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. The strengths of traditional and modern broadcasting technologies, EWS can significantly enhance community preparedness and response, ultimately 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 Girls in ICT Day Malaysia 2024 will be held on 2 September 2024 in Kuala Lumpur. Organized by the Ministry of Communications Malaysia (TBC), AIBD, and ITU, with support from the DITRDCA of Australia, this event aims to inspire girls and young women to pursue careers in STEM and ICT. The focus on leadership and exposure to successful women in these fields complements the masterclass's emphasis on inclusivity and the ethical use of technology in broadcasting. This synergy enhances the broader goal of resilient development and community preparedness through effective communication and technological empowerment. The target participants for the national Girls in ICT Day celebration are students, girls, and young women aged 12-24 years 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: Logistics support
  - DITRDCA: Fellowships, missions and expert travel
  - DFAT: Missions and expert support

Summarized Event details

- **Venue**:   Kualalumpur, 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** • AIBD • ITU
10h00-11h15	**Session 1:** AI, Gender Equality, and Social Inclusion – What's the Connection? 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.
11h30-12h30	**Session 2:** Mainstreaming gender and social inclusion in AI reporting and media 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.
12h30-14h00	**Break**
14h00-15h15	**Session 3**: Broadcasting in National Early Warning and resilience Strategy 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).
15h15-15h30	**Break**
15h30 – 16h30	**Session 4**: Country Experience 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 pubic. • Case study 1 • Case study 2 • Case study 3
Monday, Sep 2, 2024	
09h30-10h30	**Session 5:** Key insights from regional study on *Resilient National ICT infrastructure: Considerations based on Gap assessments in Asia and the Pacific* 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. • **Ms Chirstine Apikul**
10h30-10h50	**Break**
10h50-12h30	**Session 6**: What would be your response if disaster is eminent? Tabletop Exercise (TTX)

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 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.

Current Situation:

- The National Weather Service has issued a hurricane warning.
- Evacuation orders have been given for low-lying and coastal areas.
- Emergency services are on high alert.
- Shelters are being prepared, and resources are being mobilized.

Question 1: What are Initial Actions Required as (20 mins followed by report back 5 mins each group)

1. **Emergency Management Team of NDMO**
2. **Public Broadcasting and EW dissemination officials**
3. **Broadcasters and Media representatives**
4. **First Responders**.
5. **Community Leaders**

Secondary Impacts:

- Flooding in low-lying areas.
- Power outages affecting thousands of residents.
- Increased medical emergencies due to the storm's impact.

Recovery Planning:

- Assess damage and prioritize recovery efforts.
- Ensure continued provision of essential services.
- Plan for long-term rebuilding and restoration of normalcy.

Question 2: How would you manage experience from the disaster cycles to fill in gaps? (15 mins followed by report back 3 mins each group)

12h30-14h00	**Break**
14h00-14h30	**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 Ministry of Communications Malaysia

14h30-15h15	**Girls in ICT Session 1**: **Special panel session on resilient Broadcasting development** 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. This aligns with the overarching theme of *"Inclusive and resilient Broadcasting development"*, as empowering women in technology enhances the diversity and resilience of the sector, contributing to more robust and inclusive communication infrastructures. Description: This panel session will explore the critical role of leadership in fostering an inclusive environment within the broadcasting and ICT sectors. By promoting leadership qualities among girls and young women, the session aims to bridge the gender gap and inspire the next generation of female tech leaders. The discussion will emphasize the importance of inclusivity in creating resilient broadcasting systems that can effectively serve diverse communities, especially during crises, by ensuring a wide range of perspectives and expertise. Moderator: • Young woman representative Presentation on case studies and best practices in strengthening resiliency of national digital infrastructure: 　　Ms Chirstine Apikul (TBC) Panellists: • Representative from the United Nations Resident Coordinator's Office in Malaysia • Representative from the Malaysian Communications and Multimedia Commission (MCMC) • Representative from 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**
15h30-15h45	**Interactive session for students** 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.
15h45-16h45	**Girls in ICT Session 2: Intergenerational Dialogue on Leadership in Early Warning and Resilience through ICT and Broadcasting** Description: This session fosters an inter-generational dialogue on leadership in the field of Information and Communication Technologies (ICTs) by bringing together girls, women leaders, and experts in the ICT and broadcasting sectors. The focus will be on their roles in national early warning and resilience strategies. Moderators will facilitate discussions by posing questions to both girls and women in ICT, allowing

for a dynamic exchange of perspectives, contributions, and experiences among the participants. Audience participation through questions is encouraged, enhancing the depth and richness of the dialogue.

By exploring the intersection of ICT and broadcasting in the context of National Early Warning and resilience strategies, this dialogue will highlight the importance of leadership and inclusivity. Effective communication systems are critical for disaster preparedness and response, and fostering leadership in these sectors can significantly contribute to national resilience. The session aims to inspire and empower both current and future generations of girls and women to take on leadership roles in ICT and broadcasting, ultimately strengthening community preparedness and response capabilities.

Moderators:
- Representative from AIBD
- Young woman representative

Panelists:
- Representative from Ministry of Communications Malaysia
- Representative from Broadcasting organisation in Malaysia
- Speaker from morning event on Session 3: Broadcasting in National Early Warning and resilience Strategy
- Representative from Huawei
- Young woman Representative from Academia in Malaysia

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

Group photo session

16h45-17h00	**Closing**