plan Team (SPT) meeting on 29 November 2021, the Secretariat Director gave a brief introduction of the members of the Advisory Board who had been playing their crucial roles in assisting AIBD to mobilize the organization since 2020.

Experts from various fields will be invited to form this AIBD Advisory Board and they will be working closely with the SPT members to steer AIBD forward into the new norm.

The seven (7) members of the Advisory Board with their respective area of focus.

Profile of AIBD Advisory Board



Mr Bae Jung Seob
Director-General,
Broadcasting
Infrastructure
Bureau, KCC
Korea

(Focus: Broadcasting)

Currently holding the post of Director-General, Planning & Coordination Bureau, and Director General, Broadcasting Infrastructure Bureau, in the Korea Commission of Communications (KCC). He is also the Special Advisory Officer, AIBD (August 1, 2017 - Jul 31, 2020) in Kuala Lumpur and remotely since 2020 till now. He served the Ministry of Information & Communication, Korea in 1994.



Ms Karima El Korri,
United Nations
Resident Coordinator
(UNCR) in Malaysia,
Brunei Darussalam,
and Singapore

(Focus: UN Relations)

Ms El Korri has more than 20 years of international development experience at the United Nations and externally. She has also served as a regional advisor on governance and project coordinator at the



United Nations Development Programme (UNDP).

Most recently, she led the 2030 Agenda division at the United Nations Economic and Social Commission for Western Asia (ESCWA), after managing the population and development portfolio and pioneering the work of the Commission on international migration, population ageing, and youth empowerment.

Before joining the United Nations, Ms El Korri worked in Morocco as a lecturer at the Al-Akhawayn University as well as with a think-tank engaging with government, civil society, the private sector, academia, youth, and international organizations on development issues in the country.



Dr Atsuko Okuda
Regional Director,
International
Telecommunication
Union (ITU), Regional
Office for Asia & the
Pacific, Bangkok,
Thailand

(Focus: Telecommunications & Technology)

Ms Atsuko Okuda was appointed as the Regional Director in April 2020. Prior to this, she was the Chief of the ICT and Development Section of the ICT and Disaster Risk Reduction Division of the United Nations Economic and Social Commission for Asia and the Pacific

(ESCAP), in Bangkok, Thailand. At ESCAP, she promoted the development of regional broadband connectivity and inclusive broadband through the implementation of the Asia-Pacific Information Superhighway (AP-IS) initiative.

Before joining ESCAP, she served the United Nations Economic and Social Commission for Western Asia (ESCWA) in Beirut as the Chief of the Governance and State-building Section and as the Team Leader responsible for ESCWA Knowledge Management. Prior to it, she contributed to the Umoja project, the UN Secretariat ERP initiative, as Testing Manager at the Department of Management, UNHQ for 2 years. From 2002 to 2010, she was responsible for promoting a wide range of ICT for development initiatives at ESCAP and the United Nations Economic Commission for Africa (ECA) as Senior IT Officer.



Mr Pierre Jalladeau
Regional Attaché for
South-East Asia
Cinema, Radio TV &
Digital Embassy of
France in Singapore
(Focus: Content &
Regional Relations)

Pierre has over 20 years of experience in the media industry and cultural diplomacy. He started his career in TV production (dramas, documentaries, TV shows 1999-2003) before becoming the Director of

AIBD Advisory Board

Film, TV and New Media Department at the Embassy of France in Italy (2003-2007) and then consultant specialized in public policy assessment in the media (2007-2011). In 2011, he became Deputy Director and then Director for Africa at CFI, the French media development agency (2011-2020). In 2020, he joined UNESCO where he was in charge of media and crisis projects (terrorism, climate, health), and responsible for monitoring gender equality in the media sector. In September 2021, he was appointed to the Embassy of France in Singapore as the Head of the Audiovisual Department for South-East Asia (Brunei, Indonesia, Malaysia, Philippines, Singapore and Timor Leste).



Dr Amal Punchihewa
AIBD Technical
Advisor / Broadcast
Engineering
Consultant, New
Zealand
(Focus: Broadcasting
& Technology)

Dr Amal Punchihewa is a researcher, educator, advisor and consultant in ICT, Media, and Broadcasting with close to four decades of experience in the industry, academia, and research. Amal is a Chartered Professional Engineer and Fellow of IET(UK) and a senior member of IEEE(USA). He has been a leader in regional and international broadcast engineering, supporting the development of modern radio & television services.

He is also a distinguished lecturer of the IEEE-Broadcast Technology Society. Amal facilitates and advocates technical guidelines and standards, and provides expertise related to the convergence of media, and evolving technology needs. He creates, encourages, and manages member communities, and understands and explains the trends that shape the media, to empower media & ICT stakeholders to continue to take good strategic decisions. He is also a Technical Consultant and an Advisor of the AIBD.



Mr Paul Soosay
Chartered
Accountant Financial
& Business
Development
Advisor, Malaysia

(Focus: Finance & Business Development).

Paul Soosay is a Chartered Accountant and a member of the Malaysian Institute of Accountants. He has vast experience in the

provision of consulting and advisory services in the fields of forensic accounting, merger and acquisitions, process re-engineering, business development and marketing.

He is also a member of the Chartered Institute of Management Accountants and a Certified Fraud Examiner (ACFE). He holds a fellow membership in the Chartered Institute of Marketing.



Eng. Mohammed Abu Nasif (Abounassf)
Vice President
Engineering, Saudi
Broadcasting
Authority (SBA)
Kingdom of Saudi
Arabia.

(Focus: Engineering & Middle East Relations)

For the past 24 years, Hatim Abounassf developed strategies and managed technology innovation in production, content distribution and technology implementation for entertainment, news and sports operations. Started his career in managing medium and large complex projects in the kingdom in the capacity of civil, electromechanical and broadcast technology under his general management - project role and then moved to the technical affair management for broadcast and telecom operation and maintenance.

He is currently the Vice President of engineering for the Saudi Broadcasting Authority managing the technical affairs, projects, production operation, information technology and digital media distribution. Hatim has many recognitions from King Salman bin Abdulaziz, Minister of Information, Minister of Culture, Chairman of Radio & TV and many awards from the digital studio, broadcast pro with several affiliations like Arabsat Board of Director, authorised representative for ASBU, G20, IMC and others. Holding a bachelor's degree in architect building science from King Saud University.



Mr Bae Jung Seob
Director General,
Broadcasting Infrastructure
Bureau, KCC Korea



Ms Karima El Korri
United Nations Resident
Coordinator (UNCR) in Malaysia,
Brunei Darussalam, and Singapore



Dr Atsuko Okuda
Regional Director International
Telecommunication Union (ITU),
Regional Office for Asia and the
Pacific Bangkok, Thailand



Mr Pierre Jalladeau
Regional Attaché for South-East
Asia Cinema, Radio TV & Digital
Embassy of France in Singapore



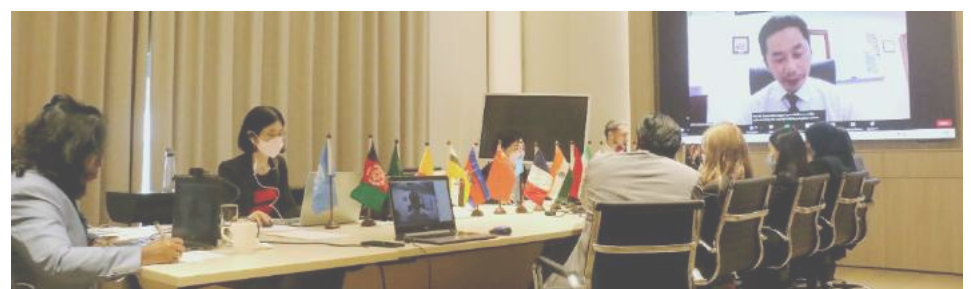
Dr. Amal Punchihewa
AIBD Technical Advisor /
Broadcast Engineering Consultant,
New Zealand



Mr Paul Soosay
Financial & Business
Development Advisor,
Malaysia



Eng. Hatim Mohammed Abu Nasif
Vice President Engineering
Saudi Broadcasting Authority
(SBA), Kingdom of Saudi Arabia



Strategic Plan Team (SPT)

Appointment of Chair & Vice-Chair of AIBD Strategic Plan Team (SPT)

Contributed by : Ms Fathimath Leeza, Programme Manager, AIBD & Ms Lee Lai Mee, Chief Compliance Officer, AIBD.

AIBD Strategic Plan Team (SPT) elected the new Chair and Vice-Chair during the last meeting held on 29th November 2021 in conjunction with the 46th Annual Gathering / 19th AIBD General Conference & Associated Meetings. Ten members from seven countries participated in the meeting, which was observed by 5 delegates from other AIBD member organisations.

The SPT Members are from eight member-countries elected at the 18th AIBD General Conference in Bhutan, 2019- Cambodia, China, Fiji, India, Iran, Korea, Philippines and Thailand. However, China was absent in this meeting.

New Chairman elected: Dr Kim Youngyiill, Korea

Vice-chairman elected: Mr Raman Kumar, India

Five delegates as observers: Ms Shahin Islam, NIMC, Bangladesh, Ms Phobe Thi Thu Nguyễn, VOV, Vietnam, Dr Amal Punchihewa, AIBD Technical Advisor, New Zealand, Mr Paul Soosay, AIBD Business Advisor, Malaysia and Mr Bae Jing Seob, AIBD Special Advisor, Korea.



Picture above: The 1st SPT meeting 2022 between SPT members and the Advisory Board held on 9 February 2022



Picture above: Dr Kim Sung Woong, Rapporteur of the Expert group presented the AIBD Strategic Plan 2020-2025 to the members

Lifetime Achievement Award

Conferment of Lifetime Achievement Award to H.E Dr Khieu Kanharith Minister of Information, Kingdom of Cambodia

Contributed by : Ms Fathimath Leeza, Programme Manager, AIBD & Ms Lee Lai Mee, Chief Compliance Officer, AIBD.

AIBD conferred the 'Life-Time Achievement Award' to His Excellency, Dr Khieu Kanharith, Minister of Information (MOI), Kingdom of Cambodia for his unwavering support of AIBD. His Excellency has always made a point to attend most of the AIBD meetings and actively supported all AIBD endeavours, particularly that of the 'Angkor Anti-Fake News Initiative'. The award was presented by the President AIBD General Conference to celebrate the encouragement and patronage afforded to AIBD throughout the years.



H.E Dr Khieu Kanharith:

"Greetings to all members attending. Thankful and appreciative for receiving this award. Fighting for truth and disseminate the truth, to have a mutual understanding between people and world peace."

Appreciation Award to RTB

Presentation of AIBD Appreciation Award to Radio Television Brunei (RTB), Haji Azman Haji Abdul Rahim, Acting Director (Represented by Mr Cheong Chee Keong, Acting Deputy Director (Development))

Contributed by : Ms Fathimath Leeza, Programme Manager, AIBD & Ms Lee Lai Mee, Chief Compliance Officer, AIBD.

In recognition of the exceptional commitment of Radio Television Brunei (RTB) towards up-skilling their own staff through AIBD initiatives and training, AIBD conferred the 'Appreciation Award' to RTB. The public service media organisation RTB is a loyal member who has always funded several workshops held in the Kingdom, supporting and augmenting AIBD initiatives and training efforts throughout the years. The Acting Deputy Director received the award on behalf of the Acting Director who was unavailable at the Inaugural Ceremony. The award was presented by the President AIBD General Conference, Mr Mayank Agrawal.



Mr Cheong Chee Keong:

"Greetings, it is an honor to receive this award. Online learning capacity building programs have been very rewarding. Leverage on digital technology to develop personnel."



International Recognition

5th Dr Sarojini Naidu - The Nightingale International Award for Women 2021

Contributed by : Ms Lee Lai Mee, Chief Compliance Officer, AIBD.

5th Dr Sarojini Naidu International Recognition Award was awarded to Ms Philomena Gnanapragasam on 24 September 2021.



Philomena Gnanapragasam

Director, Asia-Pacific Institute for Broadcasting Development

International Chamber of
Media And Entertainment Industry
in Association with
INTERNATIONAL WOMEN'S FILM FORUM
Presents



5th DR. SAROJINI NAIDU
The Nightingale of India
INTERNATIONAL AWARD
— **For Working Women 2021** —
Friday, 24 September 2021

 **GLOBAL LITERARY FESTIVAL, NOIDA**
14-16 September, 2021

 **MARWAH STUDIOS**
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Health Communication

AIBD Online Workshop on Health Communication for Media Gatekeepers

Contributed by : Mr K.P Madhu, Science Writing Consultant, Current Science, India, and Ms Fathimath Leeza, Programme Manager, AIBD

This was the third in the series of workshops on health communication organised by AIBD. The first two activities were aimed at content producers in broadcast organisations from ASEAN, SAARC and African regions. The third training programme, held from 20 - 24 September 2021, was intended for managers and gatekeepers in broadcast organisations.

The workshop began with the discussion of the AIBD Health Communication Manual, which was shared with the participants prior to the workshop. The draft contains

brief accounts of various classes of diseases and web links to more detailed content, useful for productions on health-related topics.

In the second session, lessons from the COVID-19 pandemic were discussed, and how broadcasters can use this opportunity and leverage the increased awareness to provide information about other viruses. The second day focused on the ways that broadcasters can strategically use the information provided in the first part of the draft manual. While broadcasters have a major role in preventing nutritional deficiencies among populations, their role in countering genetic disorders and mental illnesses are limited to raising awareness and reducing stigma and discrimination.

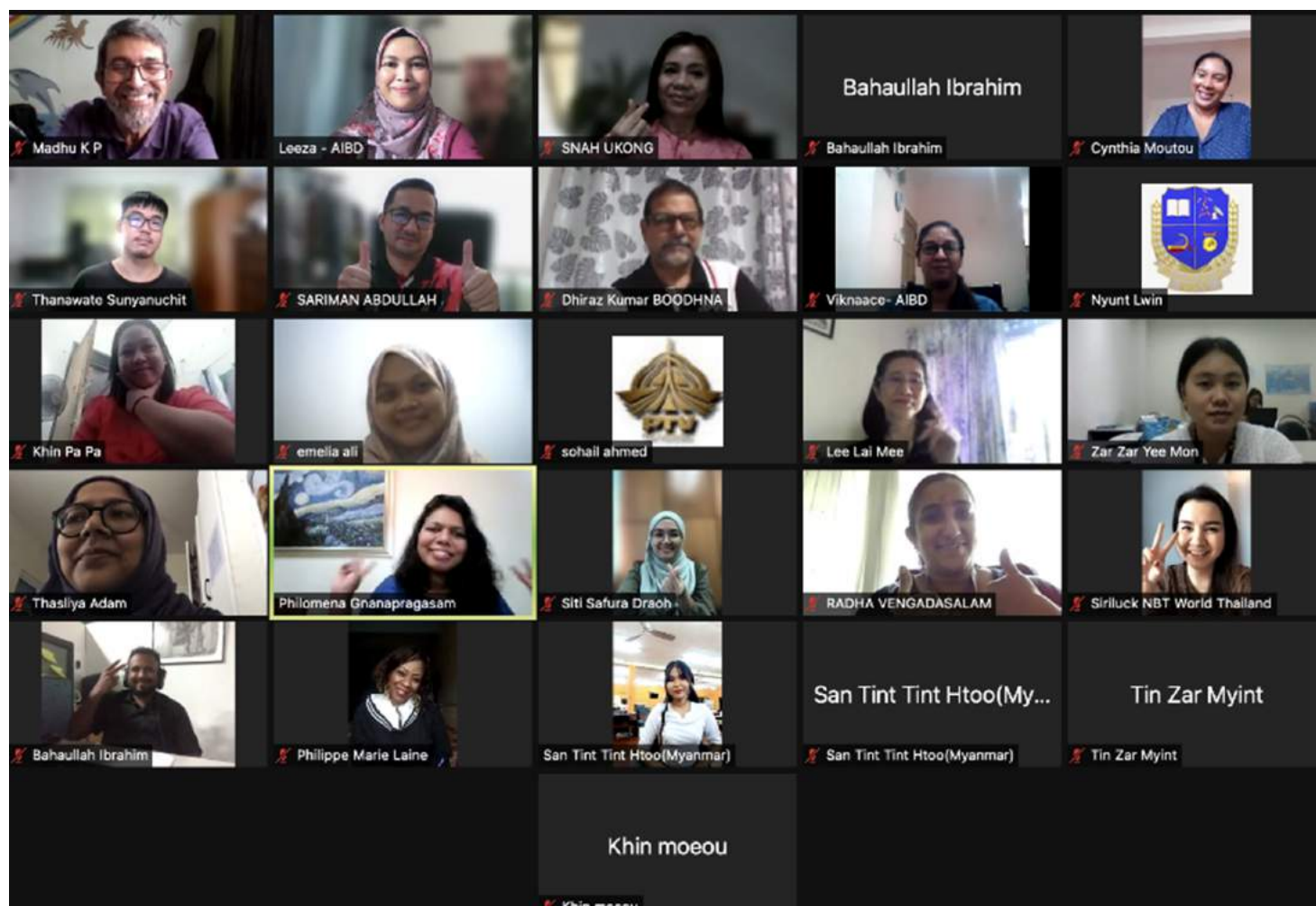
This session also touched upon domestic violence, riots, wars etc. which causes high levels of health issues, with long-term consequences, which sometimes poses ethical issues for broadcasters, when reporting on such topics.

The third day focused on strategic

partnerships. Besides the Ministry of Health, other ministries also have a role to play in the health of citizens. Similarly, besides the WHO, many other UN bodies are also involved with health, though in a limited manner, circumscribed by their individual mandates. The strategies that broadcasters can adopt to create productive partnerships with such agencies for mutual benefit and the benefit of the citizenry, was discussed.

The trainer also pointed out some mistakes in COVID-19 communication so far and suggested more effective ways to tackle any future health disasters.

Besides these, there are other actors in the health sector: hospital chains, pharma, food and other industries, foundations focused on specific diseases, NGOs... The training underlined the need to recognise the strengths and weaknesses of these actors and forge relationships with them to make the process of producing and disseminating effective health communication content easier.



Health Communication

In order to impact health, quite often, we may need to change behaviours and sometimes, there is a need to make a drastic social change. The principles of communication that are useful for such purposes were discussed. Insights needed for timing and adjusting the frequency of broadcasting PSAs were thus provided to the participants.

The trainer shared the draft database of contacts and partners which has been partially populated by the participants of the two earlier workshops, with a request to add more details. In addition, the participants were also provided with a database of diseases to collect data on prevalence, distribution and temporal patterns from WHO and the Ministry of Health.

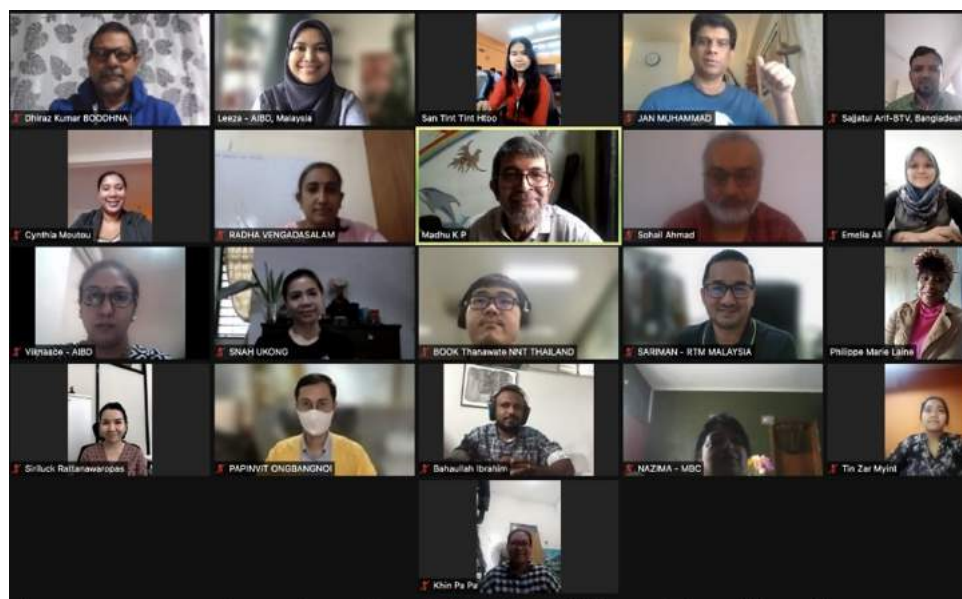
The fourth day focused on myths, misinformation and disinformation. Contrary to popular narratives where social media is seen as responsible for this, the mainstream media also have been leveraging on the innocence and ignorance of the masses.

Often, even without external pressure on editorial independence or disinformation campaigns, media professionals may be misled due to their credulity. In health communication, this implies harm done to our audiences. There is, therefore, a need to develop a critical and sceptical spirit if broadcasters have to avoid this pitfall. The trainer provoked the participants and raised questions to help participants examine their own belief systems and values.

In the next session, on the ethics of health communication, the trainer clarified distinctions between morality, ethics and law. He spelt out implications on those who overstep lines drawn by these factors in social existence. The blurring of boundaries between morality, ethics and law and the possibilities for conflicts between them was pointed out.

Since there is no commonly acceptable ethical code for health communicators, the trainer suggested creating a code. Participants were divided into groups based on their countries for discussion in break out rooms. The trainer put forth a few examples for discussion and created a shared Google Doc for further collaborative work.

The last day of the workshop focused on programming and scheduling health-



related programmes and quality issues.

The genres of production vary in their capability to provide information, education and communication. The participants were asked to weigh the pros and cons of genres for communicating health as well as that are good for providing information or education, allowing the participants to apply the principles learned on the third day.

The trainer then went on to explain the traditional attitudes and considerations in scheduling programmes. He pointed out that it would be better to have rational methods for scheduling rather than depending on intuition. He spelled out the parameters and suggested various filters that can be used for scheduling health-related programmes.

To ensure quality broadcasting, there are quality management systems that broadcasters can adopt. Slow and consistent improvement in quality can be achieved by documenting all processes within the organisation, identifying critical steps that impact quality and setting up a feedback loop in such steps. Quality, both in terms of the programmes and the information content in those programmes are necessary for setting up a sustainable programme exchange system in the region.

The trainer pointed out that the individual broadcaster cannot deal effectively with all health issues and that if broadcasters cooperate regionally, there can be a great impact on the health of the people in the region in a very short time. To help the

broadcasters identify good programmes that are repeatable and exchange worthy, a draft database for the purpose was shared with the participants.

In the closing ceremony, chaired by the Director of AIBD, Ms Philomena Cnanapragasam, the participants expressed their satisfaction with the workshop and its proceedings.

The 28 participants attending the workshop were from, Bangladesh, Cambodia, Malaysia, Maldives, Mauritius, Myanmar, Pakistan and Thailand.



HCM Consultative meeting

AIBD HEALTH COMMUNICATION MANUAL Consultative Meeting with Taskforce Members

Contributed by : Mr K.P Madhu, Science Writing Consultant, Current Science, India, and Ms Fathimath Leeza, Programme Manager, AIBD

AIBD organised a series of meetings with the Health Communication Taskforce members to tackle some sensitive areas of the Manual.

The first part of the AIBD Health Communication Manual (HCM) was amended with the feedback from the two previous workshops held at the beginning of 2021. Content producers from broadcast media organisations in ASEAN, SAARC and African regions went through the text of the draft manual and gave feedback which helped to finalise some parts.

The third workshop, intended for media gatekeepers, had more participants from a

content production background, hence to access the broader perspective, AIBD invited the HCM taskforce members to join a 2-day meeting to tackle these topics.

During the meetings, pre-testing ideas for the remaining parts were carried out. Moreover, the discussions that followed helped to gauge the country's attitude toward the topics. And as the task force members were from upper management, it gave a frame of reference pertaining to the management as well.

The meetings were held from October 4 and 5, 2021 and was joined by;

- 1) H.E. Mr Pang Nath, Deputy Director-General, TVK, Cambodia
- 2) Ms Ugonma Cokey, Deputy Director, Voice of Nigeria, Nigeria
- 3) MrMohammad Abu Sadique, Deputy Director, NIMC, Bangladesh
- 4) Dr Kim Youngyill, Programme manager, KBS, Korea
- 5) Mr Ashok Tirwa, BBSC, Chief Editor, Bhutan
- 6) Ms Lee Lai Mee, Chief Compliance Officer, AIBD (Previously from RTM,

Malaysia)

7) Mr Nabeel Trimazi, Programme Manager, AIBD, (previously from PTV, Pakistan).

The following were put on the agenda to discuss at length the implication and country perspective of each of the topics;

1. Culture and religion can impact the health of society either negatively or positively. They can also provoke a reaction from the audience but also from governments that consider these topics sensitive. How can broadcasters tackle these topics while maintaining the ethics of reporting and journalism?
2. Besides the modern system of medicine, many other systems of medicine are in practice. The country of origin, religious affiliations of practitioners and cultural moorings often colour perceptions about some alternative systems of medicine. Some countries have restrictions on the practice of some of the alternative medical systems. What should be the strategy adopted for dealing with traditional/alternative/integrative medicine in the manual under such a context?
3. Our understanding and approach to health can undergo drastic and abrupt changes or even a paradigm shift. However,



Mr K.P Madhu
Media Consultant & Science Writing Consultant, Current Science

HEALTH COMMUNICATION MANUAL
20-24 September 2021

AIBD

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HCM Consultative meeting

the human resources available currently at broadcast stations will find it difficult to report biomedical research because of the vast technical terminology. Since the module(s) on the topic will be rather unwieldy, should we restrain the discussion in the manual? What would be the other alternatives to this?

4. The Ministry of Health bears the burden of assuring health for the citizens. But some many other ministries and departments play a role in the health of the citizens. In countries with high bureaucratic protocols, reporters and producers may not be allowed to contact the ministries directly but through 'proper' channels. What are the strategies that we can suggest to broadcasters in such countries to create partnerships with the various ministries that impact health?

5. Just as there are many ministries related to health, though, among UN organisations, the WHO bears prime responsibility for health, FAO, ILO, UNICEF, UNESCO and programmes such as UNDP, UNEP, etc also have unavoidable links with health. To create maximum impact, broadcasters have to align themselves with these international players in the arena of health. What are the strategies that broadcasters can use to create productive partnerships, formal or informal, for the sake of the health of the country's citizens?

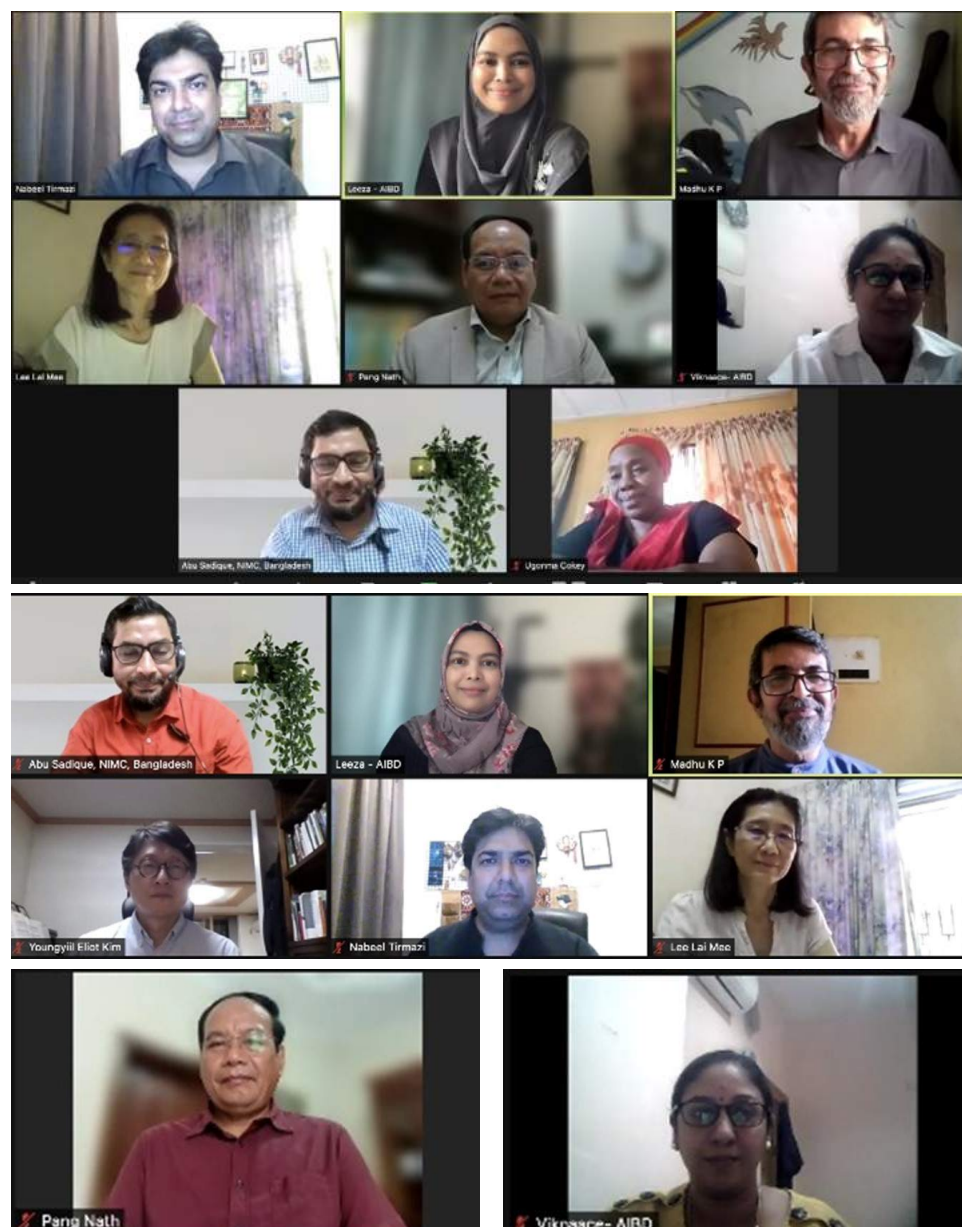
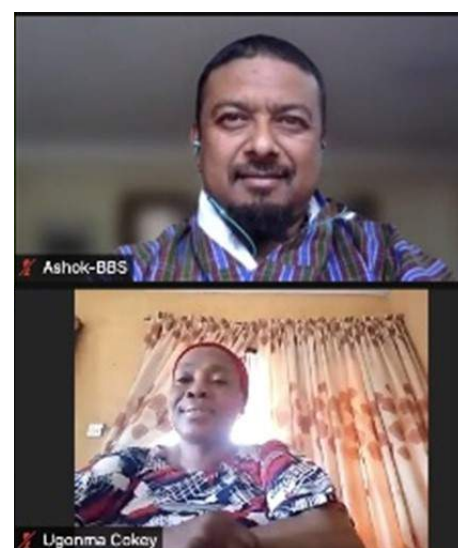
6. There are many foundations for specific diseases from where content producers can get information, help and support. The health communication manual can only mention such sources. How can the manual address this while avoiding actively promoting any individual organisation or foundation?

7. There is yet another type of partnership that broadcasters may need to think of. The pharmaceutical industry and hospital chains. Unless extreme care is taken such partnerships may have undesirable consequences since these are organisations with self-interests. Similarly, there are other industries and corporate bodies that may have the allocation for funding under corporate social responsibility. How can broadcasters seek and handle such partnerships?

8. There are different target groups for health communication, which requires targeted communication for a bigger impact. The target groups may have preferences for specific genres of programming. The genres, in turn, have differences in their capacity to provide

information, education and communication necessary for behavioural/social change. While the HCM and the workshops will help broadcasters map the content, target group and genres to enable appropriate choices, there still remains the difficulty for any broadcaster to tackle all diseases prevalent at the national/footprint scale. However, if the broadcasters cooperate and collaborate to produce an international co-production of a series, focussing on only a few diseases each, then regionally there will be a bigger impact. What would be the steps to undertake such a project? What hurdles should we foresee?

The Health Communication Manual is being authored by Mr K.P Madhu under the guidance and advisement of AIBD and is slated to be published in 2022.



ILO Online Media Dialogue

ILO Online Media Dialogue Sensitising Media on Women Labour Migration - Spotlight Initiative to achieve gender equality & women's empowerment

Contributed by : Ms Monica Phang, Programme Manager, AIBD

The European Union (EU) partnered with the United Nations (UN) in 2017 to launch the Spotlight Initiative aimed at achieving gender equality and women's empowerment.

The EU made an initial investment of 500-million euros to this Spotlight Initiative which presents an important opportunity to promote and achieve SDG 5 (Achieve gender equality and empower all women and girls) while addressing violence against women and girls in targeted regions and countries around the globe.

EU Ambassador to Malaysia, His Excellency Michalis Rokas disclosed this when opening the AIBD-Safe & Fair Regional Media Dialogue on Women's Labour Migration hosted from Kuala Lumpur on 30th November 2021.

H.E Rokas highlighted that women migrant workers continue to confront multiple and intersecting forms of discrimination and inequalities – gender, language, nationality, migration status – throughout the migration cycle. For example, women migrant domestic workers are excluded from full labour law protections, including entitlements on paid-day off, sick leave, annual leave and maternity protection. Because of the private nature of their workplaces, instances of violence and harassment may go undetected and unreported.

During the COVID-19 outbreak, women affected by violence faced more difficulties in accessing essential services including critical and lifesaving health, psychosocial care, police and justice or social services. Research also showed that the COVID-19 pandemic has increased the risk of violence and harassment against women migrant workers perpetrated by employers, partners, law enforcement officials or front-line service providers.



Meanwhile, Deputy Regional Director, International Labour Organisation (ILO) for Asia and the Pacific, Ms Panudda Boonpala revealed that women account for nearly half of the 11.6 million documented migrant workers in Southeast Asia and the Pacific.

She said, "women migrate for many reasons. They seek better opportunities for themselves and their families, acquire new skills, gain new experiences and escape domestic violence".

Ms Boonpala disclosed that in 2019, the ILO and UN Women conducted a survey on public attitudes towards migrant workers in Malaysia, Singapore, Thailand, and Japan. The study revealed that support for migrant workers across the four countries was low. Discriminatory attitudes prevailed with significant numbers of members of the public in migrant destination countries stating that migrant workers should not enjoy equal working conditions with nationals. This is despite evidence pointing to the many positive contributions of labour migration to countries of origin and countries of destination. Such negative attitudes have far-reaching consequences

as they can condone discrimination, social exclusion, exploitation and in some cases, violence against migrant workers.

Hence, accurate and ethical reporting, the use of rights-based and gender-sensitive language, as well as fair representations of women migrant workers and their migration experiences can significantly contribute to the understanding of women migrant workers among the public.



This Regional Media Dialogue is the first of a number of initiatives by ILO & UN Women to encourage more balanced and inclusive reporting by using non-

discriminatory terminology when reporting stories about migrant workers. When it is safe and fair, labour migration is an opportunity for women's empowerment.



Malaysian NAPFL 2021 - 2025

Malaysia vigorously embarks on National Action Plan on Forced Labour (NAPFL) 2021- 2025.

Contributed by : Ms Monica Phang, Programme Manager, AIBD

Malaysia has put in place the National Action Plan on Forced Labour (NAPFL) 2021-2025 which was launched on 26 November 2021. The Action Plan is part of the Government's obligation to implement the International Labour Organisation (ILO) Forced Labour Convention in addressing the vulnerability of migrant workers.

Minister of Foreign Affairs, Honourable Dato' Saifuddin Abdullah said this is in line with the recommendations made by the Committee of Experts on the Application of Conventions and Recommendations (CEACR).

The action plan is guided by the fundamental principles of Sustainable Development Goals (Target 8.7), the ILO Forced Labour Protocol of 2014 and the UN Guiding Principles on Business and Human Rights.

In formulating the Action Plan, the Government is in close consultations with various stakeholders, including government agencies, SUHAKAM, business leaders, investor organisations, regulators, foreign missions, academia, and civil society.

The move is to prevent and address the risk of adverse impacts on human rights linked to business activity while private sectors also play a crucial role in upholding the principles of human rights.

In addition, the Government through the Ministry of Human Resources has signed Memoranda of Understanding (MoU) on the recruitment and employment of foreign workers with several source countries in order to improve the governance of labour migration and to promote and protect the rights of foreign workers.

Dato' Saifuddin's keynote address was delivered by the Deputy Secretary-General,

Multilateral Affairs, Ministry of Foreign Affairs, Dato' Cheong Loon Lai at the opening of the AIBD/Safe & Fair Regional Media Dialogue on Sensitising Media on Women's Labour Migration hosted virtually from Kuala Lumpur.



Dato' Saifuddin also stressed that Malaysia is committed to ensuring the protection of rights for women migrant workers in the country. Among others, the Government has undertaken a rights-based approach and various measures to ensure the protection of women from violence through various programmes and activities, emphasising social welfare, protection, and social rights of women.

He cited that one of the initiatives specifically designed to address the challenges faced by women migrant labour in Malaysia is the Safe and Fair Project, implemented by the International Labour Organisation (ILO) within the ambit of the ongoing MOU on Decent Work Country Programme (DWCP) between Malaysia and the ILO. The project is

supported by the European Union and jointly implemented by the ILO, UN Women and UN Office on Drugs and Crime (UNODC).

Five panellists drawn from the different parts of the world shared their invaluable experiences on matters related to Women Labour Migrations moderated by Mr Aslam Abd Jalil, PhD Researcher (Refugee Work Rights), University of Queensland, Brisbane Australia/Fellow at the International Institute of Public Policy & Management (INPUMA), Universiti Malaya.

The panellists are Ms Ratna Mathai-Luke, Technical Officer, Safe and Fair Programme representing the ILO Regional Office based in Bangkok Thailand; Ms Naomi Goldsmith, United Kingdom Migration Specialist Media Trainer; Ms Cécile Debarge, Independent Journalist, France; Ms Dilrukshi Handunnetti, Executive Director, Centre for Investigative Reporting, Sri Lanka and Mr Shafiq Ahmad, Editor/Journalist-In-Charge of Asia-Pacific Desk, Anadolu Agency of Turkey.



Training of Trainers

Training of Trainers Workshop part 2 - Enhancing human capital is the new dimension to cope with an unprecedented situation.

Contributed by : Mr Y K Sharma, Consultant-ToT, Advisor (Training & HRD), BECIL, India and Ms Monica Phang, Programme Manager, AIBD

Enhancing human capital with additional new knowledge and skills to discharge their job functions effectively have been the new dimension to cope with the challenging times, particularly during the unprecedented period of the COVID pandemic.

To continue its endeavours in capacity building for the member organizations, AIBD has been continuing to organise various activities despite constraints posed by the pandemic and has initiated many of its activities in virtual mode. For organizing many of the online instructor-led training, the Training of the Trainers (TOT) first is felt necessary, to enable them to deliver training remotely or online.

To cater to the need, AIBD scheduled two Training of Trainers (TOT) online workshops, of one-week duration each from 23-27 Aug 2021 for Group I and from 6-10 September 2021 for Group II. Over 100 nominations were received for these workshops from fifteen countries. However, only 15+ participants can join each Group as TOT is a specialised workshop which is a one-to-one coaching and only staff engaged in direct training activities were nominated.

AIBD's TOT programmes for Trainer/Instructor development aims at providing the professional staff with the knowledge and skills they need to plan and carry out effective training (formal and on-the-job) and implement core competency development programs in their organizations. These TOT workshops focused on adopting a Systematic approach to training covering Training needs analysis, Formulation of Training Objectives, Instructional Design, Principles of Adult Learning and their Applications

and assessment/evaluation of the training programs. It was about how to plan, deliver and evaluate structured training programs in online mode.

The original two-week standardized structure and curriculum of the TOT workshop was compressed and aligned to make it suitable for online delivery of a one-week duration. The salient features of the workshop were experiential learning and learning by doing, interactive lecture sessions, group exercises and project work, individually as well as in groups, all done online. The online training techniques included; essentials of online training for knowledge, skills and effective domains, preparation/organization of training materials for online delivery platforms, promoting effective online participation and tools & gadgets for online training.

Group II participants

There was a lot of interest and active participation by the participants in all the activities of the workshop in spite of limitations of online mode of the activity. The end of workshop evaluation by the participants showed that all of them found the inputs provided in the workshop were very useful and they gained a lot in terms of knowledge and skills to enable

them to be effective trainers. The participants have rated the workshops as Excellent/Good. However, many of them felt that the duration of the workshop should have been more to devote more time to the topics in the workshop and probably a few days "face-to-face" follow up session later may help them to make good the shortcoming on account of online version.

Some excerpts of the comments by the participants about the training workshop....

- AIBD Regional On-Line Workshop on Training of Trainers is a precisely arranged workshop that makes the participants smarter (SMARTE!) trainers as well as effective training organizers. I feel this workshop also makes the trainees become successful leaders and efficient team members to meet the challenge of new normal life.....Md. Mannaf Hossain, Bangladesh Television
- I have never known designing training could be so systematic planning. The training objective helps me illustrate my upcoming training session with full confidence and well organized..... Ms Natawan Tirakijpanichakorn, National Broadcasting Services of Thailand
- Overall great experience. Best online workshops ever attended. Excellent faculty.....Dr Athira Thampi, Doordarshan India
- I am really impressed by the organization, sacrifice and discipline of the organizers. The teachings are so down to earth. Mr Sharma is actually an authority in this fieldAbraham Daniel Obande, Voice of Nigeria

~ Continued on next page



Training of Trainers

• Thank you AIBD and Mr Sharma for your hard working on this pandemic situation.....**Sopharin Em, National Television of Cambodia**

• It was worth the while, even though tasking.....**Abido Kate Ebele, Voice of Nigeria**

• I have received lots of very useful achievements such as helpful information and knowledge for my present job, devoted and friendly consultation and wonderful friendship worldwide. It is undoubtedly one of the most useful workshops I have ever attended. Thanks for all the great effort of AIBD to meet the participants' various demands...**Dr Nguyen Duc Dao, Voice Of Vietnam**

• In spite of the limitations of an ONLINE COURSE, effective interaction with the participants was ensured and 'Learning by Doing' was incorporated into the Workshop. It remains a fact that 'Learning by Doing', is the most effective way to ensure transfer of the knowledge imparted in any Training Programme.

I will be doing injustice in the appreciation of the Workshop, if I do not thank the Organisers and the Team put in place by AIBD to ensure the smooth management of it, and left no stone unturned to keep the Workshop on track. The Designing of the Workshop by default ensured that it achieved its Objectives.

I am sure this Training would do a lot of good in the days to come for all the Participants, as far as ploughing back their knowledge effectively into the Industry is concerned. That is how the Media Industry progresses and ultimately ensures the progress of Human Civilization on Earth.....**Dr Dipendra Kumar Mazumdar, National Academy of Broadcasting Media (NABM) India.**

• First of all, allow me to thank you on behalf of the MBC and my personal name the AIBD organisers for this wonderful opportunity to learn something really online with our day to day duties. The different steps, methods and techniques will no doubt be useful in delivering my responsibility, as well as sharing it with the different supervisors in my department.....**Madhvi Bissessur Deojanee, Mauritius Broadcasting Corporation**

• Absolutely enjoyed and learned a lot in the workshop. The content was easy to follow, relevant to my field of work and was well presented by a knowledgeable trainer Mr Sharma. It was a great opportunity to connect with other experienced participants and to learn from them as well. The skills acquired will be useful in my career development. Once again thank you AIBD for the opportunity.....**Nella Samson, Seychelles Broadcasting Corporation**

• As we all know that learning is a continuous process and I am delighted to express that during the TOT workshop, as a participant, I learned a number of key aspects of preparing, delivering and evaluating a well-planned training course/workshop. The trainer covered a number of components and I have learnt various trends and concepts, which enabled participants to become effective trainers, the key issues in training and development has enhanced my knowledge and skills that prepared me to train others in multiple contexts.....**Mirza Masood Baig, Pakistan Television**

• In The TOT Workshop Delivered By Mr. Shamar And Facilitated By AIBD...

- o Trying To Make Change...
- o Trying To Make Ourselves Better.,
- o Trying To Make Other People Better.,
- o Trying To Make Things Better...
- o By Learning....And By Making Other People Love To Learn ...
- o Because., That's The True Meaning Of Learning...
- o Change...To Be Better.....**Chaerini Hamdani, Televisi Republik Indonesia**

• I am now well-equipped with lots of impactful information to face the current reality, how to prepare myself and how to deal with a different situation in the training field, the delivery mode, the one-to-one coaching is very motivational. I'm so blessed to be part of and interact with the group of people who are so energetic and very active even though we are miles away from each other. **Varasiko Nabose, Fijian Broadcasting Corporation**



Investigative Journalism

AIBD-UNESCO-IPDC Seminar and Showcase on Investigative Journalism: Going Beyond Headlines

Contributed by : Mr Zakri Imran, AIBD

Investigative Journalism indeed went beyond headlines, with a line-up of esteemed speakers, mentors and panellists that presented on varied topics. From 'Investigation through satellite images on environmental crimes' to 'Seeking Truth - setting up investigative reporting' and 'Isn't journalism Investigative?'

This first-ever physical event AIBD had undertaken since the Covid-19 pandemic, was held in the Sentral Ballroom, Hilton,

Kuala Lumpur, with full compliance to Covid SOP. Yet the strict physical distancing could not dampen the mood of Day 1 (Tuesday, 9th November 2021), cracking off with a Masterclass by Mr Ian Yee, Founder of The Fourth, a media startup. During the first part of the session, Mr Yee focused on forms of tracking, the right source and risk assessment when undercover for investigative journalism. The session was attended by 13 local journalists and producers from media

organisations.

Expert Sharing session

Before moving on to the next part of the Masterclass, he invited a panel of journalists to share their experiences and knowledge in the Expert-Panel Sharing Session. The panel comprised Ms Farrah Naz Karim, Special Projects Manager, Sri Pentas, TV3, Mr Kuek Ser Kuang Keng, Founder of DataN, and Mr Haresh Deol, Co-founder / Editor, Twentytwo13, Co-founder Professional Storytellers & Deputy President of National Press Club of Malaysia.

After the Sharing Session Mr Keng ushered in the participants through the world of advanced search techniques, and tools that could hunt for certain file types, even through messaging apps such as WhatsApp group chats and Telegram.



Investigative Journalism

AIBD-UNESCO-IPDC Seminar on Investigative Journalism: Going Beyond Headlines - The Showcase

Contributed by : Ms Fathimath Leeza, Programme Manager, AIBD

The investigative journalism activities have been ongoing with one select group of journalists since April 2021. AIBD partnered with UNESCO-IPDC to bring the local participants to a dedicated space to offer a better understanding of how to handle and disseminate factual news in a responsible manner.

The project was completed in 3 phases, which included the initial theory-based workshop, mentoring sessions that culminated into the final Showcase, held during the AIBD/UNESCO-IPDC Seminar on Investigative Journalism: Going Beyond Headlines, in Hilton Hotel, Kuala Lumpur, 9th November 2021.

The main consultant and the mentor of the participants Mr Mark Horvit, Associate Professor of University of Missouri School of Journalism & Director, State Government Reporting Program, gave an overview of the Projects presented.

"I was inspired by the motivation of the attendees and the months of work they put in to complete in-depth news stories using the tools they'd been given in the training. This program's combination of hands-on training with ongoing mentorship, editorial assistance and regular check-ins, created an important model that other journalism training seminars can follow. Attendees were

introduced to key concepts, given training in how to deploy them, and then had time and support to use them to produce journalism that will benefit their communities. The mix of educational seminars and real-world practice and experience was powerful." - Mark Horvit, Associate Professor, University of Missouri School of Journalism, Director, State Government Reporting Program, USA (Main Consultant for the project).

Ten Participants from Bangladesh, Bhutan, Mauritius, Singapore and Seychelles gave brief presentations on their respective topics.

1. NEWS REPORT

By Mr Brandon Tanoto, Senior Journalist, Channel NewsAsia, Singapore

Project: This enterprise piece takes a deep dive into looking at the beneficiaries of a billion-dollar Covid-19 support package aimed at helping workers get jobs and retrained to take on new roles in other industries amid the economic downturn caused by the pandemic. The story looks at pain points and areas where policies can be tweaked or improved to better assist those who may have fallen through the cracks, and ultimately support the



Investigative Journalism

Singapore labour market's recovery.



2. DOCUMENTARY

By Ms Azegee Silvana Pareemamun, News Editor, Mauritius Broadcasting Corporation, Mauritius

Project: It is a video report of 13 minutes that follows 3 generations of women; a grandmother, a mother and a granddaughter. It shows how in the 1960s, women used to have up to 7 children... then in the 1980s, the number fell to 2 or 3 and finally, today young couples are having one child or a maximum of 2 children.

How will the pandemic affect the decision of couples to have children?

An ageing population will affect the younger generation in terms of free welfare services like the payment of pension and health services.

3. REPORT

By Mr M.K. Jahid Shuvo, Assistant Controller of News, Bangladesh Betar (Radio), Bangladesh

Project: Though the GDP of Bangladesh is increasing day by day, the Gini Co-efficient, income inequality index, has also risen at the same time. Various reports are also showing that the development in the country is not very much inclusive. Corruption, nepotism, tax evasion, centralization, incorporation of technology in works etc. are responsible for these inequalities. When the time will come for Bangladesh to reduce inequality is unknown yet. Bangladesh has lots of opportunities in future. A strong political commitment and leadership can change the whole scenario.

4. DOCUMENTARY

By Mr. Meeghan Ponnappa Naiken, Journalist, Mauritius Broadcasting Corporation, Mauritius

Project: The report is a short documentary

of 12 minutes to understand how is the problem of teenage pregnancy being dealt with in Mauritius. The investigation showed that the number of pregnant teenagers is on the rise and these girls face several hardships. The report also highlighted the fact that it is quite difficult for parents to talk openly about sex with their children. Relying on the use of available data, the report tries to depict a real picture of the extent of this problem in Mauritius.

5. VIDEO REPORT

Ms Tania Khan, Deputy Director, National Institute of Mass Communication Ministry of Information and Broadcasting, Bangladesh

Project: Due to the School closure for the Covid-19 pandemic, from 17th March 2020, education in Bangladesh is deeply affected. Though, the Bangladesh government tried to respond quickly to the learning challenges of primary education to reach everywhere through distance education using online platforms, TV, Radio along with different channels. Therefore, the investigative report "PANDEMIC: THE UNSEEN LOSS" tried to explore the impacts of the pandemic on the students of Primary Schools in Bangladesh. The report shows that the students of rural areas are confronted with more challenges than urban areas.



6. DOCUMENTARY (Joint Project)

Ms Michelle Murray, Journalist/Quality Assurance Editor,
Ms Tressa, Rita Bastienne, Journalist,
Mr Jefferson Dave Aderley, Sports Journalist
Seychelles Broadcasting Corporation, Seychelles

Project: For several years now the Seychelles police has been heavily investing in state-of-the-art security surveillance equipment in order to enhance its capacity in detecting and responding to crime especially in key areas around town (Victoria) and in the industrial zone (Providence). But from the many complaints made by the public over the years, it seems nothing has changed. There are still delinquent behaviours being

observed in the hot spot areas and illegal activities such as drug dealings and robberies are on the rise.

7. DOCUMENTARY (Joint Project)

Mr Chenga Dorji, Reporter
Ms Tshering Zam, Reporter
Bhutan Broadcasting Corporation, Bhutan

Project: Highlanders in Bhutan usually depend on the sale of cordyceps and dairy products. However, since the detection of the first COVID-19 patient in the country, the lives of highlanders have been affected. Now the highlanders are opting for agricultural works as depending on cordyceps is no longer a promising business. People started cultivating vegetables and other cash crops to earn their living besides the cordyceps business.

The showcased content is available to view on the AIBD digital channel TV AIBD.



Investigative Journalism

“Revitalizing Investigative Journalism” AIBD-UNESCO-IPDC Seminar & Roundtable Discussion

Contributed by Ms Fathimath Leeza, Programme Manager, AIBD and Mr Zakri Imran, AIBD

The second and final day (Wednesday, 10th November 2021) of the AIBD/UNESCO Seminar on Investigative Journalism kicked off with a Masterclass. Mr Ian Yee of The Fourth continued the last sessions which highlighted investigative journalism and its processes. The group work required the participants to explore their topics with finding credible information and data on the internet, using the tools taught on the first day, they were also required to call sources to authenticate information. The participants explored storytelling, finding the right angles for the story and risk assessment in investigative work.

Roundtable Discussion

This Masterclass was followed by a roundtable discussion on “Revitalizing Investigative Journalism”. The panellists for this session were eminent leaders from related parts of the media; Ms Mastura Musth, Deputy Secretary-General of KKMM, Ms Wathshlah Naidu, Executive Director of Centre for Independent Journalism and Director of AIBD, Ms Philomena Gnanapragasam. The proceedings went forward with Q&A for the panel that touched upon media literacy, curbing the spread of misinformation in the endemic period, and media as the 4th pillar of democracy. The moderator for the session was the famous anchor and current affairs presenter, Executive Producer English Programs Bernama TV, Mr Gerard Ratnam.

“I would like to thank the organisers for organising such an excellent forum because I think in this era of Technology where people rely a lot on news there is they get from social media, investigative journalism should be enhanced further because people need good news; the truth, and not something that missed lead them or something that will disrupt their daily lives or reaction to the country” - Mastura Mustafa, Deputy Director-General, Ministry of Multimedia and Communication, Malaysia.

“When we will look at journalism first of all, as a key component in promoting free media. Investigative journalism is another dimension within the whole thing, and we must consider that we cannot consider a traditional approach to investigate in journalism. It is not just about highly trained journalists who have gone through years of schools of communication or media and broadcasting. But it is about the people with the right passion and right skillset and the

understanding of ethical and responsible reporting being the channel information flow. The conduit to ensure that it's reliable and it's timely and sources are verifiable. Take on a responsible and transformative role in how they position information and how they report... There has been a proliferation of different platforms hence community media is going to be critical as well. because there has been a perforation of the media and it has been critical of the new media” - Wathshlah Naidu, Executive Director, Center for Independent Journalism, Malaysia.

The closing ceremony opened with a brief remark from the partner of the event, UNESCO; Ms Cresti Fitriana, National

Project Officer of UNESCO Office in Jakarta, delivered the speech on behalf of the Agency. She stressed the importance of the project, and UNESCO's support of the initiative, which offered journalists and content creators a safe space to explore the subject and build capacity.

During her closing remarks, AIBD Director, Ms Gnanapragasam noted that this project had been ongoing since April 2021 and had trained 44 journalists from across the Asia-Pacific. She reiterated the commitment of AIBD to continue to help develop media across the regions. She closed the event by giving thanks to speakers, participants, and UNESCO for the support.

“I hope you are geared up to change how media works, and the way journalists think” said Ms Gnanapragasam “Be More curious and more adventurous”.



Engaging Communities

HBF Workshop on Engaging Communities to tell stories - Social Media facilitates a platform for User-Generated Content

Contributed by Ms Monica Phang, Programme Manager, AIBD and Zohara Gany Mhd Bathusha, TV Broadcaster & Media Trainer, Malaysia

Social media is such a big part of society now that one is considered "abnormal" or a rare "species" for not having any social media account. Most people spend more time engaging with fellow beings in cyberspace than they do in reality. Almost no one who gets on a bus nowadays will strike up a conversation with the person seated next to them, as soon as they get the chance. Instead, their eyes are glued to their phones and immediately find themselves on Twitter, Instagram or Facebook. Thanks to social media, casual small chats may be something of the past, but they definitely "connect" fellow beings in a new way. These users of social media create their own content platforms to be uploaded on their respective accounts. They snap pictures and record videos to post on their Twitter, Instagram or Facebook. These postings are examples of User-Generated Content (UGC).

UGC was the key focus of the lecture which connected to several other topics that were covered during the 4-Day workshop held at Hilton KL Sentral in Kuala Lumpur from 7th till 10th of December 2021. It was a hybrid workshop that explores all possibilities to have participants attending physically in the room with virtual participants from other countries connected via Zoom shown on a projected screen. It is a perfect example of the wonders that technology brings! Knowledge can be shared with fellow broadcasters from all over the world despite current travelling restrictions due to Covid-19. Virtual participants were from Thailand, India, Pakistan, Fiji, Sri Lanka, Maldives and Nigeria. Despite the time differences, the virtual participants were committed and present throughout the workshop.

Those attending the workshop physically were television and radio broadcasters for their local networks from different parts of Malaysia. Some participants have been in the broadcasting industry for more than 10 years while others were just starting. It was very interesting to hear opinions from those used to the traditional media and those who are more familiar with the new media (UGC). At the end of the day, the convergence of both types of media was the goal. Broadcasters have to keep up with the current times and not lose out on social media platforms. Even though it is very unlikely that traditional media like Radio and Television will become extinct, as it is ever-evolving, participants were reminded that they need to constantly upgrade their knowledge and renew ideas to constantly entice and engage their audience.

Broadcasting Industry has entered Fourth Industrial Revolution (4R). New media has challenged the norms of the traditional broadcasting industry and is proving

itself more relevant for the audience as mentioned earlier. Hence, creating an efficient and effective network of communication between the traditional content creators and the communities is crucial.

Traditional broadcasters in the Age of New Media need to understand the concept and relationship between Prosumers and UGC, create compelling stories and illustrate the story through images, be ethical in their storytelling and finally integrate UGC into mainstream media.

With the convergence of online, offline, on-air, on the ground and in mobile media, traditional broadcasters have to work harder to remain relevant and entice the audience's attention. Thus promotion is the keyword. In order to catch the audience's attention, a good and catchy promo of the programme is vital. Hence, extra emphasis was stressed on getting the participants to pitch their ideas on how to better promote a current show that is airing on their networks or coming up with brand new ideas on how a promo for a new show should be made that would create a buzz and catch the attention of their viewers.

Combining the usage of social media platforms and UGC helps create awareness of programmes that are scheduled to air and get more eyeballs on them. Presentations from everyone garnered good exchanges of positive feedback and ideas. Although economic and social climate may differ from one country to another, the job of a broadcaster remains the same wherever you are in the world that is to inform, to educate, to entertain and lastly to influence society.



Survival Training

AIBD/IPDC In-country Workshop on Survival Training for Journalists

Contributed by Nabeel Tirmazi, Programme Manager, AIBD

The media has always been on the front lines during times of crisis and disaster, regardless of whether the disaster was caused by man or nature. Journalists' physical safety and mental health, particularly after reporting on traumatic events, are rarely discussed in the media. However, journalists bear a significant amount of responsibility for accurately reporting the traumatic experiences of those affected by these events. The proliferation of new media has made it even more difficult to manage the mental health issues and time constraints that many journalists have been dealing with for decades.

According to the United Nations' Plan of Action on the Safety of Journalists and the Issue of Impunity, one journalist is killed in the line of duty every five days. Working in areas prone to natural disasters, war zones, and other non-conflict situations can expose local journalists to danger. Journalists working in the Asia-Pacific region should be prepared for natural disasters as well as conflict zones.

As part of the IPDC programme on journalist safety, AIBD organised a five-day training event to teach working journalists first aid and other survival techniques. The goal of this workshop was to teach on-field reporters and production crew, who frequently work in hostile environments, how to better prepare for and overcome threatening conditions while reporting.

The workshop took place from November 15th to November 19th, 2021 in Kuala Lumpur, Malaysia, and was attended by fifteen media professionals from various mainstream media outlets. On the first day of the conference, Egypt's well-known female war journalist, Dr. Abeer Saadi, presented a holistic approach to journalist protection. The trainer took part remotely from Germany, instructing journalists on how to work in stressful situations while

adhering to the ethical principles that underpin journalism. She also discussed the proper and improper ways to report from disaster areas.

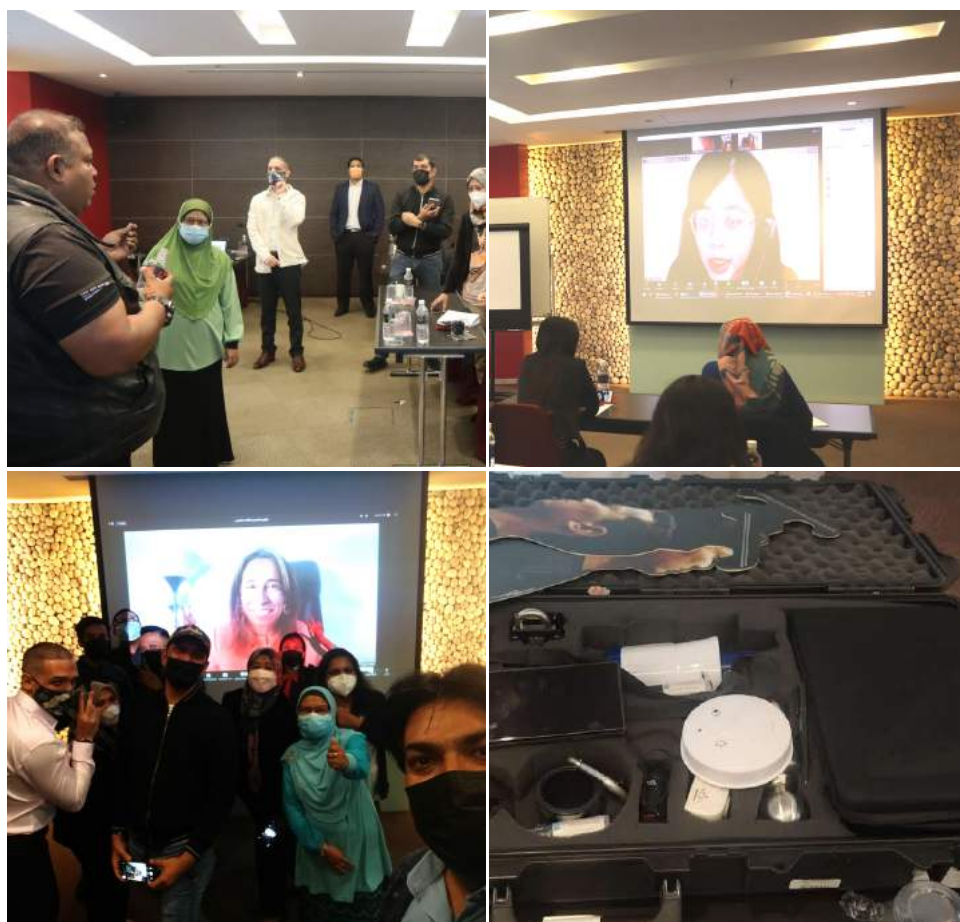
Dr. Kasi Sekar from India spoke remotely on the second day of the meeting about the impact of psychosocial hazards at work on people's health. The participants were taught how to do a thorough self-evaluation of their psychological vulnerability and their subjective state of well-being.

On the third day of the training, a

Malaysian security consultant and survival trainer, Captain K. Bala taught the participants how to analyse threats, avoid injuries, make plans for self-preparation, and protect one's identity from different threats.

On the fourth day of at Misar Academy Kuala Lumpur, Captain Bala instructed the students in first aid and survival techniques. The sessions covered survival exercises, setting priorities in an emergency situation, performing cardiopulmonary resuscitation (CPR), surviving acid attacks, avoiding kidnappings, and other related topics. The fifth and final day was packed with practical survival activities like reporting during riots, protecting data and camera equipment, and hostage escape.

According to the results of the survey, all of the attendees felt that the information presented during the workshop was very useful and that they learned a lot about the skills that will allow them to carry out their responsibilities while remaining effective and safe in potentially dangerous environments.



Safety for Journalists

Safety for Journalists: Threats, Risks & Opportunities

Contributed by Harish Deol & Pearl Lee

Journalists have been exposed to various threats in recent times. Many journalists have been hurt or killed while doing their jobs. This has happened during civil wars, natural disasters, rallies, and even the ongoing COVID-19 pandemic.

The workshop was to aim to expose media personnel-journalists, broadcast journalists, editors, producers, and content creators-regarding the possible threats, risks, and opportunities in covering such events.

Other topics raised during the workshop included understanding the law of defamation, trauma faced by journalists, and protecting the mental health of media personnel.

The four-day workshop, organised by the Asia-Pacific Institute for Broadcasting Development (AIBD) and UNESCO, the four-day workshop saw the participation of 33 participants from nine nations: Malaysia, Bhutan, Fiji, France, Myanmar, Pakistan, Sri Lanka, Thailand, and Laos.

The end objective of the workshop was to ensure those who attended are able to protect themselves when facing such threats and to initiate/adopt a plan/checklist within their department or organisation in anticipation of a coverage that could threaten the safety of their journalists.

The workshop was conducted by renowned Malaysian award-winning journalists, Pearl Lee and Hareesh Deol. The duo had been involved in numerous media and communications training workshops in the past.

On the first day, participants were given a rundown of the various roles played by the media. The objective of this module is to break away from the labels put in place by

media organisations as media personnel-journalists, editors, broadcast journalists, copy editors, photographers, and videographers-regardless of their titles and roles, are only identified as "Media" or "Press" when they cover an event on the ground.

The module also raised questions about the role of social media in disseminating views and whether the number of "likes", "shares" and "retweets" defined good journalism.

The participants also shared their views about the role of the media today as they discussed mainstream media, alternative media, and social media in today's landscape.

In the session on security threats, the trainers shared real-life scenarios on the reporting of rallies. The trainers briefed the participants on the detailed checklist of items to bring during the rally. The session also saw the need for media personnel to create a map to ensure their teams are well aware of key areas (in order to seek medical help or refuge) and to look out for vantage points if the authorities decide to set up roadblocks or cordon off the area where the protest/rally/riot is taking place.

On the second day, participants were given a guide as to what defamation is, the difference between slander and libel, and how legal suits can be a threat to a journalist, organisation, and one's career. The trainers also discussed the possibility of legal action being taken against journalists when they post or comment on their personal spaces (e.g., social media accounts, blogs).

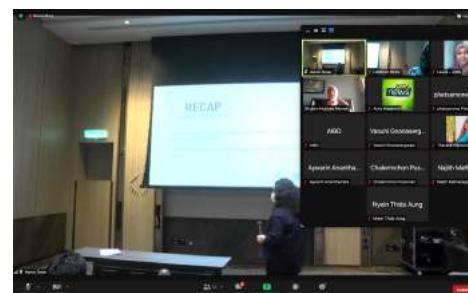
On Day three, participants were exposed to the various traumas one can experience while on assignment. From interviewing those who have lost their loved ones in a

tragic accident to coming across decapitated bodies, such experiences can leave journalists with post-traumatic stress injuries (PTSI) and post-traumatic stress disorder (PTSD).

The trainers and participants shared several nerve-wracking moments while on duty and how such incidents had affected them emotionally.

On the final day of the workshop, the trainers gave practical assignments to the participants and they were given scenarios like: an upcoming rally; a sexual harassment incident; a politician who made damning allegations during a press conference; and a colleague who was left emotionally scarred after covering a tragic accident; and to map out a detailed plan/checklist that can be adopted by their respective media organisations. Most of the participants later presented their plans.

The participants shared that they were not exposed to several items that were discussed during the workshop, namely regarding the law of defamation and dealing with trauma and emotional stress. It is hoped that media organisations would pay more attention to such matters to better equip their personnel.



Representation of Children

AIBD-UNICEF Panel Discussion on Representation of Children in Malaysian Media, A Way Forward

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

Director AIBD, Ms Philomena Gnanapragasam and joined by panel speakers- Prof. Dato Noor Aziah, Commissioner from Suhakam; Mr Ashwad Ismail, Head & Chief-Editor, ASTRO AWANI; Mr Jamaluddin Muhammad, Deputy Editor-in-Chief (International News Services) BERNAMA; and Ms Ng Miao Ling, Media Strengthening Officer, Centre for Independent Journalism(CIJ).

In his opening speech, Dr Rashed Mustafa Sarwar, UNICEF Representative to Malaysia and Special Representative to Brunei Darussalam spoke of the significance of the event to UNICEF. Besides, being able to bring the children upfront in the media, it was a celebration of the partnership with AIBD in signing an MOU and professionally engaging the media in realising the vision of this event. Dr Rashed spoke of how the role of media has evolved over the last decade in great importance and size to reach out to the population and shape their minds including the children. Most of all, unleashing the vision of UNICEF in Malaysia to work for every child, to bring the invisible children to be visible and tell their story, leaving no child behind.



The depiction of children in the media can be misleading as children are often shown in negative stereotypes. Children should be portrayed in a way that does not impede their rights; they should be seen as individuals. Media reporting on children and young people should never put them at risk.

Realising this call, the United Nations Children's Fund (UNICEF) has been working tirelessly for child rights and the well-being of every child. It has developed principles and guidelines to help journalists to report on children's issues in a way that enables them to serve the public interest without compromising the rights of children. There are six overarching principles; six guidelines for interviewing children; and seven principles for reporting on children's issues.

As part of its 75th-anniversary celebration this year, UNICEF Malaysia jointly organised together with AIBD a Panel Discussion on Representation of Children in Malaysian media, a way forward on 23 September 2021, 2 pm Malaysian time. It was live-streamed over FB and other social media and joined by over 75 local participants in Malaysia, comprising producers, reporters, journalists and editors from RTM, BERNAMA, ASTRO, Media Prima, Radio

Stations; Print Media -STAR, Malaysiakini, Malaysia Today and South China Press; lecturers and their media students from INTI University, Taylor University, UNISEL, IACT, University Sabah Malaysia NGOs- Shelter Home, Centre for Independent Journalism (CIJ), MCMC and Independent Writers, Journalists, Social Media Editors, Freelance Reporter.

The public discussion aimed to engage media on responsible reporting of children and vulnerable young people when they are involved in News stories. Moderated by



Representation of Children

Are Children being protected by the Media?

Right to Privacy v Rights to information and promotion

1. Child actors/Singers
2. Children of with parents who are popular – no privacy - Shuib – Siti Sarah case
3. Children in need of care and protection, children in conflict with the law – must be protected
4. Media in covering a story concerning children, must be for child best interests.

Prof Dato Noor Aziah, the Commissioner for children SUHAKAM, in her presentation-Media Reporting on Children: Are our Children Protected, spoke on empowering & protecting the children, highlighting the Laws of Child Rights Act that are already in place and roles of the Office of Children Commissioner (OCC) in SUHAKAM in championing this cause.

She reminded that all Children has a right to privacy and information and most of all, media has a role to play in promoting the rights of children and their sufferings but must always respect the child's dignity and identity.

Government must establish guidelines for media practitioners in dealing with issues of children

1. Any program involving children, if media is present, please ask children's consent if their photos may be taken and publish;
2. Any child abuse victims or where it involved family of the child or children with special needs, must not show child's face or must ask consent
3. Children face must always be covered if child in conflict with the law
4. Program to highlight children's living environment etc, must not show children's face.

Mr Ashwad Ismail, Head and Editor-in-Chief, ASTRO AWANI spoke on the balancing act of media when reporting children in the News media that are led by the notion if it bleeds, it leads. It is at times, lacking in reporting and often compromising on the privacy and children's mental well being as there is no clarity in defining digital citizen privacy.

He believed media needs to empathise more and listen to children, portray positive news and be credible gatekeepers battling between ratings and creating a safe-empowered ecosystem.

Children in the News Media

- Predominantly represented as victims
- Mostly negative related headlines
i.e. violence, abuse and crime related content
- Descriptions, videos to evoke emotion
- Lack of empathy in reporting of children in conflict with law
- Tend to focus stories that matter to dominant group, risk of alienation

Overcome Gaps

Battle For Ratings VS Creating a Safe & Empowered Ecosystem

News media leaders to lead the change in media culture for children

Help to foster digital literacy, lead healthy lives in digital world

ACTION PLAN

- To improve the way of approaching the events involving children
- Ensure effect - focusing on the opinions of the children
- Clarity in guidelines, reporting on children and interviewing children
- Content that provides positive examples of diversity representations

ACTION PLAN

- High engagement with parents to promote social media driven initiatives - How to be a good content creator on social media platforms?
- Promoting positivity and good values
- Develop intercultural competencies and appreciation for difference

Moving forward

1. Development of media handbook / media training
2. Establishing Malaysian Media Council
3. Media Reforms as proposed by the pro tem committee (repealing oppressive laws)

Ms Ng Miao Ling, Media Strengthening Officer at the Centre for Independent Journalism (CIJ), spoke on Problems Of Child Reporting In Malaysia, What's Next?. She highlighted the worrying trends of unethical reporting of children in Malaysia via Clickbaits, the key to viral Journalism where media outlets would do to get more attention to their news and as a source for more subscription and advertisements with least concern of how the distorted focus of their stories that would affect the child.

Centre for Independent Journalism

Worrying trends

Clickbaits- 'key' to viral journalism?



Mr Jamaluddin Muhammad, Deputy Editor-in Chief (International News Services), BERNAMA shared his thoughts on the code of ethics in media. BERNAMA uses reliable sources of news and spoke of the issues they focus on for the children including health, education, safety, cybercrimes and SDGs 2030 Agenda on children.

The greatest challenge today is how to present the story/message to the children in the simplest form for them to understand, train the journalists in balance reporting and ensure to have a strong editorial policy that upholds code of ethics even though under pressure to make News attractive.

Sources Of News

1. Children
2. Multilateral Organisations
3. Government
4. Relevant Authorities
5. Non-governmental organisations



AIBD-RTB In-Country Workshop

AIBD-RTB In-Country Workshop on HD Lighting for Studio and Location Shooting

Contributed by Ms Monica Phang, Programme Manager, AIBD and Mr Sahat Amin, Consultant



Lighting technicians are responsible for the movement and set up of various pieces of lighting equipment. This includes separation of light and shadow or contrast, depth of field and/or visual effects.

"Major equipment of lighting designers is their eyes, everything else is subsidiary", said Consultant Sahat Amin

A Malaysian Associate Lighting Director & Trainer, Mr Sahat Amin said in addition, lighting technicians may also lay electrical cables, wire fixtures, install colour effects or image patterns, focus the lights, and assist in creating effects or programming sequences.

He added that anyone using light on for TV production, particularly lighting designers and including those involved in the production team, need to develop an awareness of the behaviour of light in a natural environment and the way that light is handled in various media.

"This is not so much a matter of formal study as a continuous informal response to the world around. The major equipment of lighting designers is their eyes: everything else is subsidiary", reiterated Mr Amin.

He was sharing his expertise while conducting a 4-day AIBD-RTB In-Country online workshop on Lighting for Studio and Location TV Production from 22-25 November 2021, hosted from Kuala Lumpur via zoom platform.

For the 1st time in history, RTB is sending the entire production crew of 84 participants comprising technical and non-

-technical personnel who are mainly active in the TV productions to attend the workshop. These include technical & operation assistant, ENG Cameraman, Chargehand Electrician, Producer, Script Writer, Engineer, Studio Technical Manager, Maintenance Technician, Vision Mixer, Senior & Junior Operation Assistant, Chief Rigger and riggers.

This workshop aimed to develop skills and related knowledge to understand clearly why is Lighting so important to great TV production, studio TV productions or live music, lighting technicians work under the direction of the Lighting Director.

The Consultant developed the module for various lighting specified skill areas and divided it into two parts for easy reference. Part 1 covers the basic setup including the introduction of lighting objectives and method, lighting equipment and behaviour, materials, and tools. Part 2 covers in-depth creative lighting, look and feel, mood, atmosphere and case studies with the training contents to meet the expectation of the course participants.

Information on the advantage of the new technology development such as LED screen, Intelligent Light, Computerise Lighting Console and other advance related equipment meant for improvement and to raise the standard of the TV productions were also shared.

The Methodology of the online workshop is a combination of accelerated learning techniques, group discussion and presentation, case studies like showing pictures and videos of lighting setup. The look and feel of the production were also demonstrated for easy understanding and enabled the participants to grasp the relevant information and techniques.

Contents of the workshop are as follow:

1. Related setup knowledge on Production concepts such as Talk show, News, Fiction, Non-fiction, Entertainment, Musical/drama

dance, Award, Gameshow and how to identify the acceptable equipment requirements.

2. Module includes power supply availability for location shooting identified and Power consumption required calculated.

3. Attitude, safety and environmental, meticulous in interpreting lighting plot and resourceful in gathering data and information.

4. Adhere to safety precautions, procedures, and awareness. Related skills such as Communication skills, Conceptual skills, Interpersonal skills, Multitasking and prioritizing, Self-discipline, Teamwork, and supervisory skills were also elaborated.

On top of this, information on rigging techniques, dimmer system patching method explained, Lighting console installation procedure described, dimmer system and lighting console installation practised, power and signal cable lay practised.

OUTCOME OF THE TRAINING

Course participants shall be able to perform a significant range of varied work activities, performed in a variety of contexts. Some of the activities are non-routine and required individual responsibility and autonomy. They shall be able to properly arrange work preparation before actual TV production is carried out in accordance with Standard Operating Procedure (SOP), such as identifying job order requirements, carrying out location surveys, arranging lighting equipment and related task.

SKILL APPLICATION ACTION PLAN

All 84 participants responded that this training was very useful for both the future and the present work. They committed to applying the related knowledge and skills they learned from this workshop to share, exchange, and transfer to their colleagues in the organization. Furthermore, the course produced multiple impacts and benefits for their organization. The knowledge and skills in lighting operations, the technical know-how to determine the lighting elements to improve production value and standards. Finally, this workshop can be value-added for personal improvement and raise skill standards in lighting setup as it benefits the organization, community, and the nation.

World Radio Day

AIBD celebrated World Radio Day with its members in Asia-Pacific and beyond

Contributed by Dr Amal Punchihewa, Broadcast Consultant



Figure 1 Sessions of the AIBD Web-summit having the theme "Celebrating a World of Sounds"

Asia-Pacific Institute for Broadcasting Development (AIBD) organised a Web-summit with the theme Celebrating a World of Sounds that took place as an online event on 17 Feb 2022 at 2 PM Malaysian Time (GMT +8). Speakers from the region and beyond shared their views in three sessions during the three-hour summit.

The Asia-Pacific region (APAC) has a long heritage and history of radio broadcasting that dates back to 1925. Having observed the current global trends including digital transformation, Hybrid and Digital Radio, AIBD discussed the challenges and opportunities that the APAC region face. It also aimed to identify the factors that hinder access to emerging radio to listeners or more broadly audiences. The summit discussed what needs to be done to ensure bridge the digital gap. The gap may be widening that disconnect audience while both the region and the world embrace digital transformation.

AIBD members are confronted with the challenges of the rapid advancement of digital technologies created by digital transformation. Hence, it is necessary for us to review key roles that radio play and to

identify how we can sustain them. It was mentioned in the summit that developing internet-based listening and exploring the potential of visual radio are just a few of the ways in which radio broadcasters are strengthening their relationships with listeners.

During the last two years, many radio broadcasters may have benefited from audiences that were more confined to homes than usual. During the lockdown, they may also have been assisted by several new technologies. It was noted that increased listening took place via apps and smart devices. The concept of visual radio – whereby audio content is enhanced with video for clipping on social media and other sites such as YouTube – is also gaining ground and being delivered with increasingly notable results. The visual radio element has developed with the addition of Pan-Tilt-Zoom (PTZ) cameras.

Session 3 with the theme Narrowing the Technological Gap in Regional Radio Industry discussed a wide range of aspects related to technology. The session was moderated by Dr Amal Punchihewa with three panellists representing regulators (to represent all stakeholders including

audiences), public service broadcasters, commercial radio, and digital radio.

Panellists were Mr Bala Murali Subramaney, Chief Technology Officer at Astro Radio Sdn Bhd & Honorary Treasurer of Commercial Radio Malaysia, Ms Orasri Srirasa, Director of NBTC, Thailand and (Former Director, Broadcasting Bureau of NBTC), Dr Les Sabel, S-Comm Technologies Pty. Ltd. Australia and Chair, WorldDAB Asia Pacific Technical Group.



Mr Subramaney expressed his views on the technology gap, mainly from the commercial broadcaster perspective as: "It is mainly driven by the organisation itself. Most of the private broadcasters in the last five years unlock the technology gap. However, if the engineers or station related managers or unit does not dwell deeper into the engineering aspects, they rely fully on the system integrator to build a system for them, and then move on. And at the same time, we also see some places where the radio engineers are very much involved in having passion towards radio. While having a good emphasis on the technology, we pushed the managers to learn and keep on learning and how to improve the content from the content planning to the content distributions."

Ms Srirasa mentioned that the Radio Industry in Thailand, from 2021 to 2022, is changing from Concession to Licensing Scheme. In the past, broadcasting via FM faced low audio quality caused by interference problems due to the congestion of FM radio stations. NBTC developed various technical notifications and implemented various measures to prevent such issues. Currently, the interference problems are resolved in most areas. Auction for commercial FM services in Bangkok and the provincial area will be conducted in February 2022. The reserve price is in the order of 50 million Baht per station in the Bangkok area and above 100,000 Baht to 1million Baht per station in provincial areas.

World Radio Day



Figure 3 - A radio studio with advanced operator interface & visual-radio capability (Photo-Credit-ASTRO-Malaysia)

In these few years, Radio Broadcasters (Public and Commercial) have tried to handle impact from technology disruption and changing user behaviour. They changed their business model. They reduce cost by making the organisation lean, extending delivery via online platforms (Website, Radio Application, Facebook, YouTube) so they can also get revenue from digital platforms. However, a major revenue stream is broadcasting on the FM platform.

Dr Les Sabel expressed his views from Australia. He said that I think Australia grasped the digital opportunity because there were a few incentives in this country (Australia) that helped get that gap narrowed. I think it is becoming very clear that digital radio is becoming essential in keeping radio alive due to a couple of reasons. In Australia, government-provided incentives to get the broadcast industry moving forward with digital. The regulator provided essentially three free bands of spectrum. They also basically made that there would be no competition from new entrants for six years. That is now expired.

But the point there is that the incumbent broadcasters were real winners in this. Broadcasters got free spectrum, the ability to expand the content and deliver in a very competitive environment.

Now some people also think that smartphones are the way forward as well.

Well, certainly, reception through streaming is essential, streaming is a central part of the mix for radio delivery. I do not think there is any doubt about that. But I think if you have a close look at it, trying to rely on it for 100% of your delivery in the digital age has several issues.



Figure 4: The moderator and the three panellists of session 3

Connect with AIBD

Update on Connect with AIBD episodes

From episode 7 to episode 20

Contributed by Ms Angelyn Tan, Head of Media, AIBD

Episode 7



Name : SangJun Lee, CEO & Founder of PlayCurio

Interview Date: 22/7/2021

Publish Date: 20/9/2021

In this episode of Connect with AIBD, Ms Philomena had a conversation with the man that started AR learning, Mr Lee Sang Jun the CEO and Founder of PlayCurio, he has been working in the Kids edutainment (digital contents) industry for over 10yrs. Besides that, while he was carrying out various projects and taking charge of management and responsibility, he gained various experiences such as Character Development, Animation producing, filming, apps ARVR.

Episode 8



Name: Dr Randeep Guleria, All India Institutes of Medical Sciences (AIIMS)

Interview Date: 5/08/2021

Publish Date: 14/08/2021

In this episode of Connect with AIBD, Ms Philomena had a chat with Dr Randeep Guleria. He is the Director of All India Institute of Medical Sciences (AIIMS), New Delhi. Dr. Randeep is also a member of the National Task Force for the Government of India for COVID-19. We were pleased to invite him to answer questions regarding the current COVID-19 pandemic that has impacted the whole world.

Episode 9



Name: Aprameya Radhakrishna, Co-Founder and CEO Koo App

Interview Date: 05/08/2021

Publish Date: 10/10/2021

In this episode of Connect with AIBD, AIBD spoke to the Co-Founder and CEO of KOO App India. Koo is an alternative app to Twitter, built for Indians in order to be able to share their views using Indian languages. Koo the award-winning application for Indian users is India's newest microblogging site for sharing personal updates and opinions.

He is also an engineer from NIT Surathkal with an MBA from IIM-Ahmedabad, Mr Aprameya Radhakrishna worked with Jones Lang La Salle for a few years before embarking on his entrepreneurial journey. Having co-founded the cab aggregator TaxiForSure that was acquired by Ola at \$200 million in 2015, Aprameya has since turned serial entrepreneur.

Episode 10



Name: H.E. Tun Dr Mahathir Mohammad Former PM Malaysia

Interview Date: 9/8/2021

Publish Date: 17/10/2021

In this episode of Connect with AIBD, Episode 10, AIBD was honoured to be able to share a fireside chat with the two-time prime minister of Malaysia, statesman, author, doctor and father of modern

Malaysia, Tun Dr Mahathir Mohammad. His story of overcoming adversity in different eras of Malaysian history and finding success is truly inspirational. On Connect with AIBD, Tun Dr Mahathir speaks about leadership, nation-building and regional politics.

Episode 11



Name: Ms Armida Salsiah Alisjahbana Under-Secretary-General & Executive Secretary UN-ESCAP

Interview Date: 23/9/2021

Publish Date: 24/10/2021

In this episode of Connect with AIBD, Episode 11, AIBD talked to Ms Armida Salsiah Alisjahbana the Under-Secretary-General of the United Nations & Executive Secretary of ESCAP. With excitement, Ms Philomena, director of AIBD has discussed a variety of topics with Ms Alisjahbana. They spoke about gender equality, socio-economic development, climate change issues and upcoming initiatives.

Episode 12



Name: H.E Jose Ruperto Martin Andanar, Minister of Information Philippines

Interview Date: 1/10/2021

Publish Date: 31/10/2021

In this episode of Connect with AIBD, Episode 12, AIBD talked to H.E Jose Ruperto Martin Andanar, who completed his Bachelor of Social and Political Studies and Film and Media Studies at the Federation-

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-University in Australia and continued as Senior Executive Fellow at Harvard University, Kennedy School of Government. He has at various times been a TV News Anchor, radio commentator, podcaster, video & audio blogger and voice-over artist. None of which compares to his present position as the head of the Presidential Communications Operations Office (PCOO) and the duties attendant to it which include his ground-breaking projects and policies like the Freedom of Information, Presidential Task Force on Media Security, the Mindanao Media Hub, Government Strategic Communications Academy & others.

Episode 13



Name: Dr Rashed Mustafa, Unicef Representative in Malaysia

Interview Date: 26/10/2021

Publish Date: 7/11/2021

In this episode of Connect with AIBD, Episode 13, AIBD talked to Dr Rashed Mustafa Sawar, Representative to Malaysia and Special Representative to Brunei Darussalam, that has about 25 years of diverse work in Central Asia and Caucasus, Europe and Southeast Asia, with UNICEF and other UN agencies in politically transitional and developing countries, in countries transitioning rapidly to middle and upper-income status as well as in extreme humanitarian and post-conflict situations.

Episode 14



Name: Mr Nordin Abdullah, Managing Director of Glenreagh

Interview Date: 16/8/2021

Publish Date: 14/11/2021

In this episode of Connect with AIBD, Episode 14, AIBD talked to Mr Nordin

Abdullah, who started his career working for several multinational media companies, as an entrepreneur, he has developed several publications, television and radio shows, online media brands and documentaries.

Understanding stakeholder management has allowed him to deliver a full range of strategic communications, government relations and public relations projects. Advancing data-driven solutions and reputation management for various stakeholders is his current focus to achieve sustainable futures for business and societal continuity. His regular commentary on Bernama TV and in the print media allows him to contribute to the narrative of key issues. "A Working Lunch - with Nordin" has fast become a popular weekly show hosted on LinkedIn and syndicated on various social media platforms and websites.

Episode 15



Name: Mr Raja Singham, Founder and CEO of BAC Education Group

Interview Date: 7/10/2021

Publish Date: 21/11/2021 (Part 1)

Publish Date: 2/12/2021 (Part 2)

In this episode of Connect with AIBD, Episode 15-part-2, AIBD talked to Mr Raja Singham, the Chairman of the BAC Education group. Mr Raja Singham is an educator, entrepreneur and philanthropist. Mr Raja Singham was named Education Man of the Year by the Brand Laureate and received the National Outstanding Educator Award in 2015. He established the Make It Right Movement (MIRM) and Giveback.my to help the most vulnerable. He has contributed so much to society, comes and be inspired to do what he is doing!

Episode 16



Name: Dr Fintan McKiernan, CEO Ideal System SEA

Interview Date: 3/7/2021

Publish Date: 26/12/2021

Mr Fintan joined Ideal Group in 2011 to establish Ideal Systems in South East Asia (SEA) which now has offices in Kuala Lumpur, Singapore and Jakarta. Subsequently, Ideal SEA built studios, facilities and systems for RTM, SingTel, MediaCorp, Sony Pictures, Fox Sports, Astro, Globecast, Encompass Digital Media, CNN, Metro TV and many more. Fintan is a member of ABU's Engineering Excellence Awards panel of judges. Before joining Ideal, he established OmniBus Systems in APAC (Now Grass Valley) and has worked in broadcast technology roles in the US and Europe. Mr Fintan is a regular contributor and speaker at broadcast industry events and webinars including SMPTE, ABU and Broadcast Asia.

Episode 17



Name: Ms Doreen Bogdan, Director of Telecommunication Development Bureau (BDT)

Interview Date: 14/9/2021

Publish Date: 2/1/2022

Connect with AIBD Episode 17, we have invited Ms Doreen Bogdan, the Director of the ITU Telecommunication Development Bureau. Ms Bogdan-Martin is a strategic leader with more than 30 years' high-level experience in international and inter-governmental relations and a long history of success advising governments around the world on policy and regulatory issues. From 2008 to 2018, she led ITU's Strategic Planning & Membership Department. She was instrumental in establishing the Broadband Commission for Sustainable Development, on which she has served as Executive Director for more than a decade and was an architect of the annual Global Symposium for Regulators, the pre-eminent global event for digital policymakers, as well as director of ITU's first global youth summit, #BYND. She oversees ITU's ongoing contribution to the EQUALS Global Partnership for Gender Equality in the Digital Age that she pioneered, and is leading ITU's

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collaboration with UNICEF on the Giga project to connect all the world's schools.

Episode 18



Name: Mr Tshering Wang Chuk, Author of "A Thousand Footprint"

Interview Date: 2/11/2021

Publish Date: 9/1/2022

In this episode of Connect with AIBD talked to Mr Tshering Wang Chuk in which he peeked into the life of Bhutanese from their childhood towards modernisation. Mr Tshering Wang Chuk, the descriptive author with a sense of humour, told us about the stories behind his book.

Episode 19



Name: Mr Aale Raza, Founder and Managing Director, Whiteways System PTE LTD

Interview Date: 19/10/2021

Publish Date: 16/01/2022

In this episode of Connect with AIBD, AIBD talked to Mr Aale Raza, Founder and Managing Director of Whiteways System Pte Ltd. Mr Aale Raza is a thought leader and visionary. His company, Whiteways is a leading systems integration company focused on providing solutions to broadcast houses.

Episode 20



Name: Mr Jimmy Khalil, Pencil Artist

Interview Date: 10/1/2022

Publish Date: 23/1/2022

This episode of Connect with AIBD talked to Mr Jimmy Khalil, the pencil artist that captures life and soul using strokes and shapes. His arts since he started till now has inspired many. Watch the interview to know more about how he started his journey as a pencil artist and along the way the incredible people he met.



Broadcast Technology

Broadcast Technology Trends noted towards the end of the year 2021

Contributed by Dr Amal Punchihewa, Technical Advisor and Consultant of AIBD

In the last two articles, I presented to you the technology trends that are emerging despite the COVID-19 pandemic. The last article in the second edition of 2021 presented what broadcast technologies have been standardised through various sectors and study groups of the International Telecommunication Union (ITU). In this edition, I wish to bring to your attention some of the topics discussed during another professional organisation, the Society of Motion Picture and Television Engineers (SMPTE) in the broadcasting field. SMPTE is a global society of media professionals, technologists and engineers working together to drive the industry forward. The topics covered were (i) Remote Production, (ii) Public Safety Communications, (iii) Machine Learning and Artificial Intelligence in video coding, (iv) 5G Media Streaming and 5G Broadcast for Delivery of DASH/HLS Services, (v) Software-defined ultra-low latency Video-Over-IP system with compression, (vi) Use of AI in Realtime Conversational Virtual Characters, and (vii) Augmented and Virtual Reality and Human Perception of Images or Sound.

With the emergence of the pandemic, remote production received more

attention. Currently, the industry is exploring how to secure a remote production for all media production scenarios including television broadcasting. Using lower resolution proxy files for video production has been an option for several years, however, advancements in technology, remote working demands, and a drive towards remote production and usage of cloud technologies have opened up a range of new possibilities. Modern proxy workflows depend on a set of underlying technologies to provide a seamless, secure, and productive user experience.

Deep perceptual pre-processing has recently emerged as a new way to enable further bitrate savings across several generations of video encoders without breaking standards or requiring any changes in client devices. Research has laid the foundations toward a generalised psycho-visual pre-processing framework for video encoding and describe one of its promising instantiations that are practically deployable for video-on-demand, live, gaming and user-generated content. The approach has shown promising results compared to state-of-the-art AVC, HEVC and VVC encoders based on three state-of-the-art reference-

based quality metrics including the recently proposed non-reference ITU-T p.1204 metric. The runtime complexity of the proposed framework on both CPU and GPU hardware enables its use in low latency live video or game streaming applications.

Fire and Emergency management Services-EMS of many countries across the world still relies on paging technology to communicate emergency incident information. The infrastructure for these paging systems is typically owned, operated, and maintained by the local government or agency to ensure coverage includes as close to 100% of the jurisdiction as possible. The datacasting technologies in DVB and ATSC serve the paging needs of public safety. There is a test case in North Carolina using ATSC 3.0. This concept could lead to cost-sharing, greater collaboration across jurisdictions, and reduced response times for mutual aid requests. The public deserves the best possible response from the public safety sector and therefore, public safety deserves the best technology available to achieve its mission.

Capitalising the spectral efficiency and throughput improvement for Enhanced Mobile Broadband (eMBB), 5G brings many new features targeting vertical applications that will overlap with the broadcast industry. A consortium has developed a 5G Media Streaming Architecture (5GMSA) to make use of new 5G features and capabilities for media distribution. 5GMSA supports a full set of collaboration scenarios between third party content providers and mobile network operators with various degrees of integration adapted to the Over-the-Top (OTT) ecosystem. While the first version of 5GMSA focuses on media delivery over Unicast, Multicast/Broadcast in 5G is one of



Figure 1 Various devices that could access television content from DVB-1

Broadcast Technology

the key new features currently specified by 3GPP and expected for Release 17. Integration of 5G Multicast/Broadcast capabilities within 5GMSA is essential to scale up the network capacity for linear contents.

With the publication of DVB-I in 2020, DVB allows for the delivery of linear television services to internet-connected devices over broadband and broadcast networks. As an access independent service layer, DVB-I becomes a strong candidate for providing a converging service layer for 5G.

Traditional Video-over-IP implementations in software either result in higher latency due to the processing time for compression or in high bandwidth required when transmitted as an uncompressed stream. With UHD-1 and UHD-2 video, this is even more of a challenge, as the uncompressed stream requires high-performance Ethernet networks or the compression needs special hardware support. In some cases, however, software implementation and standard Commercial-Off-the-Shelf (COTS) equipment are beneficial to allow higher flexibility. With JPEG XS, a mezzanine compression codec has been developed that can also be implemented as an ultra-low latency system in software. However, special care must be taken when designing a multi-threading architecture and an optimised data pipeline. Therefore, a system needs to be implemented with appropriate software architecture for a given COTS component to achieve low latency.

Advancements in Artificial Intelligence (AI) such as Speech-To-Text, Language Understanding Models, Language Generation Models, and Text-To-Speech enable various types of applications, one of which is real-time conversational Virtual Characters. Building an end-to-end framework with the right AI technology components enables relatable and multi-dimensional Virtual Characters, who can naturally converse in creatively controlled domains, while consistently maintaining their state and personality in pre-determined narratives. Researchers have designed such a conversational framework with interchangeable, and loosely coupled components to support granular creative details in character performance, efficiency in mass creation of Virtual Characters, and flexibility to embrace future improvements of each component in the fields. Researchers have evaluated the robustness and modularity of the framework by

creating a Virtual Character who is fond of music and is a fan and promoter of a Song Contest (Eurovision). With Virtual Character, designers have gone through the full cycle from processing a speaker's audio signals to generating a proper response using a Natural Language Generation model, to synthesising the response in a character's Voice Font, to finally synchronising the synthesised response with the corresponding body and facial movements to produce a coherent and believable character performance. After testing and analysing the implementation of the Virtual Character, designers are contemplating on an area of improvement including ethical considerations that are, and continue to be, essential to the design of future applications involving Virtual Characters.

Figure 2 shows CO2 emissions for four media scenarios. Climate change is a reality that is becoming more and more difficult to ignore in our daily life. I feel the broadcast and media business community is not well understood the actions of broadcast and media have a significant impact on carbon emissions. It is important to focus on actions and technology solutions, their impact, how to implement them in creative workflows. Therefore, in the next article, I wish to educate our AIBD members and readers on the Sustainability aspects in Broadcasting and media. The next article will present essential concepts that all broadcasters should be aware of and action with some examples of actions by broadcasters.

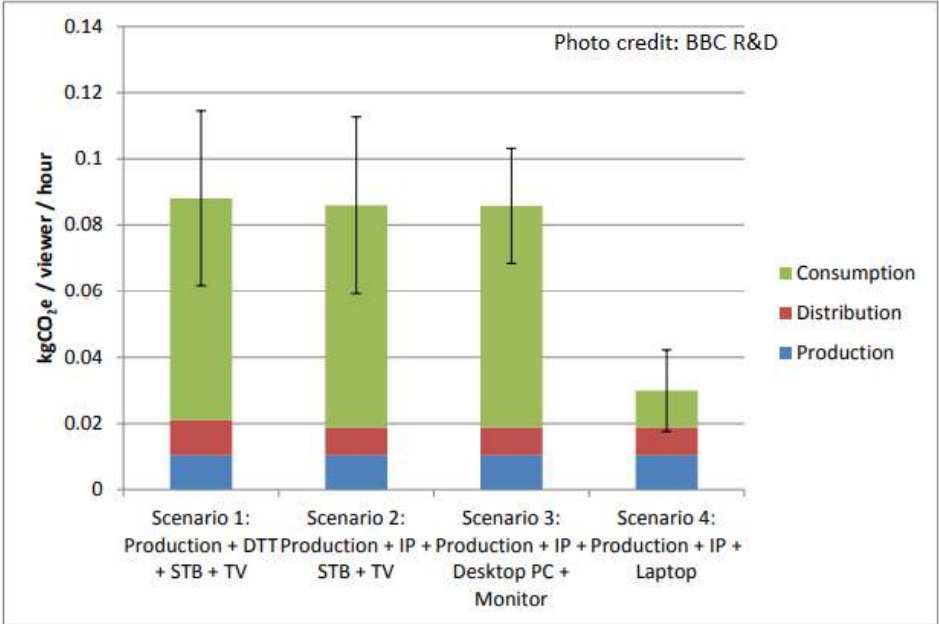


Figure 2 (Above) : CO2 emissions per hour, per viewer for scenarios in production, distribution and consumption



Angkor Initiative

A Study of the Angkor Initiative - Combatting Disinformation In AIBD Member Nations

Contributed by Associate Professor Dr Antoon Gewijde H. De Rycker and Adjunct Professor Dr Ramachandran Ponnai, Taylor's University, School of Media and Communication.

Introduction and Background

In 2019, the Angkor 'Anti-Fake News' Initiative was launched to bring together expertise in the fight against disinformation. It also committed regional public radio and television broadcasters – and the Asia-Pacific Institute for Broadcasting Development (AIBD) – to develop a comprehensive strategy based on both the findings of evidence-based research and pragmatic recognition of socio-cultural diversity and local sensibilities.

Since then, the Wuhan COVID-19 outbreak and the resulting pandemic have dramatically changed both the overall media content landscape and the priorities of participating countries, organisations and AIBD members. Mainstream media have had to reckon with various forms of 'fake news' regarding the vital clinical details of the virus itself, the daily updates on key metrics such as case mortality or reproduction rate and – as of mid-2020 especially – information about the availability, efficacy and safety of vaccines.

In this paper, the term 'fake news' will be used in the same way it was defined in the survey that AIBD conducted among its member organisations in 2019 (AIBD, 2019): "news stories and social media posts posing, falsely, as genuine news items", which are, however, "demonstrably untrue" and "designed to mislead the reader or viewer" (Miller, 2018: 3). This type of disinformation can be related to the notion of "infodemic(s)" used by, among others, the World Health Organization (WHO). To quote from a speech that its Director-General, Tedros Adhanom Ghebreyesus, held in mid-February 2020, "We're not just fighting an epidemic; we're fighting an infodemic." An infodemic happens when there is "an excessive amount of information about a problem, which makes it difficult to identify a solution" (UNDGC, 31 March 2020); this situation is compounded by the fact that a large

portion of that informational excess is 'fake news' (see also Pomeranz & Schwid, 2020).

Traditional radio and television broadcasters – whether in the public or private sector – play a critical role in supporting governments and international institutions, organisations and agencies in developing an effective public health response to the virus. To a large extent, and because of the infodemic, this support will have to be reactive in that the "misinformation, disinformation, and rumours during a health emergency [...] create confusion and distrust among people" (UNDGC, 31 March 2020), crowding out public health information and news stories from genuine, legitimate sources.

It has been argued that, more than ever before, there is a need for "independent, robust, public interest and public service media" (PSM) due to "growing pressure on journalistic and media freedom" in various parts of the world and the prevalence of 'fake news' but also filter bubbles, media capture and other troubling phenomena (Aslama Horowitz et al., 2020: 129).

Research Objectives and Questions

This paper examines whether, during the pandemic, the Angkor 'Anti-Fake News' Initiative has helped public service broadcasters manage more effectively the gathering, reporting and dissemination of COVID-related news. How did they go about assessing the 'fake news' risk, checking facts and other gatekeeping activities? Other research questions guiding the analysis relate to debunking myths, conspiracy theories and 'fake news', and more proactively, educating audiences by "providing listeners with the basic informational tools necessary for civic competence, while minimizing the chance they become mired in a state of information overload" (McCauley, 2005: 120). Finally, the study is also interested in finding out if public service broadcasters were able to attract bigger ratings among

their core audiences and even build new ones, that is, reach viewers and listeners who are tuning in, watching a programme or visiting a website or platform for the first time.

Research Design

The research design is archival in that it consists of a review of the existing literature; in other words, it is based on sampling "data that has already been generated and/or assembled by others" (Vogt et al., 2012: 198). The main source will be the survey study carried out by AIBD (AIBD, 2019), with 24 participating media organisations from 18 countries producing a total of 57 completed questionnaires. For selected AIBD member countries in the region, namely, Thailand, Pakistan, Fiji, and South Korea, we also looked for current research, reports, and articles, allowing us to illustrate and/or modify the generalisations arrived at in the AIBD survey. Together these four countries provide a representative sample of respectively the economic union, Association of Southeast Asian Nations (ASEAN), the regional intergovernmental South Asian Association for Regional Cooperation (SAARC) and two distinct geographical areas, the Pacific and East Asia. For both types of archival sources, we will summarise the main findings, initiatives and trends relevant to this paper.

Preliminary Findings

We will present the findings under three headings of related research objectives and questions.

'Fake news' risk assessment, fact-checking and gatekeeping

One of the survey findings (AIBD, 2019) is that the public broadcasters are fully aware that 'fake news' is partly due to the current media landscape, with its convergence, competition and constant change but also that they are as yet not well enough prepared to understand and combat 'fake news'. Though there is surely commitment and confidence, AIBD members also realise that to tackle 'fake news' effectively, more can and should be done.

There is agreement among the members that preventing, detecting, and countering 'fake news' – especially, it can be conjectured, about a pandemic or similar health crisis – is a matter of (1) availability of – and access to – resources (material, human and financial) and (2) the existence of an integrated framework in which

Angkor Initiative

various systems, processes, policies, procedures, and guidelines support and facilitate the fight against ‘fake news’.

Much is expected from rethinking the organisational structure of the newsroom and its many practices. Only 3.5% of survey respondents report that newsroom practices and the news workflow have not been affected by the ‘fake news’ threat. The remaining 96.5% all report one or more changes. The most frequently mentioned ones are improvements in how work is carried out: “more carefully”, with “more robust” application of existing verification systems to both facts and news sources, more “journalistic vigilance and awareness”, “double-checking stories from sources including social media”, “in-depth research”, checking “accuracy” and similar formulations. Two media organisations mention the introduction of multiple levels of vetting and screening while one public broadcaster highlights that “prompt correction and apology” are now required in case a ‘fake news’ story does get past the gatekeepers.

However, data collection and accurate and precise measurement of ‘fake news’ items remain problematic for now. It is clear that ‘fake news’ detection and prevention require a concerted effort among all the major stakeholders, an integrated approach across the whole news production cycle, staff training in checking and validating facts and a strong sense of professional ethics. To address COVID-19 misinformation and disinformation, governments, for example, should, among other things, protect freedom of expression – as censorship undermines public health – and support independent journalism and an independent media environment (Pomeranz & Schwid, 2020).

Public broadcasters generally report that due to ‘fake news’, their fact-checking processes have been tightened. Information gathered especially from new sources are to be looked at cautiously. That is, newsrooms have to keep a sceptical outlook until the information is ‘proven’ to be true. Nowadays, all stories have to be cross-checked, confirmed, double-confirmed and verified with official sources and field reporters before being broadcasted. With the arrival of the COVID-19 pandemic, one of the new developments is “remote journalism” Tüñez-López et al. (2020: 12): the productive routines of journalists have been altered, with many having to “master remote production tools, adapt to new schedules and take on new responsibilities”

such as engaging more directly with their audiences (see the next section).

Resources and best practices for public service media have been made available online by the Public Media Alliance, “the largest global association of public media organisations and focus specifically on providing advocacy and support for public media worldwide” (publicmediaalliance.org).

As a final observation, the AIBD (2019) survey respondents also highlight the importance of the investigation. This process did not use to receive much attention previously unless a particular situation really required it. Since the rise of ‘fake news’, however, the investigation has become a standard procedure in the newsroom. To ensure reliability and credibility, editors now routinely conduct in-depth investigations, among other things, to locate the source of information.

Audience engagement

As was reported in the survey (AIBD, 2019), audience engagement can take the form of raising awareness of the ‘fake news’ problem, improving media literacy, providing tips on distinguishing ‘fake news’ from real news and changing attitudes regarding the sharing of ‘fake news’ and hoaxes. There is no unanimity among the survey respondents, however, on the role that public broadcasters should play – if any – in actively and continuously engaging in these activities. By comparison, there is considerably more agreement about protecting audiences from the harmful effects of ‘fake news’: all media

organisations “strongly” or “mildly” agree that this is their responsibility as broadcasters or government media departments. It can be assumed that with the pandemic, even more, public service broadcasters would agree with many of them “very strongly”.

An interesting finding from the survey is that not all media channels, broadcast formats or genres are equally useful for ‘fake news’ audience engagement. As can be seen from Table X, public broadcasters rely most heavily on their websites (62.5%) and Facebook accounts (45.8%) as well as scheduled TV and/or radio news programmes (45.8% and 37.5% respectively). As for the TV and radio formats, the majority of media organisations spend approximately 120 seconds or more per week educating audiences on ‘fake news’ – 10 out of 24 (41.7%).

Raising ‘fake news’ awareness, educating audiences on how to detect ‘fake news’, countering dis-information and similar engagement activities also frequently take place in public service announcements (25.0% each), radio talk shows (29.2%) and radio interviews (20.8%). With COVID-19, it can be expected that remote journalism (see the previous section) has intensified the way public service media engage with their audiences, especially in the digital news environment, with more effort put into listening to audience feedback, identifying communities of interest, working together with, and interacting with target audiences or curating online discussion groups.

	Types	N ¹	% ²
1	Website	15	62.5
2	Facebook	11	45.8
3	TV news item	11	45.8
4	Radio news item	9	37.5
5	Radio talk show	7	29.2
6	TV public service announcement (PSA)	6	25.0
7	Radio public service announcement (PSA)	6	25.0
8	Radio interview	5	20.8
9	TV documentary	4	16.7
10	TV talk show	4	16.7

¹ N stands for the number of media organisations per response category.

² % stands for the percentage this number represents out of the total number of media organisations.

Table 1: The ten most frequently mentioned types of media channels, formats and genres used for ‘fake news’ audience engagement (in descending order of frequency)

Angkor Initiative

For roughly half of the respondents in the AIBD (2019) survey study, audience engagement on 'fake news' does not seem to require plenty of additional resources while for roughly the other half, it does. Much depends on whether 'fake news' initiatives (for example, "media literacy education" or "cyber wellness") are produced in-house at a lower cost or whether they involve external parties and expertise.

Relevance and reach

People nowadays access information through multiple media platforms and technologies; audiences receive and process a wide range of media content but they also increasingly spend time just monitoring or sampling large volumes of information (e.g. McCauley, 2005). Arguably, this monitoring of news feeds, scrolling through updates across platforms and the like has intensified due to the pandemic. The stakes in a public health crisis are high; being well informed has become a necessity and even a matter of life or death.

Túñez-López et al. (2020: 3) observe that the pandemic – with its "social confinement and the paralysis of commercial and business activities" – has led to "sudden and spectacular increases in media consumption throughout the world". The evening news bulletins provided by public service media in Europe saw their audiences increase by an average of 14% and by as much as 20% among the young demographic. This may also hold true for home entertainment. According to Mitrov (2020), due to the pandemic and especially social distancing and quarantine measures, "[f]or the first time in years, TV channel ratings have doubled".

As far as news consumption is concerned, the increase has been explained in terms of the perceived credibility of public broadcasters, with television news channels at the top as the most widely used source of COVID-19 information, just behind government sources. The level of trust that news consumers have in the reliability of the public service media content is considerably higher than their confidence in social and digital media outlets and networks.

An interesting finding of the study conducted by Túñez-López et al. (2020) is that the pandemic has led to the adoption of new programming decisions where emotions are allowed to be expressed more directly, thus speaking to people's sensibilities while opening up space for the co-creation of news and user-generated content from among core audiences.

Not much research seems to have been done yet on public broadcasters in the

Asian-Pacific region, let alone, the four selected countries, Thailand, Pakistan, Fiji, and South Korea. There is perhaps no reason to assume the figures and trends would be vastly different among AIBD member countries: also, here news broadcasts have surely attracted more viewers than before, with overall higher ratings for all programmes due to the pandemic's standard operating procedures, with much more time spent at home than before and the emergence of new listening and viewing patterns.

Conclusion

In conclusion, though none of the public broadcasters had a comprehensive and detailed action plan in place to deal with the pandemic, they all responded well to the news-gathering and news-reporting challenges that they encountered while staying true to their three-fold mission: (1) "universal coverage and access", (2) "the provision of impartial, non-commercial, national news and current affairs service", and (3) "representing minority interests and [offering] 'quality' programming that reflects and contributes to national culture and identity" (Debrett, 2010:16).

AIBD assists its members in facilitating collaborative initiatives and creating networking opportunities, also when it comes to research. Within newsrooms around the Asian-Pacific region, 'fake news' can only be dealt with successfully when underpinned by systematic, empirical and methodologically robust research. Since many media organisations and public service broadcasters may not have the know-how or resources, AIBD can play its part in promoting and intensifying collaboration among key media players. More specifically, one of AIBD's goals is to enhance its members' awareness and readiness to deal with disinformation in the context of COVID-19. It plays this vital intergovernmental role by organising "demand-driven" seminars on combatting disinformation, regional workshops on fighting 'fake news' or changing newsroom practices, in-country workshops on the latest developments in newsroom operations or digitisation. AIBD can thus be said to be one of the factors in ensuring impartial, balanced, factually accurate and verifiable news across the Asian-Pacific region.

It would be ideal that efforts made by public service broadcasters helped curb the spread of the virus itself. However, this causal relationship is difficult to establish in any empirically convincing way. Túñez-López et al. (2020: 3) could not locate any research into the impact of media coverage in Europe on, for example, the levels of public knowledge about the virus. They do cite a study conducted in the United States, where significant variation in

knowledge was found depending on a person's primary source of political news (e.g., Fox News versus CNN). At best, it can be hypothesised that in the Asia-Pacific region, public service broadcasters – with AIBD's assistance – create the conditions for their audiences to become more aware of what is at stake.

Through radio, television and diverse Web-based platforms, video-on-demand, streaming services (Mitrov, 2020) and technology-specific programming strategies, consumers of COVID-19 news and related content are presented with high-quality information about – and balanced in-depth analysis of – the sometimes rapidly changing governmental decisions regarding hard or soft lockdowns and the standard operating procedures necessary in fighting the virus. At the same time, as a trusted and impartial reference point for many citizens, or what McCauley (2005: 91) calls "a civilized voice in a news media environment", public media organisations can also be credited with instilling a sense of community, shared values, and mutual support, thus building civic competence and responsible citizenship.

As a final point, since the research is still ongoing, the findings reported in this paper may have to be refined, re-evaluated and/or qualified in light of further data analysis and interpretation.

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HISTORY

History of Radio Broadcasting in Sri Lanka

Based on an article written by Mr Rukmin Wijemanne, Former Deputy Director General (SLBC & SLRC) edited by Dr Amal Punchihewa

14th February 2022 marked the 40th anniversary of Sri Lanka national television, Sri Lanka Rupavahini Corporation (SLRC). As presented in the previous edition of Broadcaster magazine, National Radio Broadcaster Sri Lanka Broadcasting Corporation SLBC has a history close to a century. This article is based on contributions made by Mr Rukmin Wijemanne, Former Deputy Director-General of both SLBC (1979 - 1982) & SLRC (1982- 1987) highlighting the innovations and achievements with the credit to a wide range of personalities, especially from Sri Lanka. It shows the ingenuity and expertise that Sri Lankan broadcasters possess. In the next edition of Broadcaster, a comprehensive article about the SLRC will be presented.

On the 12th of Dec 1901, Guglielmo Marconi transmitted three dots of the morse code across the Atlantic, opening up the world of communications that it is today. With this epoch-making event, wireless communications using Morse code became quite common until 1908 when H J Round of Wireless Telegraph Company (founded by Guglielmo Marconi) was able to transmit speech over a distance of 50 miles (80km). The quality of voice transmission was improved when the triode (a valve vacuum tube device before transistors) was developed in 1913.

Broadcasting as an entertainment medium commenced in 1919 in the UK and the USA, under similar circumstances. The monotonous speech transmissions were interspersed with music that enthralled the listeners, crying for more.

In Britain, the first advertised programme by Dame Nellie Melba was broadcast on the 15th of January 1920. In 1922, Wireless Telegraph Company (later to be called Marconi Company) was allowed by the Postmaster-General (PMG) to operate a broadcast transmitter, limited to 250 watts.

On 14th February 1922, a station called TWO EMMA TOCK went on air from a wooden hut near Chelmsford. Until the British Broadcasting Corporation (BBC) was inaugurated in 1926, a single broadcasting authority known as the British Broadcasting Company was represented by six famous names in the radio manufacturing industry-controlled broadcasting in Britain.

Three countries commenced regular radio broadcasting three years after Britain which began in 1922. These countries were Japan, Peru and Ceylon (Sri Lanka, as it is known now). A 250W (watt) transmitter was built by a few engineers in the Central Telegraph Office (CTO) making use of some components from ship to shore radio apparatus. The engineers who were responsible were Messrs E Harper, A Nadarasa, W E de Silva and B Wijetilleke. Music from a gramophone was transmitted by placing a microphone in front of it and this took place in the CTO building.

On February 22nd, 1924, the first relay from an outside venue took place. The event was a musical show held at the Young Men's Christian Association (YMCA) premises in Fort, on the occasion of the opening of its new building and auditorium. Operating on 800 meters frequency band, the transmission was demonstrated as an experiment. On the 27th of June 1924, the Speeches of His Excellency the Governor and the President of the Engineering Association of Ceylon were broadcast at the annual general meeting. Gramophone music, news etc. were then transmitted from time to time, about two or three times a week, and on the 16th of December 1925 a regular broadcast service, on a new transmitter was inaugurated by the Governor in a special broadcast. This was confirmed in the report of the Special Committee on Broadcasting in Ceylon 1941 issued as a sessional paper in 1941 in which it was stated "..... Ceylon is the first of the Crown colonies to provide a broadcasting service.....".

Before the inauguration, an investigation on

- i) Whether broadcasting should be permitted in Ceylon and
- ii) if so, whether it should be State-sponsored or private, was conducted.

A committee appointed, recommended that broadcasting was necessary for Ceylon, and it should be State-run, by a Board functioning under the Postmaster-

General (PMG) who shall serve as the Chairman. The following were to be the members,

- a) a member from the press
- b) representative of the Radio Society of Ceylon
- c) representative of the electrical trade
- d) deputy of the Chamber of Commerce
- e) deputy of the Inspector General of Police (IGP)

Wireless Telegraph rules were framed under Telegraph Ordinance empowering the CTO for the issue of licenses to "work radio apparatus".

In 1926 a studio was opened at the University College to improve sound quality and "comfort of the artistes". The total number of licenses issued up to the end of this year was 450. Though the number seems small in today's context, to quote the administrative report of that year, "...that to a great majority of people in Ceylon the handling of radio receivers is a matter quite outside their experience and a large amount of educational work has to be done before listening in becomes the popular recreation it has become in other countries. The progress in this respect largely depends on the dealers in radio apparatus who have to build up their own organisation to supply the demand and train their staff for the purpose by degrees.....The service appears to be much appreciated by the listeners generally and a striking feature is the excellence at which the transmission is received over the greater part of India.....Colombo programmes have been the means of keeping alive interest in broadcasting throughout India.....".

On the 11th of November 1927, the address of the Prince of Wales at the Albert hall Memorial Festival was relayed for the first time. Although there were fading and the received signal was weak, the audience reaction was very encouraging.

By December 1927, the broadcasting equipment was shifted to Torrington Square, carrying every item connected with broadcasting under one roof. April 1928 marked the first "bana" (Buddhist sermon) broadcast in April and to date, it remains a regular feature. In May 1928, the Radio Club of Ceylon and South India (former Colombo Radio Society) appealed for funds to provide receiving sets to the various hospitals and other charitable institutions in Ceylon. The Colombo Radio

Society was founded in 1922 and was renamed the Radio Club of Ceylon and South India in 1923. The following were Founder members, Messrs L Mackey, M S Rockwood, C A Hudson, E J Holsinger, R F Dias and J S Dinwid.

Frequency was changed to 428.5 meters frequency band to conform to International Radio Telegraph Convention in 1930 in Washington.

A 2kW medium wave (MW) transmitter was introduced in 1930 and in 1937 a 5kW designed by a Sri Lankan engineer, Mr Nadarasa, and a transmission room was declared open on the 6th June 1937 by Major J L Kotalawela, then Minister of Transport and Works.

When World War II commenced, the broadcasting station at the Torrington Square had to be shifted to "The Bower" a private house on Cota Road on the 3rd of September 1942, since the Royal Airforce moved into the Racecourse, which had been converted to an airstrip.

The construction of the present building at Torrington Square commenced in 1947 and was completed in 1949. On the 1st of March 1949, The Southeast Asia Command radio station in Ceylon was transferred to the Govt of Ceylon, which included a 7.5kW and a 100kW transmitters at Ekala. Construction of this station started in 1941 and was commissioned in 1943/4 with a 100kW Marconi transmitter which is still in use. This transmitting station was used by the forces to broadcast to Southeast Asia through a studio set up at 191 Turret Road. After the broadcasting station came under the purview of the Department of Broadcasting, the station was shifted to Torrington Square on the 1st of January 1950. In the same year the commercial broadcasting service, under Mr Clifford Dodd was inaugurated. Radio licenses grew to 20,000. Broadcasting in three languages was also started in 1950 under the Director-Generalship of Mr John Lampson, the first Head of the new Department.

On the 5th of August 1952, the first Sri Lankan Director-General, Mr M J Perera, later who became the first Chairman of SLRC, Sri Lanka Rupavahini [TV] Corporation, was appointed and the Chief Engineer at the time was Mr N S Wickramasinghe. During this time two broadcasters who became household names in Sri Lanka were appointed heads of Western Service and Sinhala Service.

They were Messrs Livy Wijemanne and D T L Guruge. Mrs A M Joseph was the Head of Tamil programmes. Mr Livy Wijemanne later became the Chairman of the SLBC, and Mr Guruge became the Competent Authority of the Independent Television Network.

The Voice of America (VOA) Receiving station was commissioned in 1955 at Seeduwa, though the transmitting facility was in use from the 15th of April 1953.

A new transmitting station was commissioned in 1959 at Diyagama which still transmits on medium wave to the western province and another in Kandy in 1960 on an experimental basis. In 1965 an experimental station was installed in Anuradhapura. VHF was introduced in 1962 as a programme link between the studio centre in Colombo and the transmitting stations at Ekala and Diyagama. A VHF relay station at Uda Radella was started in 1967 to feed programmes to regional stations.

On the 4th of January 1962, the technical staff in the Department of Broadcasting (also known as Radio Ceylon) created history by being the first in a broadcasting station to go on strike. They went on strike in sympathy with the harbour workers and it continued for a month until 8 engineers who were arrested for alleged sabotage were later released.

The Hulugalle commission report in 1965 recommended that the Department of Broadcasting be made a corporation and in 1966 the relevant Act was approved in Parliament. On the 5th of January 1967 Sri Lanka Broadcasting Corporation (SLBC), as it is known today was formed, with Mr Neville Jayaweera as the first Chairman and the Director-General of the corporation.

A television system was offered by the West German Government in 1965, however, due to strong public opinion against television at the time, when coverage on the radio was incomplete, this grant was converted in 1969 for the supply of MW transmitters which were installed at Maho, Weeraketiya, and Kandy. An FM relay station at Ensalwatte was also installed for programme relay to Galle where a transmitter was installed with SLBC funds in 1972. This project (Phase I, as it is generally called) was completed in 1970.

A training Institute headed by Mr Stewart Wavell (from the BBC) was inaugurated in 1970, where training classes for the

The period 1971 - 1977 witnessed the following developments and the appointment of Mr D Buell as the Director Engineering who first joined Radio Ceylon as a technical assistant in 1948.

1) Completion of Phase II of the Medium Wave (MW) expansion project under the West German aid providing transmitting facilities to Jaffna and Ampara. The project included an FM relay station at Mannar for signal relay to Jaffna.

2) A complex communication facility was provided in 1976 for the journalists of the participating countries of the Non-Aligned Summit Conference convened in Sri Lanka. Direct voice casts to their home countries from the specially built studios at the SLBC were provided for these journalists.

3) The first experimental tv transmission by two amateurs (Messrs John Amaratunge and "Dick" Le Mercier) on the 15th of July 1972 with the transmitter at Dehiwela and the receiver at Gower Street.

After 1977 there were several advancements in broadcasting. Regional studios were set up at Matara, Kandy and Jaffna, to promote more public participation and to produce more programmes of regional relevance.

Phase III (the last of the medium wave expansion projects) included transmitters at Kantalai, Mahiyangana, Ambewela and Ratnapura. An additional VHF transmitter at Karagahathenna is now under construction.

In Dec 1978, Mr Rukmin Wijemanne conducted experimental broadcasting in FM Stereo with some modified equipment. The editor of this article and Broadcaster magazine of AIBD (Dr Amal Punchihewa) was a high school student at that time and provided quality reports to SLBC as a volunteer. The response from the listeners was so encouraging the SLBC decided to purchase the necessary equipment for a regular stereo broadcast and in 1984 this service was inaugurated.

Deutschwelle, Radio Germany (DW) in the meantime negotiated with the Sri Lanka Government to set up a regional relay station in Sri Lanka. The proposal was approved, and the work commenced in Nilaweli, Trincomalee. The site was an old building that the BBC built for a transmitting station during the war and abandoned. Phase I of this project included two 300 kW, 250 kW short wave (SW)

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transmitters and a 600kW medium wave (MW) transmitter.

This article will be continued in the next edition that explains how these transitions

and developments pave the way for television in Sri Lanka, the country that celebrated the 40th anniversary of its national television - Rupavahini. Rupavahini or the Sri Lanka Television

Corporation is a member of AIBD has been active in many activities. SLRC hosted the General Conference of AIBD in 2018.

New Director-General



Dato Haji Che Roslan bin Che Daud

Director-General, Department of Broadcasting Malaysia (RTM)

Ybhg. Dato' Haji Che Roslan bin Che Daud

Dato' Che Roslan Che Daud was appointed as the Director-General of Broadcasting, Malaysian Broadcasting Department in Malaysia with effect from 3rd January 2022. Dato' Daud is from Tumpat, Kelantan, Malaysia. He previously served as the Deputy Secretary-General (Planning and Development) at the Ministry of Federal Territories. Dato 'Che Roslan Che Daud joined the civil service on 1st January 1988. He has over 34 years of experience in Administrative and Diplomatic management. His office is at Radio Television Malaysia (RTM), Wisma TV building in Angkasapuri, Kuala Lumpur Malaysia.



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