

# Broadcaster

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## *Arab Broadcasters Assure Support for AIBD Projects*

*A Stronger and More Relevant AIBD in 2014*



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# A Stronger and More Relevant AIBD in 2014



For 2014, AIBD will continue to strengthen its position as a catalyst in promoting discussion and debate of key challenges broadcasters in the Asia-Pacific region will deal with, and as a lead mover and organizer in training broadcasters from various fields in the region.

“We plan to exceed the quantity and quality of training activities, which numbered 44 in 2013,” AIBD Director Yang Binyuan said. They will focus on improving broadcasters’ competence in management and digital migration, exploiting new technology and new content and format for improved programming, and reinforcing media’s role in dealing with the region’s developmental needs, among others.

Binyuan said the Institute aims to be a stronger and more relevant Institute for 2014 and beyond.

AIBD is in the thick of preparations for two major international conferences, the Asia Media Summit 2014, which is celebrating its 10th anniversary this year, and the 2nd International Conference on Broadcast Training.

Director Yang Binyuan said the Institute is poised to deliver meaningful outcomes in building the human resource, technological and management capacity of broadcasters in Asia-Pacific, a message he articulated before the 39th Annual Gathering / 12th AIBD General



Conference & Associated Meetings from 12-15 August 2013 in Yangon, Myanmar.

The 11th Asia Media Summit 2014 expects to gather some 500 broadcasters from all over the world, including CEOs and other top-ranking representatives

of state, private and public service broadcast organizations across the globe. To be held in Jeddah, Saudi Arabia from 6-8 May 2014, the Summit will include 300 participants from West Asia, says Dr. Riyadh Najm, President of the General Commission for Audiovisual Media, Kingdom of Saudi Arabia, in a recent interview with the *Broadcaster*. He heads the local organizing committee of the Summit.



The Arab States Broadcasting Union (ASBU) recently announced its commitment to support various AIBD activities, in particular the Asia Media Summit 2014 to be held in Jeddah.

Mr. Salah Eddine Maaoui, ASBU Director General, said the AIBD/ASBU International Symposium on Public Service Broadcasting will be held on 5 May 2014 as a pre-summit event in Jeddah.



A Stronger and More Relevant AIBD in 2014  
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The announcement of support came during the 33rd Arab States Broadcasting Union (ASBU) General Assembly held at the ASBU headquarters in Tunis from 7-9 December 2013.

Another major event AIBD is busy with is the second edition of International Conference on Broadcast Training (ICBT) to be held in Kuala Lumpur, Malaysia from 24-25 February 2014. With the theme 'Defining Training for New Media and Social Media,' the event is a collaboration between AIBD and Tun Abdul Razak Broadcasting and Information Institute (IPPTAR), the Ministry of Communications and Multimedia, Malaysia (KKMM) and Friedrich Ebert Stiftung (FES).



"We will also strengthen the World Television Awards and the AIBD TV and Radio Awards as part of our mandate to promote quality programming," Binyuan said. The Institute expects to draw more entries from member broadcast organizations and non members across the globe. These awards aim to recognize achievements of TV producers and highlight their role in promoting awareness and understanding of major development issues, among them, on cultural diversity, religious understanding, tolerance and peace and climate change.

"We are seeking more creative engagement and involvement from AIBD members and partners as the Institute continues to chart a unique course in serving its members and the larger vision of regional broadcasting development," Binyuan said.

# ASBU Commits Support for AIBD Activities

By **Mr. Marcel Gomez**  
Senior Programme Manager, AIBD



The Arab States Broadcasting Union (ASBU) has committed to support various AIBD activities, in particular the Asia Media Summit 2014 to be held in Jeddah, Saudi Arabia from 6-8 May 2014. Mr Salah Eddine Maaoui, ASBU Director General, said the AIBD/ASBU International Symposium on Public Service Broadcasting will be held on 5 May 2014 as a pre-summit event in Jeddah.

The announcement of support came during the 33rd Arab States Broadcasting Union (ASBU) General Assembly held at the ASBU headquarters in Tunis from 7-9 December 2013. AIBD was represented by Mr. Marcel Gomez, Senior Programme Manager.

At the closing session of the ASBU GA, Mr. Gomez invited all ASBU members to attend and actively participate in the Asia Media Summit 2014. He said that AMS is being hosted by an Arab country for the first time and that it is also the 10th anniversary of the Asia Media Summit.

In conjunction with the ASBU General Assembly, the 7th ABU/ASBU/AIBD Media Partnership Committee meeting was held on 9 December 2013.

Mr Salah Eddine Maaoui assured that ASBU and its members will fully support the AMS 2014 in Jeddah. He also confirmed ASBU's continued support for the AIBD World TV Awards 2014 in the Humanity Category on Best TV Documentary "Promoting Children's Rights".

The Asia Media Summit 2014 is hosted by the Ministry of Culture and Information and the General Commission for Audiovisual Media, Kingdom of Saudi Arabia.





# Cambodia to host GC in 2014



It will be a first for Cambodia to host the Institute's 40th Annual Gathering / 13th AIBD General Conference & Associated Meetings, in Phnom Penh from 13 to 15 August 2014.

AIBD Director Mr. Yang Binyuan recently paid an official visit to discuss preparations for the General Conference, which reviews AIBD activities and approves future programs to meet broadcasters' needs and concerns.

His visit from 26 to 29 November 2013 was fruitful as it provided an opportunity for AIBD and broadcasting organizations in Cambodia to strengthen bilateral cooperation in the future.

## Courtesy Call to Minister of Information



On 27 November, Mr. Yang Binyuan together with AIBD Programme Manager, Mr. Saqib Sheikh, paid a courtesy call

to Dr. Khieu Kanharith, Minister of Information of Cambodia.

During their meeting, Dr. Khieu Kanharith pledged that since this will be the first time in Cambodia's history to host the AIBD General Conference, they will do their best to make the event a resounding success. He said the Ministry of Information will form different sub-committees to best organize the conference.

Mr. Yang Binyuan thanked Dr. Khieu Kanharith for their commitment to host the AIBD GC 2014 and pledged AIBD's continued support to Cambodia in training and capacity building initiatives. Mr. Yang Binyuan also invited Dr. Khieu Kanharith to attend the Asia Media Summit 2014 to be held in Jeddah, Saudi Arabia.



After the courtesy call, the AIBD team held a working group meeting with Mr. Has Sam Ath, Advisor to the Ministry of Information and Deputy Director-General for Administration and Finance on the detailed planning of the AIBD GC 2014 and agreed to keep regular contact on the preparations.

## Visit TVK and RNK

Also on November 27, the AIBD team visited the National Television of Cambodia (TVK) and Radio National of Cambodia (RNK).



At TVK headquarters, Mr. Yang Binyuan met with Mr. Kem Gunawadh, Director-General of TVK, who committed to work

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# Preparing and Practicing Well for Disaster Response Plans

When disaster strikes your community, good decisions can make the difference between life and death. Making the right choices, often with very little time to consider what to do, can also assist people in avoiding the loss of everything. Instead they may be in a position to safely save some other people and some of their property, often of great personal value.

However, good decision-making requires accurate information about the nature, duration and location of the disaster, as well as sound advice about where people should go, what they should do and what they can expect in the minutes, hours, days and weeks ahead.

Broadcasters are often the only source for this vital information. When power and infrastructure (including TV, computers and mobile phones) are completely taken out by a disaster, radio may be the only communication tool available to people, the only link to



critical information that can help them save their lives and the lives of others.

Twelve broadcasters from 7 ASEAN countries participated in the Regional Workshop on Disaster Risk Reduction (DRR) organized by the Tun Abdul Razak

Broadcasting and Information Institute (IPPTAR) and AIBD in Kuala Lumpur, Malaysia from 16 to 18 December 2013. The participants came from Brunei, Cambodia, Laos, Malaysia, Myanmar, Thailand and Vietnam.

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Cambodia to Host GC in 2014  
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closely with the Ministry of Information in hosting the AIBD GC 2014 in Cambodia. He also gave his recommendations for the GC program.

At RNK headquarters, Mr. Yang Binyuan met with the RNK management team to discuss the planning of AIBD GC 2014 and cooperation in training and capacity building projects, particularly in areas

such as digital archiving, broadcast management and technology.

### GC Hotel Inspection

To inspect and finalise the hotel of the AIBD GC 2014 was on top of the agenda during AIBD team's stay in Phnom Penh.

From November 27 to 28, AIBD team visited four hotels in Phnom Penh. During the visit to each hotel, AIBD team met the hotel management, inspected

the rooms, conference facilities and restaurants.

In consultation with the Ministry of Information, AIBD will choose an international hotel which is able to provide best professional services with a safe and sound environment.



## Preparing and Practicing Well for Disaster Response Plans

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The journalists and broadcast professionals participating discussed the ability of a community to be resilient, and for people to prepare themselves and take care of themselves and others in times of disaster. Such resilience not only assists people within local communities, but will also assist nations in responding to the disasters. When fewer people are in urgent need of disaster assistance, and more people are independently able to cope and assist others, then the costs and scale of the emergency response from governments and agencies can be significantly reduced.

Reducing risk, minimizing loss of life and saving as much property as possible depends on how people respond before, during and after a disaster. Participants discovered the essential role broadcasters have in helping communities prepare for disasters, giving vital information during disasters and assisting people with news and information they need to rebuild their lives after a disastrous event has occurred.

Broadcasters have a very significant role in delivering news to local, national and global communities during times of disaster. Participants focused on how news should continue accurately and independently throughout all phases of a disaster, but more vital and important in disaster risk reduction is the parallel and separate community service information role a broadcaster has, not only through the three phases of a disaster, but ongoing, to keep communities prepared and ready for the unfortunate possibility of a disaster striking their region.



In the dynamic discussions of the workshop, the facilitator, international broadcast and media consultant Dr. Mike McCluskey, challenged the participants to reflect on how prepared they were, and how prepared their own broadcast organizations were to meet the challenges of a full scale disaster, perhaps even on a scale of the recent devastation from Typhoon Haiyan in the Philippines. Being prepared, having good plans in place, having equipment and strategies in place as well as having practiced in using emergency equipment and responding to the plans is the

most important aspect of disaster risk reduction. This is true for individuals, community groups, disaster response agencies and for broadcasters.

Participants shared their own experiences in disaster coverage. Ms. Darin Klong-ugkara, News Editor of Thai Public Broadcasting Service, also presented a case study involving her coverage of the floods that occurred in Thailand in 2011.

Participants worked hard in preparing generic disaster preparedness and response plans for all broadcasters. These plans can be adapted and modified to suit the different situations faced in each region and country. It was unanimously agreed that without good planning and without being prepared, broadcasters will not be able to assist their communities in remaining resilient. By having well prepared and practiced disaster response plans, broadcasters have significantly more chance in fulfilling their own crucial role in disaster risk reduction.





# Capacity Building in Satellite Communication



AIBD in collaboration with Prasar Bharati and STI (T) organized a sub-regional workshop on satellite communication in New Delhi, India from 2 to 6 December 2013. Twenty nine participants attended the workshop including ten foreign participants from Bangladesh, Indonesia, Malaysia, Mauritius, Nepal and Thailand. The participants were engineers and technicians from different broadcast organizations.

The workshop provided an overview of the issues and underlying communication principles associated with satellite communication in broadcasting.

The workshop was inaugurated by Mr. A.K. Dixit, Engineer-In-Chief of Doordarshan, Mr. I.I. George, Additional Director General (Training), STI (T), Mr. P. Das, Dy. Director General (Engg.), Prasar Bharati, Mr. P.N. Bhakta, Dy. Director General (Engg.), STI (T) and Mr. Shashikant, Dy. Director General (Engg.), STI (T).

The one-week workshop focused on the working methodology of satellite communication, orbital mechanics and various satellite orbits, space and

ground segments, antenna alignment and optimization of cross polarization isolation, earth station and satellite link budget equation. Other topics covered were the DVB-S/S2 and DTH.

Mr. Vijendra Barania, a renowned expert on satellite up-link station, spoke at the workshop and interacted with participants during the entire period of workshop. Consultants from Prasar Bharati and STI (T) and other experts in their fields were also invited to the workshop.



Participants joined a technical visit to DTH set-up and monitoring station where complete DTH chain was explained in details.



Participants gave a positive evaluation of the workshop, saying the resource persons had covered satisfactorily the various dimensions of satellite communication. They appreciated the additional knowledge and shared experiences in satellite up-linking.



# Strategic Leadership and Quality Management Training at TVRI

By **Ms. Shanta Negendram**

Consultancy and Trainer, SkillFocus Consultancy Sdn Bhd, Malaysia

Southeast Asian countries have become the new growth region heralding rapid socio-economic progress. Indonesia is no exception, fast-growing and becoming a stronger regional and global player. To ride these waves of change, broadcasting organizations will need to adopt new initiatives and develop leadership styles. With the ever-changing needs and aspirations of a new type of audience, they will have to deliver programs and information to the viewers and listeners who have increasingly become educated, informed and demanding.

To support the training needs of broadcasting in Indonesia, TVRI and AIBD set up a three-day training workshop on broadcast management from 18 to 20 November 2013. The participants included TVRI senior officials who were managers heading their own teams in various units in radio, television, regional administration, training, production and support services. The workshop served to reinforce compliance with the AIBD's mandate to assist in the developmental needs of the member countries of the Institute.

The workshop focused on a leadership and management High Performance Model centered on doing the right thing (Strategic Leadership) and doing things right in the organization (Quality Management). This model covered strategic thinking and planning, assembly of resources, standard operating procedures, performance management in the implementation of initiatives, problem solving, creation of a corporate culture of competence, caring and sharing and feedback. It allowed relevant discussions of TVRI concerns, and enabled the participants to identify and differentiate between output, outcomes and impact. They were also able to assess the impact of their leadership, management and the programs on their audience and target groups. The model allowed the participants to deal with the



gaps that may give rise to some of the current issues and problems.

The workshop then went on to discuss the specific core leadership and management skills that were required. To facilitate learning, participants engaged in problem solving, teamwork, negotiations, communications (speaking and listening), and managing conflict. They also discussed the prevalent issues and challenges facing TVRI in environmental scanning, editorial management, management of physical resources and creating a conducive work culture. The workshop deliberations culminated in a case study discussion on change management which generated active dialogue.

Through a highly interactive methodology the participants were fully engaged, engendering lively discussions, enhanced by the trainer's bilingual ability. In their individual action plans, the participants indicated areas of improvement they needed to pursue as leaders and managers. When they return to their jobs, they said they would start implementing changes within their own sphere of influence.

The workshop was led by Ms. Shanta Negendram who is an international consultant and trainer based in Malaysia. She has over 25 years of experience in training specifically in leadership, management, negotiations, conflict management and communications.





# RTM Builds Trainers' Capabilities in Engineering



New and diverse technological developments are impacting the media landscape and broadcast organizations in many ways. New delivery platforms, media products and services, enhanced audience expectations and financial as well as structural changes are posing various challenges for the broadcast organizations. Well equipped and trained human resources are valuable assets for the organizations to meet these challenges.

RTM, the public service broadcaster of Malaysia, has identified the need for capacity building and training to meet the multi-skilling and multi-tasking requirements of its engineering staff. Trained trainers were required to manage the consequential in-house training needs. Accordingly, the AIBD / RTM in-country workshop on Training of Trainers was organized from 25 November to 6 December 2013 at AIBD Secretariat in Kuala Lumpur, Malaysia.

Fourteen participants from different sections and divisions of RTM attended the workshop, namely, the engineering staff from TV and Radio Operations, TV production, Multi-channel broadcast, News automation as well as TV transmission and Satellite Broadcast. They showed good knowledge of their area of specialization but did not have much idea about how to impart their subject matter knowledge to other staff due to lack of requisite training skills. They needed inputs to develop them as effective trainers on the job.

AIBD TOT program for trainer / instruction development caters to these needs. The



standardized structure and curriculum of TOT which deals with planning, conduct, management and evaluation of trainings for core competency development for organizational staff was suitably oriented to meet the requirement of the RTM staff. The ten-day workshop covered aims of training, role of a trainer, job analysis and training needs analysis, formulation of training objectives, instructional design and overview of training methods/ techniques (OJT etc.) as well as session preparation & presentation and evaluation of training effectiveness.



The workshop featured experiential learning techniques for adult learners through interactive lecture presentations and discussions. To emphasize the learning-by-doing concept, structured projects involving group as well as individual presentations were included

in the workshop. This generated lots of interest / involvement that helped participants practice and demonstrate assimilation of learning in the workshop.



Workshop participants were a fairly homogeneous group who took keen interest in all the activities. They found the workshop inputs useful in gaining knowledge, skills and attitudes to become effective trainers. They were satisfied with the conduct of the workshop and felt confident in organizing training in their respective areas at RTM.



The consultant for the workshop was Mr. Y. K. Sharma, Advisor (Training & HRD), Broadcast Engineering Consultants India Limited (BECIL), India. Mr. Sharma observed that the knowledge and skills gained by the participants will go a long way in developing them as effective and efficient trainers and helping RTM build a core of trained trainers for its staff and meet objectives of the network's human resources and capacity building endeavor.







## INTERNATIONAL CONFERENCE ON BROADCAST TRAINING

# Defining Training for New Media and Social Media

24-25 February 2014, Kuala Lumpur, Malaysia

New media and social media are spreading rapidly, jazzing up the TV screen and media's online presence. They offer broadcast organizations meaningful ways to source and produce content, build and engage audiences, enhance brand trust and generate income. In particular, the proliferation of mobile devices and connectivity are helping expand the growth of social media.

To deal with this changing media landscape, learning the dynamics and benefits of new media and social media to enhance the skills, knowledge and competence of broadcasters has become an urgent imperative for broadcasters. So is the setting up of an enabling organizational structure that calls for a new mindset and commitment across every sphere of the broadcast operation, and for a new learning setting that can increase employee's competence, performance and productivity.

### Day 1 – Monday 24 February 2014

1000 – 1030	<b>Inaugural Session and Keynote Address</b>
1030 – 1100	<b>Coffee Break</b>
1100 – 1230	<p><b>Session 1: Innovations and Trends in New Media and Social Media for High Impact Training</b> To effectively digest the competitive and marketplace implications of new media and social media, broadcast companies need to keep abreast of emerging trends and innovations of Facebook, LinkedIn, Twitter, Pinterest, Google+, YouTube, blogging, and podcasting, among others. The task is critical for high impact training. This can empower broadcasters to act more quickly and capture the advantages of early adoption. What are some of the emerging trends and innovations to help broadcasters leverage new media and social media for training? How can broadcasters fast-track the learning curve?</p>
1230 – 1400	<b>Lunch</b>
1400 – 1530	<p><b>Session 2: Engagement and Collaboration: Taking Training to a Whole New Height (World Café Platform)</b> TV has become more pervasive in the lives of audiences who are seeking better ways to make their experiences with the medium getting better every day. Broadcast organizations are tapping new media and social media tools to make this happen. Some broadcast organisations and media training institutions across the globe are ahead. They have clear social media policies and have integrated them into their workflow, in particular in their training strategy. To tap on their expertise and experience, this World Café platform will identify specific measures on how established and emerging training institutions can collaborate to develop regional cooperation in terms of, among others, course materials, customized workshops, attachments and facilities.</p>
1530 – 1600	<b>Coffee Break</b>
1600 – 1700	<b>Continued – Session 2</b>

### Day 2 – Tuesday 25 February 2014

0900 – 1030	<p><b>Session 3: Training Tools for New Media and Social Media: Aiming for Depth and Efficiency</b> Broadcasters are increasingly investing time and resources into a diversity of media platforms like smart phones, iPads, and social media to explore the efficacy in their training and learning. For high impact training, they need to continuously find out what is and isn't working to achieve depth and efficiency. What are some experiences and challenges of Asia-Pacific broadcasters in tapping specific new media and social media tools? Which best practices in content training and group dynamics can be pursued? What new skills and competence, for instance, in building and engaging audiences, personal branding and brand trust, are critical to create a high-performance workplace?</p>
1030 – 1100	<b>Coffee Break</b>
1100 – 1230	<p><b>Session 4: Effective Curriculum Models for Social Media-Based Training</b> Curriculum models for Internet and social media-based education and training call for appropriate learning environment, content materials and educational instruction based on learning objectives and learner needs. These must include design principles and implementation strategies that require flexibility, diversity, participation and dialogue, fieldwork, and project demonstration. Can broadcasters in Asia-Pacific adopt a one-size-fit-all curriculum model to facilitate training and learning? This session will draft a working curriculum model, including the possibility for distance learning for the region's training organizations, mindful of, among others, contextual realities of intended beneficiaries and frameworks to evaluate curriculum effectiveness, in particular student learning.</p>
1230 – 1400	<b>Lunch</b>
1400 – 1500	<p><b>Summary of Session 2</b> This session will review the collaborative outcomes and progress from Session 2 on Day 1. It will highlight these positive results as reference points for future ICBT events.</p>
1500 – 1700	<p><b>Networking session</b> The session is exclusively devoted to provide opportunities for those participating for making direct contacts and interacting with those who have similar interests and issues in broadcast training to help build relations that will reap current or future benefits either individually or for collaborations for their broadcasting or training organisations.</p> <p><b>Curriculum Model Development</b> Based on the ideas and feedback from Session 4, the panel of selected experts will sit down for an extended session focused on fleshing out and realizing the working curriculum model and its application within the Asia-Pacific regional context.</p>
1530 – 1600	<b>Coffee Break</b>



**10<sup>th</sup> AMS**  
**Anniversary**

# ASIA MEDIA SUMMIT 2014

6-8 MAY • Jeddah • Saudi Arabia

HOSTED BY:



ORGANISED BY:







# ASIA MEDIA SUMMIT 2014

6-8 May • Jeddah • Saudi Arabia



## Media and Diversity: Enriching the Broadcasting Experience

Broadcasters in today's complex media environment face two critical tasks: one, to make sense of the diversity of technology, content, skills and standards that can enrich their audience's experience and sustain the organisation; and, two, to make sense of the vast array of ideas, opinions, perspectives and cultural background that can contribute to a critical understanding of political, economic, social and human development.

These tasks become daunting amidst fierce competition, limited resources, difficulties in adopting and adapting to new ways of thinking and concerns of misunderstanding, conflict and disunity diversity can engender.

At the Asia Media Summit 2014, broadcasters will have a platform to examine the many dimensions of diversity, and its impact on crafting a clear vision and innovative strategies in order to build a sustainable organisation and foster a 'media organisation and a society of difference'.

## Day One

Tuesday, 6th May 2014

0900 – 0945 **Inaugural Session and Keynote Address**

0945 – 1045 **Plenary Session 1**

### Rise of International Satellite Channels: Bane or Boon?

The emergence of satellite broadcasting besides other transnational information and communication technologies has opened the airwaves to cultures everywhere. This has exposed audiences to a diversity of new ideas, opinions and perspectives with great political and economic benefits for the countries involved. But along with these advantages is the threat of uniformisation of culture, intolerance of differences and ultimate loss of many of the cultural practices unique to a region. Do these threats outweigh the advantages or vice versa? How can broadcasters deal better with the pluses and minuses of satellite broadcasting? What are some best practices to minimize the ill effects on local cultures?

1045 – 1115 **Coffee Break**

1115 – 1215 **Plenary Session 2**

### TV and Web Convergence, Mobile TV: What's Next on the Screen?

Today it is difficult to imagine life without TV and the Internet as many more audiences consume these major platforms. Though they have yet to intimately and fully embrace each other, they now co-exist. Through new technology and applications, their convergence is making TV and the web more personal, more participative and more permanent. Mobile TV is another platform that is increasingly attracting consumers' attention. What are the new trends on TV and web convergence as well as mobile TV? How are innovative companies dealing with these platforms? Will TV just serve as another screen to consume Internet content? What types of content are feasible for the small screen?

1215 – 1230 **Presentation of the World Television Awards 2014**

1230 – 1400 **Lunch**

1400 – 1530 **Parallel Session 1**

### Towards Robust and Effective Media Regulation: Opportunities and Challenges

Broadcasters have invariably dealt with tensions arising from media regulation. By its very nature, regulation sets limit to freedom, which is a key principle in many democratic societies. With the advent of new technology and social media, increasing flow of goods, services and workers across regions, and growing demands on media organisations to sustain business, are existing objectives for media regulation outdated? If so, what should be the focus for the future? To what extent has technology altered regulatory paradigms? Is light-touch regulation the way forward? Should regulation respect cultural differences between societies, or are there certain immutable norms which transcend national boundaries?

**Parallel Session 2**

### Making Great Programs: New Techniques in Storytelling and Visual Effects

Stiff competition for the eyeballs has increasingly put pressure on broadcast media organisations to produce new and original stories. Understanding the behaviours and trends of audience media consumption has made their task more challenging. Aside from good stories, visual effects are critical to the art of storytelling today. These have become critical across many forms of media and have been used by content creators at all levels. How can we develop new stories and visual effects to attract and engage audiences across media platforms? What can we learn from successful creators of content and visual effects who create good programs?

1530 – 1600 **Coffee Break**

1600 – 1615 **Summary of *Parallel Sessions 1 & 2***

1615 – 1730 **Moderated Debate**

**Media's Watchdog Role: How Far should it Go?**

In both new and old democracies, media has served as the eye and ear of government activities and its excesses. The objective is to ensure that individuals and institutions who are mandated to serve the public interest remain responsible and accountable. This watchdog role helps bring about good governance. Conversely, it can also have negative impacts. Too much adversarial reporting, some critics say, diminishes public trust and support for government, and may even trigger chaos in countries transitioning out of conflict. How far should this watchdog role go, particularly in societies where strict government restrictions or the demands of commercialism exist? To what extent can we practice it so that media becomes not an obstacle, but a positive force for reform and change?

1930 **Gala Dinner and Cultural Show**

## Day Two

Wednesday, 7th May 2014

0900 – 0945 **Special Address**

0945 – 1045 **Plenary Session 3**

**Is the Newsroom Adapting and Innovating Enough?**

Newsrooms face numerous opportunities and threats generated by new technologies and the rise of social media and citizen journalism. They have to cater to consumers who want news at their fingertips, anytime, anywhere, and expect it to be up-to-the-minute and information-rich. With new technology, viewers can engage with journalists at the scene of a story, or even chat with story-makers themselves. Through social media, viewers share in the newsrooms' gatekeeping function, allowing them to delve into stories relevant to them. Are newsrooms coping with fast changing media consumption habits? Are they innovating enough to reach more audiences and deliver relevant information? What is the newsroom's future to best serve the public?

1045 – 1115 **Coffee Break**

1115 – 1230 **Parallel Session 3**

**High-Impact Learning for Organisational Performance**

Innovation is a key factor in driving media's business growth and effective service to society. This requires a strong and consistent culture of learning and exceptional performance in an organisation. Are media companies preparing well enough to accelerate innovation and cultivate talents? Are they finding traditional training approaches still useful or are they adapting to new technologies and new ways of thinking about training? How are they training, recruiting and developing the best talents for organisational performance? What best training practices are in place to meet high-impact learning?

**Parallel Session 4**

**Radio & New Media: Empowering and Engaging Audiences**

Doubts persist that listeners will abandon radio for new media and Internet alternatives. Radio will be a distant memory of past glories, critics say. However, this traditional media platform has remained relevant and sustainable, defying more than a decade's worth of new media death notices. Listeners keep listening, and perhaps growing through various delivery platforms and media buyers keep buying. Radio stations are increasingly tapping new media to empower and engage audiences. How do innovative radio companies do it successfully? What are some approaches of engaging through new and social media, storytelling and innovative radio formats that empower listeners.

1230 – 1400 **Lunch**

1400 – 1530 **Plenary Session 4**

**Media in Emergency Situations**

2014 marks the centenary of the start of World War One and the 10th anniversary of the tsunami in Southeast Asia. In both events and in many other wars and disasters, media has played a crucial role in providing perspectives on the issue and the solution and contributing towards easing or aggravating conflicts and emergency situations. As conflicts continue to beleaguer many nations and climate change altering our environment with numerable and unexpected consequences, are media organisations delivering the highest standards of journalistic practice? To what extent has new technology helped practice good journalism? Are they going beyond reporting and engaging in humanitarian activities in times of conflicts and disasters?

1530 – 1600 **Coffee Break**

1600 – 1615 **Summary of *Parallel Sessions 3 & 4***

1615 – 1730 **CEO Roundtable**

**Building Media as a Responsible Corporate Citizen**

Doing good makes good business sense all the time. It is the essence of the corporate social responsibility principle some media companies adhere to by ensuring active compliance with laws and ethical standards and offering corporate philanthropy to further some social good. Some align directly their efforts towards corporate social responsibility with their business strategy. Others pursue a shared value model based on the idea that corporate success and social welfare are mutually dependent. What strategies do media companies adopt to become more responsible corporate citizens? How do they deal with the challenges and threats when implementing their CSR strategy? What are some best practices?

1730 – 1800 **Invitation to the Asia Media Summit 2015**

**Closing Remarks**

## Day Three

Thursday, 8th May 2014

0900 – 1700 **Full Day Excursion**

**Note:**

*No registration fee for public service broadcasters around the globe, AIBD members, AIBD affiliates, AIBD partners and summit speakers.*

*Registration fee for private networks, institutes and individuals is US\$250. This does not include accommodation.*





**WORLD TV AWARD 2014**  
**CATEGORY HUMANITY**  
*Best TV Documentary*  
*"Promoting Children's Rights"*  
 Winner Prize: US\$ 5, 000

Logos: AIBD, ASBU (Association of South Asian Broadcasters Union), and World Awards.



  All entries must be submitted before: **15 March 2014**  
 Open to broadcasters worldwide (public and private)  
 Information available at [www.aibd.org.my/worldtv](http://www.aibd.org.my/worldtv)



**WORLD TV AWARD 2014**  
**CATEGORY SCIENCE/ENVIRONMENT**  
*Best TV Programme on "Building Resilience to Climate Change"*  
 Winner Prize: US\$ 5, 000

Logos: AIBD, UNEP (United Nations Environment Programme), and World Awards.



  All entries must be submitted before: **15 March 2014**  
 Open to broadcasters worldwide (public and private)  
 Information available at [www.aibd.org.my/worldtv](http://www.aibd.org.my/worldtv)





# Acquisition and Programming Strategy for TV

By **Mr. Marcel Gomez**  
Senior Programme Manager, AIBD



programs & genres and opened up lively debates and discussions.

Ms. Nathalie Bobineau, Executive Vice President – TV and Consumer Products, France Télévisions Distribution (FTD), conducted the first part of this workshop.

The annual Asia TV Forum (ATF)'s Entertainment Content Market for buyers and sellers was held at the Marina Bay Sands, Singapore from 3-6 December 2013.

- The volume of blockbuster programs vs other genres.
- The budget allocation.

During the last two days, participants attended the Asia TV Forum and put into practice what they learned. AIBD dedicated a professional team to support and assist the participants in guiding them to benefit from the market.

In conjunction with ATF, AIBD and the French Government organized a four-day regional workshop on Acquisition and Programming Strategy for TV from 2-5 December 2013 in Singapore. The workshop allowed participants to analyze their programme needs and techniques related to program acquisition and programming strategies. The goal was to develop a comprehensive strategy for programming acquisition.

These parameters served as a guideline to manage efficiently the acquisitions and position properly those involved in negotiating.

Participants also explored various business models and auto-promo techniques directly linked to the programming strategy and the channel's positioning. They also reviewed many

The participants appreciated the workshop and requested for similar workshop to be held for their fellow colleagues.

Fourteen participants from seven countries representing nine broadcasting organizations in the ASEAN region attended the workshop. The French Government provided financial support for this event.



Ms. Stephanie Rabourdin, Regional Audiovisual Attaché, Embassy of France (left) in Singapore, coordinated on behalf of the Government of France and Mr. Marcel Gomez, Senior Programme Manager for AIBD.

During the first two days of the workshop, participants explored various programming strategies unique to their region, audience, market and financial constraints. They had to determine the following parameters essential to acquiring any content:

- The ratio between fresh content from local & in-house productions and overseas acquisitions vs rerun content.
- The volume of hours required per genre.





# Enhancing Myanmar's Media

By **Mr. Dennis Thaw Zin Naing**  
Training Manager (MMDC)

Media reforms and favorable legislative initiatives in Myanmar have opened doors for accessing media markets. The Myanmar Media Development Center (MMDC) is contributing towards building and strengthening a new era in the country's media industry. Established in 2012, MMDC launched the first foundation course on television production called 'Taste of TV.'

The Center has so far delivered ten batches of Taste of TV one-month training courses by the end of December 2013 that benefitted over 490 participants.

As the Center's name becomes well known among the young, the demand for new courses has increased.

The first program MMDC offered was the Diploma in TV Broadcasting that started in August 2012. A total of 47 students graduated from the course in June 2013. The second batch began in January 2013 and 45 students graduated in December 2013.



In mid-2013, MMDC launched professional short term courses on Digital Video Camera, Video Editing, Graphic Design, Fundamentals of Audio Profession and Vocal Training. Industry people and new entrants availed themselves of these courses offered in the evenings and on weekends.

The first batch on Digital Video Camera and Video Editing courses began in July 2013. One month later, MMDC offered Vocal Training course followed by Fundamentals of Audio Profession course in October 2013.

The participants learned the knowledge and techniques throughout the course



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Mr. Ye Htut, Deputy Minister of Information, Myanmar delivered congratulatory speech at the graduation ceremony on 27 December 2013



# AMARC Calls for More Diversity of Voices in Media

The 3rd World Association of Community Radio Broadcasters (AMARC) Asia-Pacific Regional Assembly recently enjoined media stakeholders in the region to promote the diversity of voices to be heard and identities to be protected. During the Assembly held on 2-5 December 2013 in Seoul, Korea, participants resolved to fight against discrimination and condemned the continuous, systematic and institutionalized discrimination based on gender, sexual orientation, national or ethnic identity.

Broadcasters, advocates, government officials, donor agencies and academia from over 30 countries in the Asia-Pacific region participated in the Assembly.

Ms. Maica Lagman from the Philippines was elected President for the AMARC Asia Pacific Regional Board while Mr. Min Bahadur Shahi, the former President of Association of Community Radio Broadcasters (ACORAB), Nepal, and currently Executive Director of Karnali Integrated Rural Development and Research Centre, Nepal, was elected Deputy President.

AMARC is an international non-governmental organization serving the community radio movement, with almost 4,000 members and associates in 110 countries. Its goal is to support



and contribute to the development of community and participatory radio along the principals of solidarity and

international cooperation. All continents are represented on AMARC's International Board of Directors.

## Enhancing Myanmar's Media [continued from page 16]

as the trainers were most experienced in their respective fields.

MMDC says it will continue to build the capacity of young people who show much promise in broadcasting and assist in achieving the long-term growth of Myanmar's media industry.







# Connect Asia-Pacific: Smartly Digital

AIBD participated in the Connect Asia-Pacific Summit 2013 that focused on efforts to realize its vision of a 'Smartly DIGITAL' Asia-Pacific by 2020. Held in Bangkok, Thailand on 18 November 2013, the Summit was jointly organized by the International Telecommunication Union (ITU) and the Ministry of Information and Communication Technology of Thailand (MICT).

The summit brought together more than 500 delegates from ITU Asia-Pacific member states including seven Head of States or Government, thirty ministers and ambassadors, fourteen observers from ITU member states outside the Asia-Pacific region, nineteen international and regional organizations and thirty one private sectors and service providers.

In his welcome remarks, Dr. Hamadou Touré, ITU Secretary-General, said that Connect Asia-Pacific Summit will be remembered for putting a cornerstone to a future in which Information and Communications Technology (ICT) will play a catalytic role not just in accelerating local economies but in meeting key development goals from education to health.

Ms. Yingluck Shinawatra, Prime Minister of Thailand, delivered the keynote address and enjoined participants to find practical ways to make best use of

ICT connectivity in promoting inclusive growth and the well being of the peoples of the Asia-Pacific.

The Summit, the fifth in a series of ITU-led Connect Summits, has succeeded in achieving its goal of helping to mobilize the human, financial and technical resources needed to connect the unconnected and to strengthen the role of ICT as the innovative and creative engine, powering economic prosperity, job creation, sustainable development and the empowerment of people in the Asia-Pacific region.

A common vision of the Leaders at the Summit aims to foster by 2020 'Smartly DIGITAL' (Digital Inclusive Green Innovative Transformative Affordable Living), where people can equally access, use, create and share information and knowledge to empower individuals, communities, industries and countries to achieve sustainable development and ultimate human aspiration of happiness.

To achieve the Leaders' Vision for the Asia-Pacific region, the Summit identified the following priority areas for action to be carried out in partnership with all relevant stakeholders:

1. Investing in ICT Infrastructure
2. Stimulating innovation and creative use of ICT

3. Encouraging innovative public-private partnership
4. Promoting sustainable development through ICT
5. Fostering digital inclusion
6. Achieving digital literacy and building human and institutional capacity.

The Summit took steps to realize Smartly DIGITAL Asia-Pacific 2020 by announcing, signing, awarding and calling partnership projects in such areas as ICT, human capacity building, broadcasting, emergency telecommunication and more through smart partnership among multi-stakeholders.

Under the project: Convergence in Digital Broadcasting, AIBD Director Mr. Yang Binyuan told Summit participants that the biggest challenge for the broadcast industry was to develop human resources in new media and new technologies. As AIBD was mandated to assist human resource development in the electronic media, Binyuan called on delegates and partners of the Summit to join hands with AIBD in supporting human resource development in digital technology.

A total of 88 project proposals were submitted and the Summit identified a market opportunity of approximately of 53 billion USD.

All the stakeholders including governments, public and private sectors, civil society, UN system, regional & international organizations and development & funding agencies agreed to work together. The event was recognized as the leading platform for high-level networking, knowledge sharing and strategic debate, essential to drive the success of the global ICT community and address critical world challenges.

AIBD Programme Manager – Broadcast Engineer Mr. Rabi KC also took part in the Summit.



# AIBD Participates in ABU 50th General Assembly & Associated Meetings

By **Mrs. Manil Cooray**  
Deputy Director, AIBD

**Mr. Saqib Sheikh**  
Programme Manager, AIBD



As part of its long-standing cooperation with the Asia-Pacific Broadcasting Union (ABU), AIBD participated in the ABU 50th General Assembly & Associated Meetings held in Hanoi, Vietnam from 23-29 October 2013.

A two-day forum was first held from 23-24 October 2013 as part of the “Women with the Wave High Level Forum Series: Diversity Media and ICT Forum” focusing on the area of “Information and Communication Technology (ICT) and Media Inclusion of Women and Girls and Persons with Disabilities.” ABU, FES, ITU and AIBD jointly organized the event that featured several high-profile speakers from the broadcast industry who shared their perspectives on this sensitive and often overlooked topic. The Forum ended

with a collective Hanoi Declaration signed by the attendees, outlining concrete actions that stakeholders must take to ensure issues discussed in the Forum was adequately tackled.

Following this, Saqib Sheikh, Programme Manager, AIBD, addressed ABU’s Standing Programme Committee Meeting on 24 October 2013 and gave a rundown of the joint projects implemented by AIBD with ABU, as well as other major AIBD events during the period of 2012/2013. He invited participants to join AIBD’s major conferences, namely, the International Conference on Broadcast Training to be held in Kuala Lumpur on 24-25 February 2014, and the Asia Media Summit to be held in Jeddah, Saudi Arabia on 6-8 May 2014.



AIBD Deputy Director, shared her views as a speaker in the one-day seminar organized by ABU/FES on “Building Public Trust in Media: Asia-Pacific Perspectives – Are alternative media an answer?”



Her observations were focused at how AIBD continuously explores and pursues new initiatives in order to contribute to media education as mandated by the Institute’s members to keep pace with the dynamic media environment of the world’s largest developing regions – in particular the Asia-Pacific region.

She cited AIBD’s annual Asia Media Summit held over the years as a forum that has paved the way to educate both broadcasters and the audiences on various aspects of media content and to engage them in dialogue.

The seminar debated on the potential of new media including citizen journalism, media ethics, and new technology in order to enhance media education among broadcasters as well the audience.

Mrs. Cooray said the AMS 2014 which is celebrating its 10th anniversary in Jeddah will extend this media education dialogue in particular to the Arab region. She invited the delegates to participate in the 10th Asia Media Summit in 2014 which will be a memorable and rewarding experience for attendees.



Ms. Sabine Franze representing FES, Malaysia, moderated the panel composed of Ms. Chrissie Tucker, Manager Diversity, ABC, Australia, Mr. Dorji Wangchuk, Managing Director, Centennial Radio, Bhutan and Mr. Myo Aung Kyaw, Forever Group, Myanmar.



UNESCO's Global Forum on Media and Gender:

# Towards a Global Alliance

By Mrs. Manil Cooray  
Deputy Director, AIBD

The first-ever Global Forum on Media and Gender: Towards a Global Alliance organized by UNESCO was held from 2-4 December 2013 in Bangkok, Thailand. This pioneering event was aimed at initiating processes that will link up to on-going actions and add momentum to gender equality and women's empowerment in and through the media. It hopes to contribute towards achieving the Millennium Development Goal on "promoting gender equality and empowering women."

Mr. Chaturon Chaisang, Minister of Education in Thailand, inaugurated the conference while Mr. Janis Karklins, Assistant Director-General for UNESCO's Communication and Information Sector, delivered a special address. Other high-ranking representatives from UNESCO's international partners also shared their perspectives on the conference theme.

The global forum enabled worldwide stocktaking to debate and share experiences on challenges faced by international, regional and national programs on gender and media.

I spoke on the topic, "Current Research on Gender and Communication" emphasizing media training and research as a critical requirement to evidence-based policy formulation for capacity building. I cited AIBD's research-based publication "Broadcasting for All: Focusing on Gender," which was developed after having done research sourced from member broadcasting organizations. This serves as a guide for the production of diverse program



content maintaining gender balanced approaches and perspectives which is a valuable resource for training of broadcasters.

The newly formed Global Alliance on Media and Gender (GAMG) aims to intensify actions towards gender equality in media content. It will strengthen its network composed of media professionals, academics, policy-makers, and representatives from civil society groups, and development agencies.



The conference's final statement defines GAMG's overarching mission as "We are committed to gender equality and women's empowerment across generations to fully participate and enabling women's access to expression and decision-making by promoting a gender-inclusive media and communication environment that reaches gender equality in media organizations."

The Bangkok forum took as its reference point the 1995 Beijing Declaration and Platform for Action at the Fourth World Conference on Women. In this statement, the United Nations identified gender inequality in media – in access, representation and the dearth of female



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UNESCO' Global Forum on Media and Gender: Towards a Global Alliance  
[continued from page 20]

decision-makers – as a key area of concern.

In the closing session of the conference, UNESCO's Assistant Director-General Janis Karklins highlighted how the GAMG could contribute to the Post-2015 Development Agenda and to the UN Conference on Women in 2015.



Corletha Ollivierre, Director of the Board of the Caribbean Broadcasting Union, applauded the framework of the draft GAMG, and said: *“The Global Alliance starts today, with all of us in this room linking with other partners to make sure things happen.”* She also said that *“media houses are not the enemies of civil society. We have to try to find ways to engage constructively. We must work together to bring about the transformation that is needed.”*

Philomene Aboudou from the African Union of Broadcasters agreed that the GAMG served as a valuable forum for cooperation and a long-needed mechanism to advance one of the key areas of concern in the Beijing Plan of Action. *“In Beijing, we talked about media and gender, but did not take further action. After this event we will have an important mechanism to work together on this with UNESCO,”* she said.

Adama Lee Bah, President of Young People in the Media and youth representative in the steering committee, called on the young people to have a voice in the GAMG and for older generations to be open to this important voice. *“What we want... is a platform where young people can have the confidence to voice our thoughts, our dreams and challenges for a better future.”*

# DW Akademie: Times of Change, not only in Asia



DW Akademie, Germany's leading organization for international media development, is set for transformation in 2014. The institution's founding director, Ms. Gerda Meuer, has taken on a new challenge as DW's director of programming after 10 years of leadership at DW Akademie. Her successor is Mr. Christian Gramsch, who previously served as DW's director of regionalized content.

Apart from the change in leadership, DW Akademie will also re-orient its initiatives. While the organization previously focused mainly on training media professionals in a wide range of developing and transition countries, DW Akademie has now selected six focus countries in Asia - Bangladesh, Cambodia, Kyrgyzstan, Mongolia, Myanmar and Pakistan.

Alongside providing journalistic training, DW Akademie's offerings will include work on improving media self-regulation and media legislation as well as increasing the economic sustainability of media companies. These measures are intended to effect structural change in local media landscapes, leading to greater freedom of speech and improved access to information.

In Myanmar, for example, DW Akademie has for several years been supporting the country's shift toward more openness for its media. DW Akademie is helping establish a state-of-the-art journalism school in Myanmar. The project is also supported by UNESCO as well as partner organizations from France and Scandinavia. Further, Deutsche Welle has been supporting the transformation of Myanmar's state broadcaster into a public service media organization, and plans to offer advice to the new press council.

Despite now focusing on fewer countries, DW Akademie intends to keep working in other Asian countries as well. In India, for example, DW Akademie has customized its offerings by creating an exchange project that brings young Indian

journalists to the DW headquarters in Bonn.



Indian journalist Gunjan Sharma  
(Photo by DW)

In 2013, Indian journalist Gunjan Sharma, a senior correspondent at India's largest English-language news magazine, *“The Week,”* was honored with the German Development Media Award, a new initiative by the German Federal Ministry for Economic Cooperation and Development (BMZ) and Germany's international broadcaster, Deutsche Welle ([germanmediaawards.org](http://germanmediaawards.org)).

As digital forms of media continue to grow in importance around the world, DW Akademie also recently launched the onMedia blog (<http://onmedia.dw-akademie.de/english/>) – a guide to quality journalism in the digital age. It provides journalists with practical tips for navigating the challenges and opportunities facing the media world today, focusing on developing and emerging countries.

The blog has several series dedicated to exploring given topics in more depth. For example, the Online Security series examines issues such as digital security and ways to protect personal emails, while in Tools and Apps, the blog staff test for themselves how user-friendly certain pieces of software are. In the series Journalists@work, reporters from all over the world talk about their work and about the challenges facing the media in their countries.



# Cross-Culture Fun with Children's Programs

By **Mr. Kalle Furst**

Director of Furst & Father, Film and TV Ltd, and Consultant for NRK, Norway

In October 2013, I had the pleasure of chairing the AIBD/Hoso Bunka Foundation (HBF) Regional Workshop on Creative Content for Children's Programs, held from 28 October to 1 November 2013 in Kuala Lumpur, Malaysia.

The KL workshop had participants from seven countries: Laos, Malaysia, Maldives, Myanmar, Nepal, Pakistan, and Sri Lanka.



We focused on creativity in program development: dramaturgy, drama exercises and improvisation as part of script development, creative writing, development of the main characters, contrasts as motor in script writing, brainstorming and development of new drama and game shows. We also explored trends in international children's programs, children and the Web, transmedia, and ways to work with children on television.

Since participants did not know each other in advance, we spent a lot of time during the first days warming up and ice breaking. The methods we used for this could be replicated in training young people to take part in various forms of television production.

Some merging methods were combined with creative writing processes – free writing (a method where you write



uninterrupted – without thinking about grammar, form, or other corrections) in a given period. The participants shared stories about themselves with another participant - and then the listener wrote the story of the storyteller with the free writing method, and this was read to the others. Later on pictures from the childhood of each participant were used the same way.

After two days this group became familiar with each other, enabling them to work better in generating improvisations and pitch of finished projects. As creating ideas and projects for children's programs is an important part of the workshop – the participants were split into groups with the task of creating drama and game shows. They showed great enthusiasm in the pitch of these projects.



The participants enjoyed the workshop so much that their noise and laughter could be heard in the AIBD offices as the Director Yang Binyuan told us in his closing speech. The project was funded through a grant cycle provided by HBF for 2012/2013.

It is satisfying to give a workshop where I feel that different cultural backgrounds remain a positive force rather than a hindrance in the interest of working with children, and in enjoyment and humor.





# stein in Sri Lanka

STUDIOS



Stein Studios is the largest television studio complex in the region producing some of Sri Lanka's most successful television programs, world class commercials and providing an exciting venue for multinational corporate and musical events.



Experts in large scale reality shows, documentaries, live outside broadcast productions and sports coverage, the team at Stein Studios have won an impressive number of awards in the television industry. Stein Studios was also the host broadcaster for ESPN T20 World Cup in 2012 and is the production partner for a United Nations CSR project honoring volunteers in humanitarian work. The same high level of professional expertise, coupled with impressive facilities guarantee success for multinational company annual conventions with international representation.



Stein Studios has six fully air conditioned and sound proofed studios equipped with programmable lighting control systems, multi camera set ups with jimmy jibs and a 24 by 12 ft video wall which can be assembled to suit individual productions. All studio control rooms playback and record on the Omneon server which is connected to the post production editing and graphic suites allowing tapeless production from start to delivery. A team of 7 graphic designers, 3D animators and illustrators use a comprehensive range of software to bring an international standard of design to programmes, channel brands and commercials.



Travelling the length and breadth of the country, its outside broadcast truck equipped with 7 cameras covers cultural festivals, sporting events and

music shows both live and recorded. In addition 4 HD units are deployed daily around the island filming documentaries, commercials and music videos.



# Workshops on Children's TV Programs at TVK and RTB

By **Mr. Kalle Furst**  
 Director of Furst & Father, Film and TV Ltd,  
 and Consultant for NRK, Norway

This autumn I conducted two in-country workshops on "Children's TV Programs" organized by AIBD with the support of NRK. The first workshop was held in Phnom Penh, Cambodia, hosted by National Television of Cambodia (TVK) from 14 to 18 October with a group of 12 participants.



14 - 18 October 2013, National Television of Cambodia (TVK)

The second activity had 11 participants from Radio Television Brunei (RTB), which was held in Bandar Seri Begawan, Brunei from 4 to 9 November 2013.

We focused on trends in international children's programs, children and the Web, transmedia, different age groups and ways to work with children on television and creativity in program development. Part of the workshop included exercises in writing and drama and the participants took part actively and enthusiastically in these activities.

There is a digital war going on in the children's world. Those involved are fighting for your children's mind and money; if you are not there for the kids, others will be there. So you must take care of your own culture and identity. Children today must relate to global media to a far greater extent than



4 - 9 November 2013, Radio Television Brunei (RTB)

before, but children need to also take their own cultural ballast with them in order to be able to understand and accept other cultures, values and religions.

Since my first meeting with Asian Children programs in 1996, I have seen a qualitative development in children's programming. In many countries, broadcasters have increased the budgets for children's programs while in other countries there is less resource for the production of children's programs than of programs for adults. But there is still a great interest in learning and preparing for production of children's programs.

In this latest workshop, the participants were split into groups with the task of developing and creating programs for children: drama and game shows. The participants showed a great enthusiasm in the pitch of these projects.



Closing Ceremony, 18 October 2013, National Television of Cambodia (TVK)



Closing Ceremony, 9 November 2013, Radio Television Brunei (RTB)

Migration from the analogue to the digital system remains a key challenge to many broadcast organizations in Asia-Pacific. In the recent past, AIBD spearheaded several activities to meet such challenge in the region, the latest event being the AIBD/Prasar Bharati/STI-T sub-regional workshop on migration from analogue to digital broadcasting held in New Delhi, India from 23 to 27 September 2013.

The one-week workshop facilitated and supported broadcasting engineers towards proper selection, planning and implementation from analogue to digital migration. It highlighted the advantages and importance of digital transmission over analogue and the standards.

Discussion focused on the importance of selecting suitable technologies including the requirements and challenges of proper planning in adapting the digital transmission. Participants gained from the case studies and experiences of digitalization in Asia Pacific countries. They also learned about the major challenges in migration, digital dividends & coverage planning along with the ITU guidelines.

Twenty four participants experienced in the field of operation and maintenance of radio and TV broadcasting attended the workshop. They included twelve participants from India and another twelve from Bangladesh, Brunei, Laos, Malaysia, Maldives, Nepal, Nigeria, Sri Lanka and Thailand.



## Proper Planning and Implementation for Digital Migration

Consultants were from the Faculty of the Staff Training Institute (STI-T), AIR & DD Network and some of the retired officers of Prasar Bharati were also invited as resource persons.



In the study tour, participants visited the DRM transmitter and digital studios of All India Radio and Doordarshan.



## Successful Second MINI-INPUT in Manila

Following the INPUT Conference held in El Salvador in May 2013, the Goethe-Institut successfully organized a MINI-INPUT in Manila, Philippines from 14 to 16 November 2013, in collaboration with ABS-CBN, GMA Network Inc. and the University of Santo Tomas.

This second MINI-INPUT gave broadcasters the opportunity to watch a selection of programs screened at INPUT 2013. The challenge was to screen not the best, but rather the most interesting TV programs in order to generate interesting discussions among broadcasters.

Delegates from many countries discussed topics such as programming despite a tight budget, and hitting the right tone when programming for children or religion on TV. The programs screened demonstrated the diverse and imaginative ways of the TV producers.

AIBD Programme Manager, Ms. Geraldine Mouche, represented the Institute at the Conference in Manila.

This platform facilitated the exchange of information and knowledge among public and private broadcasters in Southeast Asia, Australia and New Zealand. It provided them an opportunity to watch

programs from all over the world and think through ways to improve or change their own content given prevalence of new technologies and social media.

A third MINI-INPUT will be organized in Vietnam in 2014, to be followed by the next INPUT Conference to be held in Helsinki, Finland on 12-15 May 2014.







## SGS Academy Launched

SGS, one of the world's leading inspection, verification, testing and certification companies, launched the SGS Academy with the theme "Transforming People and Business" in Kuala Lumpur, Malaysia on 18 December 2013.

Mr. Kenny Looi, General Manager, Systems and Services Certification, SGS Malaysia, welcomed the delegates who were briefed about SGS and its achievements. He said that although SGS was providing training over the past 20 years, it was mostly in-house and customer focused training. As they have a large number of experienced certified trainers, SGS have decided to launch their own Academy.

Mr. Cresenciano Maramot, Managing Director, SGS Malaysia and Singapore,

gave an overview of SGS. He said that their international experts help their clients to operate in more efficient and sustainable ways by streamlining processes, improving quality and productivity, reducing risk, verifying compliance and increasing speed to market. He said SGS is recognized as the global benchmark for quality and integrity, where they have more than 75,000 employees. SGS operates a network of over 1,500 offices and laboratories around the world and they have more than 1,200 people working in SGS Malaysia.

The event was followed by client testimonials where the representatives from AIBD, AEON, DKSH and See Hoy Chan Facilities shared how they benefited from the SGS certification.



AIBD Director Mr. Yang Binyuan shared his experience about AIBD's cooperation with SGS. In 2009, AIBD was awarded the ISO 9001: 2008 and ISAS BC 9001: 2003 quality management certificate by the Media and Society Foundation. It has been re-certified for ISO 9001:2008 and ISAS BCP 9001:2010 in 2012 by SGS. The certificate, which is valid until October 2015, includes AIBD's quality management systems and its core activities in training, consultancy, publication, content production, and conference and workshop organisation.

He said to enhance the capacity of the Institute, audit training was conducted for all staff in 2012 and 2013 by a trainer from SGS. He thanked SGS for their kind support and looks forward to the continued collaboration and the invaluable expertise and support in quality management, to transform people and businesses.



Deutsche Welle Director General Peter Limbourg outlined reform plans for the coming years at a November 2013 meeting of the Broadcasting Board, DW's supervisory body. Transforming DW into a leading German-based global information provider is the goal of the reforms.



Mr. Peter Limbourg, DW Director General  
(Photo by DW)

The Broadcasting Board unanimously welcomed DW's strategy for 2014 to

## DW to Bolster English Content

2017. "Through more dialogue and interactivity, DW aims to increase the relevance of its content to global decision-makers and political opinion leaders by 2017," announced Limbourg. "For that segment of our target audience in particular, we plan to extend DW's reach on all its platforms, thereby raising the number of regular DW users from the current 101 million to 150 million."

English-language content will be extended and will play a central role as the flagship of all DW offerings. By early February 2014, DW will have established regional priorities following clear criteria, and its television, Internet and radio

content will be optimized accordingly. To further streamline its work, DW has already merged its previous two programming departments into one under the new leadership of Director of Programming Gerda Meuer and Editor-in-Chief Alexander Kudascheff.

While English TV programming is set to significantly expand its news coverage, DW will continue to offer German-language television and online content as well. German-language TV news coverage will also be extended and

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# PBC Lahore – 76 Years of Significant Service to Radio

By **Mr. Abdul Raof Khan**

Head of PR Section, Pakistan Broadcasting Corporation

Established as the second radio station of the Subcontinent on 16 December 1937 after Bombay, Radio Lahore, now PBC Lahore, made historic contributions in promoting culture, music and art and emerged as an unparalleled academy to groom artists and singers, who ruled their fields for years to come.

It was this very distinction of PBC Lahore that a special seminar and music show was arranged to celebrate its 76th birth anniversary on 20-21 December. Pervez

Rashid, Federal Information Minister, who was guest of honor on the occasion, acknowledged that PBC still has great importance in spite of the popularity of contemporary media.

The PBC network has expanded to about 96 percent of the country. Director General of PBC, Mrs. Samina Pervaiz told participants that PBC is presently broadcasting programs in 21 languages through 36 FM, 24 medium wave and five short wave stations.



Radio Lahore recalls with pride that galaxy of renowned broadcasters, star artists, famous writers, and intellectuals who had either been associated with it or were discovered and launched by it.

Broadcasters, writers, directors, and artists put their heart and soul into the programs while artists and actors made their voice persona for the character to hold the listeners glued to their radio sets, making radio a popular medium in this part of the world.

Versatile artists Sultan Khosat and Mohni Das, later known as Mohni Hameed, are still fresh in the memories of the radio listeners. To acknowledge these services, the drama studio of PBC Lahore was named after Mohni Hameed.

The galaxy of singers, musicians, instrumentalists, and actors turned Radio Lahore into a center of cultural activities. Mehdi Hassan, Roshan Ara Begum, Nazakat Ali, and S.M. Saleem are few amongst them.



In the words of Naheem Tahir, who himself remained associated with PBC Lahore for a long time, 'There is hardly any great name in literature or performing arts who does not know a gratitude to PBC Lahore for its support.'

PBC Lahore and other stations established afterwards did not lag behind in times of natural catastrophes and humanitarian crisis. This organization also played a significant role in ongoing war on terror as it effectively countered propaganda by the FM stations established by the militant organizations.

DW to Bolster English Content  
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Ms. Gerda Meuer, DW Director of Programming  
(Photo by DW)

more clearly structured. Cooperation on news programs with German national broadcasters ARD and ZDF will be strengthened in the coming years. The successful multimedia content available for German learners will be further

developed and linked more closely to other content on dw.de.

In order to foster dialogue and interaction with users, DW will create new formats and intensify its connection to bloggers and other online opinion leaders.

Aside from producing high-quality news and background content, DW continues to foster global debate on media-related topics through its successful Global Media Forum. In 2014, the annual congress will once again take place in Bonn. Titled "From Information to Participation – Challenges for the Media," the event will run from June 30 to July 2. More information is available at [www.dw-gmf.de](http://www.dw-gmf.de).



# AIBD STAFF MEMBERS UNDERGO Internal Audit Training



The AIBD personnel participated in an in-house training on ISO & ISAS BCP Standards on Quality Management & Internal Auditing on 10 and 11 December 2013. The training served as a preparatory exercise for implementing internal auditing for 2014.

The Institute with the support of FES organized the event, which was attended by all staff members from the directorate, administration, programme, finance and IT departments.

The training will assist AIBD to prepare for the annual internal auditing which an external auditor will carry out in order to comply with the requirements of ISO 9001: 2008 and ISAS BCP 9001:2010 standards for its continuous improvement in the Quality Management Certification.

The staff members who were expected to function as lead auditors in performing

the internal auditing in 2014 benefitted from this training. They were reminded of the quality management standards along with their newly added clauses. They also had the opportunity to fine tune their auditing skills.

During the practical internal audits all staff participated actively and identified areas to improve the procedures and documentation in the management system.

Mr. Delip Singh, an expert in quality management systems and internal auditing from SGS, served as the trainer. He explained ISO 9001:2008 and ISAS BCP 9001:2010 quality management system requirements citing various examples. He also discussed the audit cycle from preparation to performing an internal audit, including techniques and styles of questioning to reporting on non-conformities and writing of effective reports.



In his informal closing remarks, Mr. Yang Binyuan, AIBD Director, thanked Mr. Delip Singh for sharing his invaluable expertise through this training program which will benefit the staff of the Institute.





## Birthday Celebration at AIBD

AIBD took time out recently to host a get together party in the Kuala Lumpur headquarters for its staff and some of the workshop participants who celebrated their birthdays in the last quarter of 2013:

### September



(From left to right): Geraldine, Vasuhi and Aminah

### October



(From left to right): Neelam and Kamariah

### December



(From left to right): Saqib and Suhaila

## New Year and New Look for AIBD Website

As AIBD enters the new year of 2014, it is using the opportunity for a revamp of its website front page, three years after launching the previous version.

The sleeker and easier website homepage represents AIBD's desire to continually present a fresh perspective on broadcast training.

The new homepage showcases major AIBD events, training activities, updates and more in clear and viewer-friendly fashion. The new look was launched on 8 January 2014, courtesy of the efforts of AIBD IT officer Holger Banko.



## New Photo Walls at AIBD

As part of a continuing initiative to highlight its activities over the past year, AIBD has updated for the third year in a row the photo walls in the corridors of its office headquarters in Kuala Lumpur, Malaysia. The photo walls provide the Institute's stakeholders and visitors a kaleidoscope of activities reflecting its mandate to promote debate and discussion of major issues confronting the Asia-Pacific broadcasters and train broadcast personnel in many of its varied operations.



International Conference on Broadcast Training

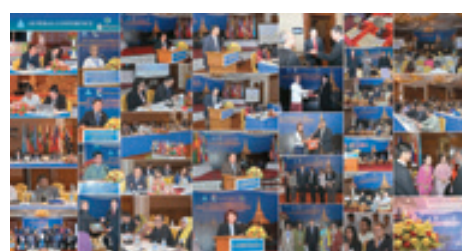
The series of eight photo walls include photomontages of the Asia Media Summit, AIBD General Conference, International Conference on Broadcast Training, training activities, international partnerships, and AIBD's internal developments in the year 2012/2013.



Training Activities



Asia Media Summit



AIBD General Conference



International Partnerships





# AIBD Members and Partners

## New DG at NIMC Bangladesh



**A. K. M Nesar Uddin Bhuiyan** has been appointed Director General of the National Institute of Mass Communication (NIMC), Bangladesh.

Born in 1958, he graduated with MSS Political Science from Dhaka University.

He served in different Ministries as Information Officer/ Senior Information Officer. In 2009, he served as Press Secretary to the Bangladesh President. In 2011, he was promoted as Additional Secretary.

## Deutsche Welle Appoints New Editor-in-Chief



**Dr. Alexander Kudascheff** has been appointed as editor-in-chief of Germany's international Broadcaster Deutsche Welle (DW).

Kudascheff, 62, who currently heads the Berlin studio, will take charge of DW's television, radio and online content from January 2014.

DW Director General Peter Limbourg said, "This is a further step towards streamlining journalistic content across all media, which will strengthen Deutsche Welle's profile as an information provider in the international media market."

On 1 November, DW merged its two programming departments in Bonn and Berlin into one, which is now managed by a single director of programming.

## New CEO for Fiji TV



**Tevita Gonelevu** is the new chief executive officer for Fiji Television Limited.

Gonelevu was appointed by Fijian Holdings Limited (FHL), the parent company for Fiji TV. He has been with FHL for three years as the General Manager Investment and former Company Secretary. In its announcement, the board said they have also approved the creation of a new organization structure.

The company also announced the re-designation of Tarun Patel as Fiji TV Group chief strategy officer from Fiji TV Group CEO.

Tarun Patel's new role will be to drive Fiji TV Group strategic expansion into the Pacific so that Fiji TV and Sky Pacific will be first choice in news and entertainment in all Pacific island nations.

## New Head at DW Akademie



**Christian Gramsch** has headed DW Akademie since November 2013, replacing Gerda Meuer, who has been named DW's executive director of programming.

Gramsch was previously DW's Director of Regionalized Content and Director of Programs for DW's radio and online services.

Prior to joining DW, Gramsch was the editor-in-chief for radio at the public broadcaster Hessischer Rundfunk. He is also an experienced instructor and consultant in the area of advanced training for journalists.

Deutsche Welle (DW) Director General Peter Limbourg has announced a structural reform aimed at making the broadcaster more internationally competitive. The reform will involve staff changes.

## All India Radio Announces New Director General



**R Venkateswarlu** has been appointed Director General of public broadcaster All India Radio (AIR).

Born in 1954, he attained a creditable academic record with dual Masters Degree in Political Science and Journalism & Mass Communication.

He has a background in audio-visual media management from Doordarshan (National Television of India) and All India Radio where he began as a mid-level manager and eventually rose to the top in view of his experience and excellent track record.

He took on his new role on 1 November 2013 and replaced Leela Dhar Mandloi, who retired from AIR in October 2013 after 37 years of service.

## New President for NHK



**Katsuto Momii**, a former executive of major Japanese trader Mitsui & Co., has been named as the next President of Japan's national public broadcaster NHK.

He takes over from the current president, Masayuki Matsumoto, who retires on 24 January 2014 at the completion of his three-year term.

Mr Momii, 70, currently senior corporate adviser at Nihon Unisys Ltd., will become the third consecutive NHK chief picked from outside the broadcaster.

Momii is known for his expertise in information technology and his broad international experience. He starts his three-year tenure on 25 January 2014.



# Asia-Pacific Institute for Broadcasting Development

## IDEA MATTERS

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