



Masterclass on inclusive and resilient Broadcasting development

1 and 2 September 2024

Kuala Lumpur, Malaysia

Introduction:

Broadcasting plays a crucial role in Early Warning Systems (EWS) by disseminating timely and accurate information to the public about impending hazards. With support from the Department of Infrastructure, Transport, Regional Development and Communications and the Arts (DITRDCA) of Australia, the Masterclass is being organized by ITU as a pre-event during 19th Asia Media Summit (AMS) 2024 which is organized by Asia-Pacific Institute for Broadcasting Development (AIBD) in Kuala Lumpur, Malaysia.

The masterclass will feature discussions on the role of Broadcasting as an indispensable component of Early Warning Systems (EWS). It will highlight the strengths of traditional and modern broadcasting technologies through which EWS can significantly enhance community preparedness and response which ultimately results in saving lives and reducing the impact of disasters. It will also cover sessions on AI and inclusion, highlighting the potential impact of AI on women and vulnerable groups in society and the need for inclusive approaches to AI development and deployment as well as in broadcasting.

In conjunction with the masterclass, the Youth empowerment: Celebrating Girls in ICT Day Malaysia 2024 will be held on 2 September 2024. Sessions of this event aims to inspire girls and young women to pursue careers in STEM, ICT, and broadcasting. The focus of sessions on leadership and exposure to successful youth in these fields complements the masterclass's emphasis on inclusivity and the ethical use of technology in broadcasting. The target participants for the Youth empowerment: Celebrating Girls in ICT Day Malaysia 2024 are students, young women and young men aged 15-24 years in Malaysia.

Target

The event would attempt to bring together participants from Asia and the Pacific working in national broadcasting, disaster management, ICT industry, academia and telecom sector.

Event Scope

The event is being planned as a physical event.

Partners

- **Organizers:** ITU
- **Supported by:**
 - AIBD
 - DITRDCA Australia
 - DFAT Australia

Summarized Event details

- **Venue:** Kuala Lumpur, Malaysia
- **Event date:** 1 and 2 Sep 2024
- **Participation:** Asia-Pacific membership of ITU and AIBD
- **Webpage:** <http://itu.int/go/MTQO>



Draft Program

Sunday, Sep 1, 2024	
GMT+8 09h30-10h00	Introduction and Opening <ul style="list-style-type: none"> AIBD ITU
10h00-11h15	Session 1: AI, Gender Equality, and Social Inclusion – What's the Connection? <p>This session reviews the link between AI, Gender Equality, and Social Inclusion and highlights the risks AI can pose to women and vulnerable groups in society. It touches upon subjects like gender, algorithmic bias, the feminization of AI, and real-world implications of discriminatory AI systems. It also shows how gender-blind and gender-neutral approaches to AI can contribute to gender inequality.</p>
11h30-12h30	Session 2: Mainstreaming gender and social inclusion in AI reporting and media <p>This session provides perspectives on improving the representation of women and marginalized groups in AI through media and broadcasting, drawing upon experiences from practitioners in the field and building upon initiatives in the field of AI policies, standards, and guidelines.</p>
12h30-14h00	Break
14h00-15h15	Session 3: Broadcasting in National Early Warning and resilience Strategy <p>Broadcasting plays a crucial role in Early Warning Systems (EWS) by disseminating timely and accurate information to the public about impending hazards. The session would look at the overall role of broadcasting in EW strategy at national level and how broadcasting can be embedded into best practices of EW through standardized technologies (e.g. cell broadcasting and location-based messaging, AI, satellite D2D) and protocols (Common Alerting Protocol).</p>
15h15-15h30	Break
15h30 – 16h30	Session 4: Country Experience <p>The session would provide the platform to share experiences and case studies on how effectively the broadcast media has been used to provide EW information to public.</p> <ul style="list-style-type: none"> Case study 1 Case study 2 Case study 3
Monday, Sep 2, 2024	
09h30-10h30	Session 5: Key insights from regional study on <i>Resilient National ICT infrastructure: Considerations based on Gap assessments in Asia and the Pacific</i> <p>The session would share key outcomes of a regional study, conducted by ITU, involving case studies and best practices in strengthening resiliency of national digital infrastructure while keeping the costs of services affordable. The study also looked into approaches on preparedness of administrations at Policy and regulatory level and impactful strategies on the EW information dissemination and communication.</p> <ul style="list-style-type: none"> Ms Chirstine Apikul
10h30-10h50	Break
10h50-12h30	Session 6: What would be your response if disaster is eminent? Tabletop Exercise (TTX) <p>Scenario Overview: A Category 4 hurricane, Hurricane blast, is forecasted to make landfall in the northern region of your country in 48 hours. The hurricane is expected to</p>



bring heavy rainfall, high winds, and a storm surge, posing significant threats to life and property. The region includes both urban and rural areas with a population of approximately 500,000 residents.

12h30-14h00

Break

Youth empowerment: Celebrating Girls in ICT Day Malaysia 2024

Introduction and Opening

MC:

- Representative from ITU Regional Office for Asia and the Pacific

Opening remarks:

- Representative from ITU Regional Office for Asia and the Pacific
- Representative from AIBD
- Representative from the Ministry of Communications Malaysia

Group photo session

Session 1: Special Panel Session

[International Girls in ICT Day](#) is celebrated worldwide every year on the fourth Thursday of April with the objectives of encourage girls and young women to pursue STEM education, inspiring girls and young women to work in STEM careers and engaging the community and promoting collaboration through partnerships. It aims to address the core challenge of low women presence in the field of STEM education including information and communication technologies. The gap is even more pronounced at the leadership position.

Girls in ICT Day provides an opportunity for girls and young women to see and be exposed to the benefit of ICT in enabling their career aspirations. To date, over 377,000 girls and young women have taken part in more than 11,400 celebrations of International Girls in ICT Day in 171 countries worldwide. In 2024, the theme for GICT is "Leadership" with the focus on inspiring girls and young women by exposing them to women in leadership position and facilitating that break down the hinderances

14h30-15h15

In 2023, women constituted only 14% of tech leaders globally, highlighting the need to better support girls and young women to take on leadership roles in the next decade. During this special session, panellists will discuss innovative strategies that can be implemented to promote leadership qualities in girls and young women within STEM, ICT, and broadcasting fields.

Moderator:

- Youth representatives (one young women and one young men)

Panellists:

- Representative from United Nations Resident Coordinator's Office in Malaysia
- Representative from the Malaysian Communications and Multimedia Commission (MCMC)
- Representative from the University in Malaysia

Note: Session includes interaction with participants

(Each speaker to have 3 min max. focusing on the information required to be shared)

Group photo session

15h15-15h30

Break

Interactive session for students

15h30-15h45

Quiz on "Girls in ICT"

This interactive session is designed to engage students in a fun and educational quiz focused on "Girls in ICT." Participants will test their knowledge about the contributions,



challenges, and opportunities for girls and young women in the field of Information and Communication Technology (ICT). This session aims to raise awareness, inspire, and encourage students to explore careers in ICT.

Session 2: Intergenerational Dialogue

This session fostered an inter-generational dialogue on leadership in the field of Information and Communication Technologies (ICTs) by bringing together girls and women leaders and experts in the ICT and broadcasting sector. The moderators facilitated discussions by posing the questions to both girls and women in ICT, allowing for a dynamic exchange of perspectives, contributions, and experiences to other girls and women in ICT and broadcasting as speakers involved. Audience participation through questions is encouraged, enhancing the depth and richness of the dialogue.

This dialogue also provided a platform for insights, reflections, and strategies on leadership in ICT, aiming to inspire and empower both current and future generations of girls and women in the ICT and broadcasting sectors.

Moderators:

- Representative from AIBD
- Youth representative from Academia in Malaysia

Panellists:

- Representative from Malaysia Digital Economy Corporation (MDEC)
- Representative from Broadcasting organisation in Malaysia
- Representative from UN Women
- Representative from UNICEF
- Representative from Huawei
- Representative from Senko
- Representative from Axiata
- Youth representatives from Academia in Malaysia

(Each speaker to have 3 min max. focusing on the information required to be shared)

Group photo session

15h45-
16h45

16h45-
17h00

Closing