

## MORE MEDIA COVERAGE TO Voices of Moderation

By Jose Maria G. Carlos, AIBD Programme Manager



Delegates to the Asia Media Summit 2006.



From left to right: Malaysia Information Minister Datuk Zainuddin, Prime Minister of Malaysia, Dato' Seri Abdullah Ahmad Badawi and Dato' Abdul Rahman, DG of Radio TV Malaysia.



Dali Mpofu, Group CEO of South Africa Broadcasting Corporation S.A.

Datuk Seri Abdullah Ahmad Badawi, Prime Minister of Malaysia, has urged mainstream media from both the West and the Muslim world to reject the language of hatred, aggression, threat and confrontation, and give prominent coverage to the voice of moderation, tolerance and diplomacy.

He said "most people want dialogue and peace in the world, and not chaos." He called for a stop to the mocking of any particular religion or school of thought. "We must stop the sacrilege of any symbol held sacred by the faithful," he said.

Addressing over 400 top executives of private and public broadcast stations, and senior officials from government, academe and NGOs representing 68 countries,

Abdullah said we could curb extremism in our midst provided media allocate more airtime and space to the voice of moderation.

The Prime Minister delivered the keynote address before the three-day Asia Media Summit 2006 on 29 May 2006 at Hotel Nikko in Kuala Lumpur, Malaysia. Now on its third year, the Summit had twin goals; to serve as a regional platform for discussion and critical thinking of media issues dealing with content, technology, regulation, professional and ethical standards and their impact on society; and two, to promote dialogue and understanding among participants from Asia, Pacific, America, Europe, and Africa.

### Dialogue must continue

The Prime Minister said the dialogue between two great civilizations-the Islamic World and the Christian West-must continue for this is vital in shaping the future of humankind. "Animosity and antagonism between the two civilizations will go on as long as there is hegemony," he said.

He said, "mutual respect for one another should replace hegemony. Reciprocity should become the ethical principle that

conditions relations between the West and Islam." He urged the media to correct misconceptions on both sides of the divide, and be more sensitive to cultural, religious and societal nuances.

Mr. Kofi A. Annan, in his message to the Asia Media Summit, which was delivered by Dr. Kim Hak-Su, UN undersecretary general, had a similar call. "Media have an important role to play in promoting tolerance, respect for and freedom of religion and belief. "Media should not be vehicles for incitement or degradation, or for spreading hatred. It must be possible to exercise discretion without encroaching on fundamental freedoms," he said.

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Mr. Jean Reveillon, secretary general of European Broadcasting Union invites Summit delegates to the Asia-Pacific and Europe Media Dialogue



Participants offer prayers to the earthquake victims in Indonesia.

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(Voices of Moderation)

Mr. Dali Mpfu, Group CEO of the South African Broadcasting Corporation, also spoke of media's role in promoting dialogue and peace in his speech during the session on inter-continental media dialogue. He supported the proposal for a unitary world body of broadcasters, which will bring the continental and regional bodies under one roof and meet at least once every two years. He said this body will tackle not only the urgent tasks of bridging the communication gaps but also the proliferation of technological standards and the national diaspora spread across continents.

### Explore root causes of war and conflict

Dr. Chandra Muzaffar, president of the International Movement for a Just World, lamented mainstream media's performance in exploring the root causes of tragedies, wars and conflicts in the world. He said media's coverage has "failed to create a sort of awareness in the public mind that may persuade at least a small segment of society to act on behalf of justice." To address this situation, he suggested that we support alternative media, which may be able to ask the right questions about the root causes of violence and injustice and engage society for urgent action. He said public service broadcasting could play this role provided that they represent the larger interest of the society and not merely be the voice of the state.



Dr. Chandra Muzaffar meets with Mr. Dali Mpfu.

Ms. Alison Weir, executive director of *If Americans Knew* in the USA, spoke of distortions in American media's coverage of the Palestine-Israeli conflict, among them, in reporting Palestinian deaths especially of Palestinian children, the Abu Ghraib-like torture of Palestinian prisoners and the growing non-violence movement in the West Bank. She said such journalistic malpractice must stop.

Datuk Zainuddin Maidin, Information Minister of Malaysia, shared his insights on the impact of media reporting on ethnic



Ms. Alison Weir discusses US coverage of Palestine-Israeli conflict.

and religious integration. He said that in Malaysia, "the media has the freedom to report what they see fit, but this freedom must be accompanied by responsibilities. The newspapers, radio and television stations could report, but their coverage should avoid, where possible, the religious, racial and cultural sensitivities of the communities".

### Support for community radio

Community radio can play a critical role in ethnic and religious integration, Secretary Cerge Remonde, Head of the Government Mass Media Group, Philippines, said in his presentation. He called for more support to community radio, which can stir discussion and dialogue so that ethnic and religious concerns can be recognized and understood.

The eight Millennium Development Goals (MDGs) were discussed in the Summit as a source of local content for global audiences. Mr. Kim Hak-Su, UN undersecretary general and executive secretary of the UN Economic and Social Commission for Asia and the Pacific, stressed the key role of media in attaining the MDGs goals for human development by 2015. He said that as key agents, media



Prime Minister of Malaysia Datuk Seri Abdullah Badawi meets Secretary Cerge Remonde of the Philippines.

could report on issues that affect ordinary people and marginalized groups, which could remind policy makers of their commitment to fighting the daily onslaught of silent tragedies. He urged media to spread the news about the MDGs through local languages and by using the pictures to tell the story.

### Search for secure & authentic media



Dr. Abdul Waheed Khan talks about media accountability.

On the topic of media independence and accountability, Dr. Abdul Waheed Khan, assistant director-general for Communication & Information, UNESCO, said "a free press is not a luxury that can wait for better times' rather, it is part of the process which can bring about better times. Freedom of the press should not be viewed solely as the freedom of journalists to report and comment. It is strongly correlated with the public's right to access knowledge and information. Jean Reveillon, secretary general of the European Broadcasting Union, said real independence is impossible in public broadcasting specially because of funding dependence on the government. He suggested the imposition of a TV tax to secure financial autonomy and ensure more comprehensive and objective reporting.



Sanjaasuren Oyun, Member of Parliament, Great Khural, Mongolia.

Javed Jabbar, chairman of the South Asian Media Association in Pakistan, said there is a need for the independence of media to

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# AIBD Meets UN Agencies

The AIBD Secretariat led by Mr. Javad Mottaghi, AIBD director, met officials of various United Nations agencies attending the Asia Media Summit last May and updated them about the Institute's activities, highlighting the implementation of 100 projects that have benefited close to two thousand broadcasters in Asia-Pacific.

Dr. Mottaghi said AIBD is on track in implementing the programmes under the five-year strategic plan that includes pursuing a more assertive role as a regional platform in encouraging dialogue and cooperation in the electronic media policy of the region, and conducting more activities dealing with poverty alleviation, ethnic and religious conflicts, and empowerment of women, cultural minorities and disadvantaged groups through the use of ICTs.

In his presentation, Mottaghi sought more funding assistance from UN agencies to implement the Institute's various projects. Dr. Kim Hak-Su, UN undersecretary general and executive secretary of UNESCAP, lauded AIBD's contribution to communication and social development in the region. He said AIBD continues to enjoy the UN's full support, but admitted that UN funds have become limited.

Dr. Abdul Waheed Khan, assistant director-general for Communication & Information, UNESCO, Paris, suggested that AIBD seek other innovative programmes in training such as distance learning or on-line training, to minimize costs. ■

Dr. Kim Hak-Su hears AIBD's future plans.



Dr. Abdul Waheed Khan (left) and Ms. Caroline Petit, Head of Promotion & Distribution, United Nations.

# TV Challenges in Changing Media Landscape

Stakeholders in the broadcast industry need to encourage community and commercial broadcasters to produce more public service programming, to assist public service broadcasters leverage the major opportunities offered by new formats and delivery platforms from media convergence, and to support more media and audience research and media literacy in schools and at home. They felt that regulating bodies should be independent and insulated from commercial and political pressures to ensure a healthy media landscape.

These were some of the recommendations generated during the International Seminar on Public Interest and Broadcasting Development: Regulation, Co-Regulation and Self-Regulation, a pre-Summit activity held on 28 May 2006 in Kuala Lumpur. Some 68 participants, mostly regulators, top media executives, senior journalists, academics and NGO officials from across the globe, participated in the one-day seminar. The Friedrich-Ebert Stiftung, UNESCO and the World Radio & TV Council supported this activity.

In her opening remarks, Ms. Jocelyn Josiah, Advisor, Communication & Information for Asia, UNESCO, New Delhi, India urged delegates to help build informed democracies that welcome citizens' active participation in bringing about transparency and good governance, and in discussing the nature and mission of public broadcasting, and relevant regulatory mechanisms.



Ms. Jocelyn Josiah, communication advisor of UNESCO, India, delivers the opening remarks.

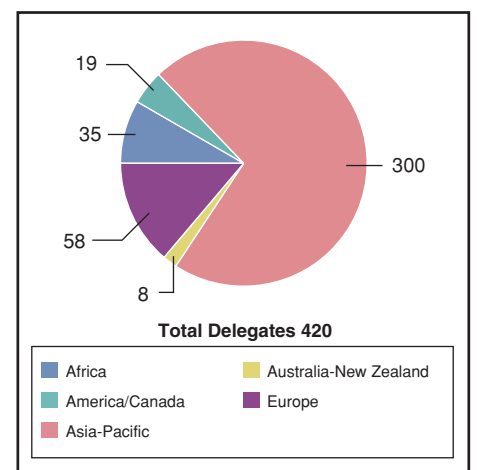
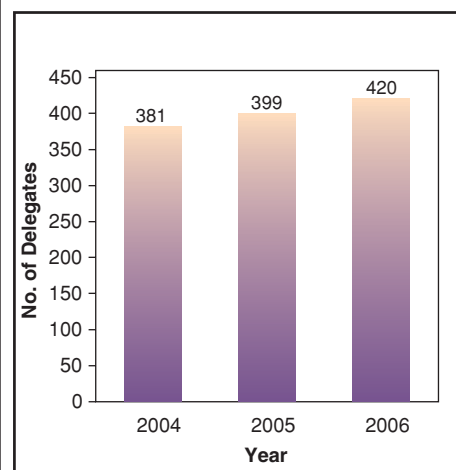


Dr. S.K. Ishadi, president of Trans TV, Indonesia (left) and Ms. Eve Salamon, consultant on Media Regulations, UK

Mr. Guillaume Cheneviere, chairman of the World Radio & Television Council, Geneva, Switzerland, said in his opening remarks that public service broadcasters need to exploit their inner strengths and possibly become movers and shakers in creating a knowledge society. He urged delegates to consider self-regulation and the public's role in formulating broadcast regulations, their adaptability, feasibility and efficacy in Asia. ■

## AMS 2006 Breaks Record

Asia Media Summit 2006 attracted a record high 420 delegates since it was launched in 2004. It had the highest number of countries (68) represented in its three-year history, the biggest sector coming from Asia, Europe, and Africa.



# South African Documentary Wins 2006 World TV Award

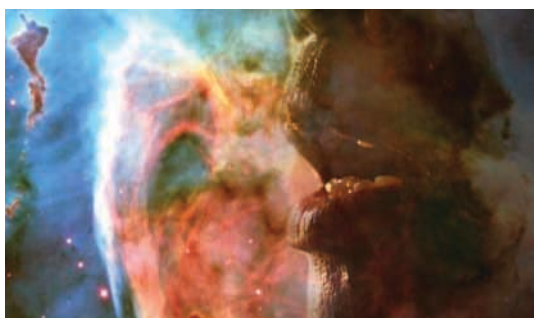
"Good Vibrations," a documentary from the South African Broadcasting Association in the series of Faith which explores how different religions and spiritual traditions use sound to connect with the Divine, won this year's World TV Award for Best Documentary.

Produced by Breeze Productions from Cape Town, the film featured choir leaders, scholars and leaders of Christian, Muslim, Jews, Hindu, new age and African traditions, revealing how their belief systems use sound as a possible dial up connection with the Divine.

The international jury chaired by Ms. Moneeza Hashmi, general manager of HUM TV Lahore Pakistan, was unanimous in its decision and was extremely impressed by the film's strong visual sequences that took the viewers on a fascinating and thought provoking sound journey.

"Suddenly it all seemed so simple to understand and then relax those invisible borders that divide and separate religions, Ms. Hashmi pointed out.

Thirty-four entries from 20 countries across the globe vied for the US\$7,000 top prize,



A picture from the winning documentary *Good Vibrations*.



Ms. Moneeza Hashmi announces the winners during the Asia Media Summit.

certificate and trophy. In second place was the documentary submitted by ARD Germany titled "The Red Frame-Belfast-The Children and the Curse of History." This year's theme was "Religious Understanding & Tolerance." In 2007, the Award's theme will focus on conflict resolution. ■

# Enhancing Media Accountability



Ms. Clara Arthurs, media development trainer of BBC World Trust, conducts a session at the Workshop on Media & Accountability.

Some 30 journalists from 20 countries in Asia-Pacific participated in a two-day workshop on Media and Accountability aimed at enhancing their editorial and production skills in reporting corruption.

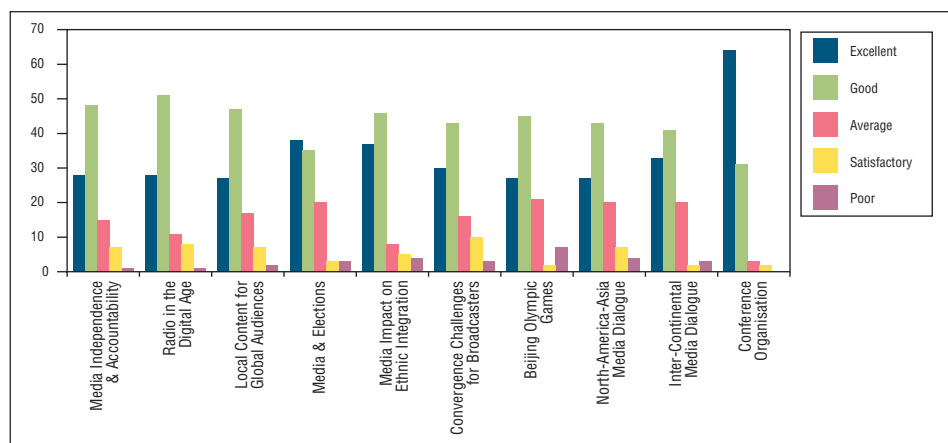
On opening day, UNDP Regional Policy Adviser Patrick Keuleers spoke of the deplorable extent of corruption in the region and anti-corruption tools media may utilize such as an investigation into asset declaration, access to information through the Freedom of Information laws. Mongolian Member of Parliament Dr. Sanjaasuren Oyun pointed out to the participants that corruption has no obvious victim but all of society is a victim.

Workshop exercises included discussion on providing corruption stories with editorial balance and production values such as getting the human angle of the story, using graphics and re-enactments. Participants also discussed ways to sell corruption stories to their bosses, safety of journalists and their sources and investigative reporting skills.

In their summary report to the Asia Media Summit, workshop participants urged delegates to use their influence to lobby for legislative changes and media freedoms and in particular to address laws which directly impact on journalists ability to do their job, including Freedom of Information laws and media ownership rules. Media workers and owners were urged to welcome scrutiny of their own industry.

The workshop conducted on 27-28 May 2006 was a pre-Asia Media Summit activity organised by AIBD and UNDP. ■

## Good & Excellent Marks for AMS



AMS participants gave good and excellent marks to all the sessions they attended as indicated in the evaluation forms they filled up after the Summit (see graph). Evaluation covered the usefulness or relevance of the information in each session, quality of presentation and quality of speakers.

Some speakers created a positive impression and received outstanding feedback from participants.

While more than satisfied with the Summit, some participants suggested that they be given more opportunity to ask questions and share their comments. Others recommended to include more women speakers in some sessions. ■

be secure and authentic. "One creative way would be to grant media a specific status in the constitutions of states," he said.

Media and elections were also tackled in the Summit. Mr. Eugenio Lopez III, CEO & COO of ABS CBN, Philippines, said media should be in every step of the electoral process to ensure fair and credible elections, from providing the candidates' profile to voting and counting. Mr. David Wood, head of Project, BBC World Service Trust, said the "media can only play its role effectively when covering elections, if its practitioners are professional and ethical."

### Opportunities in the digital age

Speaking on radio in the digital age, Shri Brijeshwar Singh, director general of all India Radio in India, said digital broadcasting offers many opportunities, but the real challenge is in the digital transmission and reception. "It is here that the consumer has to be persuaded to buy a digital receiver and switchover with time," he said.

Mr. Wayne Head, director of the ABU Technical Department, spoke of new platforms in the mobile and broadband-based lifestyle markets, which broadcasters can access and exploit to offer new styles of content. Mr. Mock Pak Lum, CEO of MediaCorp Technologies, Singapore, cited numerous opportunities for broadcasters in the digital world, among them, selling integrated TV and Internet packages, launching IPTV services such as subscription or pay per view, selling archive content, podcasting and data casting.

Mr. Ramesh Jaura, European director of the Inter Press Service in Germany, said we must not isolate Third World countries from the digital revolution whose goals must be attuned to the needs of humanity.



**Ms. Adelheid Feilcke – Tiemann M.A. of Deutsche Welle (left) and Mr. Ramesh Jaura.**

Opportunities and challenges awaiting the Beijing Olympic Games were also tackled in the Summit.

### Trust for each other

For the first time, the Summit conducted a North America-Asia Media Dialogue in an



**From left: Dr. Abdul Waheed Khan (UNESCO), Mr. Walter Fust (GKP), Datuk Zainuddin (Minister of Information, Malaysia) and Ms. Beate Bartoldus (FES) in a dinner hosted by the Ministry of Information.**

effort to enhance understanding between the two continents. David Jackson, director of the Voice of America, pointed out that America must understand the historical, cultural and political context of suspicions Asia has about Western media and should work hard to earn the trust of the region. He also said that Asia must recognize that the free flow of information is beneficial to both economic development and social stability. "Trying to restrict the flow of information by jamming broadcasts, for instance, can breed misunderstanding and even hostility," he said.

During the opening ceremony, Ms. Beate Bartoldus, head of the Department Asia-Pacific, Friedrich-Ebert Stiftung, one of the conference major sponsors, stressed the key role broadcasting can play in a nation's development provided it makes available to the people a broad variety of information. "The preservation and restructuring of public service function of broadcasting therefore seems to be of substantial importance," she said.

Mr. Javad Mottaghi, AIBD director, requested Summit participants to stand up and offer a minute of prayer to the victims of the devastating earthquake on 27 May 2006 that killed thousands of people in Indonesia.

The Summit was conducted in four languages, English, French, Arabic and Chinese. It was broadcast live for the first time through webcasting, enabling those unable to attend the meeting to access the discussions and send their feedback. AIBD in collaboration with its sponsors and partners conducted seven pre-Summit workshops and seminars dealing with media accountability, media regulation, reporting humanitarian issues during conflict situations, ICTs and challenges to

broadcasters, the regional thematic preparatory meeting for the 5th World Summit on Media for Children, and understanding and reporting religious issues.

Malaysia's Information Ministry hosted a dinner for all delegates. Tourism Malaysia also sponsored a lunch and a trip to Putrajaya, Malaysia's new administrative capital, and its director general, Dato' Kamaruddin Siaraf, pledged to provide bigger support for next year's Summit scheduled from 29 to 31 May in Kuala Lumpur.



**Delegates to the Asia Media Summit 2006.**

The Friedrich-Ebert Stiftung, Malaysian Airlines, and Radio Television Malaysia were the principal sponsors of the three-day Summit. Co-sponsors were the Ministry of Information, Malaysia, UNESCO, Republique Francaise, UNICEF, International Telecommunication Union, ICRC, Tourism Malaysia, Islamic Development Bank, World Radio & TV Council, UNDP, CCTV, ABU, United Nations ESCAP, Help University College, Global Knowledge Partnership, Limkokwing University College, TVEAP, Comprehensive Dialogue Among Civilizations, INA, and the Malaysia Design Innovation Centre. Other partners who supported the Summit were the Arab States Broadcasting Union, Asia Media Information & Communication Centre, Commonwealth Broadcasting Union, Pacific Islands News Association, Southern African Broadcasting Association, and the Thomson Foundation. ■

# GLIMPSES OF ASIA MEDIA SUMMIT 2006

29-31 May, 2006 Kuala Lumpur



# International Standardization Committee for Media Quality

By Guillaume Cheneviere, Chairman, World Radio & TV Council

Right after the Asia Media Summit 2006, the ISAS BC and P 9001 International Standardization Committee for Media Quality met for the first time in Kuala Lumpur.

Twenty media professionals and experts from Africa, the Arab world, Asia-Pacific, Western and Eastern Europe, South and North America drafted the guidelines of media quality reflecting the common principles and good practices shared by media professionals all around the globe.

These guidelines cover quality of information, quality of media content in general, ethics, independence, transparency, audience/readership research, human resource management, organization of work, technical infrastructure, and relationships with the public, advertisers, the public authorities and the suppliers.

They complement the Certimedia ISO quality management standards for broadcasting, press and the Internet, developed by the Media and Society Foundation and supported by AIBD to help media organizations strengthen their own governance and



Participants discuss media quality standards during the International Standardization Committee Meeting.

reinforce their credibility with the general public and all stakeholders.

Participants in the International Standardization Committee, both public and private media, media owners and trade unionists, representing the most important international professional associations of the media industry, unanimously agreed on the need and value of implementing the Certimedia quality system, a voluntary tool for media self-improvement, under neutral, independent control of ISO auditors. ■

## Bright Future for Videogames & Interactive Media

By Olivier Delpoux, Programme Manager

Players in the video games and interactive industry in Asia and France met in Kuala Lumpur last month and expressed optimism over the development and growth of the industry. They said collaboration among video games/multimedia/interactive media companies, software publishers, and animation studios is growing fast in Asia. They made this assessment in the three-day symposium held at the MSC Innovation Center, Cyberjaya, Malaysia, from 23 to 25 May 2006.

The Asia-Pacific (AP) region is leading the world video game market with a USD 10.1 billion market (2004) and annual growth of

18%. Benefiting from this trend, the AP zone is currently experiencing a genuine interest in the development of this new creative industry.

Fifty-three participants from Malaysia, Australia, Hong-SAR, Singapore, Thailand, Philippines, Indonesia and France attended the meeting jointly organized by, the AIBD, HELP University College and the French Ministry of Foreign Affairs (FMFA). The symposium served as a meeting place to enhance collaboration between professionals in the video games and interactive media industry from Asia and Europe. It also provided opportunities to promote Southeast Asia as the emerging market segment in video games and interactive media.

Issues discussed during the meeting included the economy of the video games industry, funding opportunities in Asia/South East Asia, new technology and concepts of interactive TV games via SMS and mobile gaming. ■



## How to Modernise a TV Newsroom

By Canal France International - Asia and Oceania



Mr. Guy Muller, CFI (left) and Mr Michel Reinette, Trainer, France Televisions

Modernizing a TV newsroom was the subject of the first training workshop for TV chief-editors held in Kuala Lumpur from 25 to 27 May 2006. During the workshop, the role of TV News Chief-Editor was extensively discussed - through his/her relationship with the team in the newsroom and his/her hierarchy. Also addressed were editorial content, and the articulation between image and sound with a focus on storytelling and rhythm.

This activity brought together 10 chief-editors in charge of national TV news programmes from 8 Asian Television channels : VTV and HTV (Vietnam), TNL (Laos), TVK (Cambodia), BBS (Bhutan), SLRC (Sri Lanka), TVRI (Indonesia), RTB (Brunei) and CH11 (Thailand). It was jointly organised by AIBD, Canal France International and the French Ministry of Foreign Affairs.

A second 3-day session will take place during the AIBD General Conference in Phuket in July 2006, and a 3rd session will be organised in France in conjunction with the Asia-Pacific Europe Media Dialogue in September 2006. On this occasion, participants will be invited to visit the premises and facilities of France3's newsrooms for National News programme (France Televisions). ■

# Preparations for Asia-Pacific & Europe Media Dialogue

AIBD, the European Broadcasting Union (EBU) and partners met during the Asia Media Summit to finalise the list of speakers and logistical requirements for the Europe-Asia Media Dialogue from 11-13 September 2006 in Paris.

Mr. Jean Reveillon, EBU secretary general and chairman of the organizing committee, presided over the meeting attended by representatives from the French Embassy in Singapore, Duetche-Welle, Radio France Internationale, Canal France Outre-mer and AIBD. Dr. Javad Mottaghi, AIBD director, informed the attendees that UNESCO has agreed to support the Dialogue by providing simultaneous translation in English and French and making available two offices for the Secretariat.

The attendees discussed the profile of speakers from Asia and Europe and ensured that there would be a diversity of representation and views, which is critical for a meaningful discussion of media issues affecting the two continents. The Dialogue will feature 45 speakers and chairmen from various parts of Asia and Europe.

During the meeting, preparations for the next Asia-Pacific and Europe Media Dialogue from 3-5 September 2007 were also tackled, including the conference venue at the German Parliament Convention Centre in Bonn, Germany. ■



AIBD Director, J. Javad confers with Jean Reveillon, secretary-general, and, David Lewis, assistant secretary-general, both of European Broadcasting Union.

## TV Educational Programmes for the Youth

*Eric Soulier, Audio-Visual Attaché for South East Asia  
French Ministry of Foreign Affairs (French Embassy in Singapore)*

A group of newly hired young producers from the Bhutan Broadcasting Service Television (BBS) were recently trained in the production of TV educational programmes for the youth. In an in-country workshop organized by Canal France International (CFI) and AIBD on 10-18 April 2006 in Bhutan, the producers learned the dynamics and requirements of a TV programme including the art of directing a show.



Workshop participants in Thimphu, Bhutan.

Mr. Jean Jacques Legarrec, a senior reporter from France Televisions (French Public TV Channel), conducted the workshop, which was supported by the French Government. During the training sessions, one group identified and discussed the changes in Bhutan brought about by the advent of new technologies such as the Internet and their impact on the youth, and used this subject as content for a 25-minute programme they

produced. The other group used a mini drama to portray how a "good" and "bad" youth would behave.

Managed by Mr. Mingbo Dukpa, BBS is an advocate of using television as a tool for the development of knowledge. It broadcasts 5 hours a day of "fresh programmes" in English and Dzongkha from 6 to 11 pm. They are replayed the next morning. ■

## ICTs to Promote Public Interest



Mr. N. Gunawardene, president TVEAP, Sri Lanka speaks about the potential of ICTs.

Asian and African participants to the workshop on "ICTs and Prosperity: Potential and Challenges for Broadcasters" approved a set of recommendations to strengthen media's capacity in strategically using ICTs to promote the public interest and socio economic development.

Their recommendations were to strengthen media's links with civil society, academia, and activists, form partnerships that don't affect their editorial independence and try out new formats to reach out and engage fragmented, distracted audiences.

Some 35 TV and radio broadcasters, civil society activists and media regulators from Asia and Africa regions participated in the workshop, a full day of reflection and debate on the nexus between information and communications technologies – ICTs – and broadcasting.

Participants suggested training module on media, ICTs, and social justice issues, more media fellowships on ICTs in development, and media orientation & training workshops for mid-career professionals. As part of their advocacy initiatives, they recommended better management of spectrum as a public commons, enabling framework for community-based broadcasting, and move towards more accommodating intellectual property arrangements.

Held before the Asia Media Summit, the meeting in Kuala Lumpur was co-organised by Global Knowledge Partnership (GKP) and TVE Asia Pacific (TVEAP) in partnership with AIBD. ■

## International Preparatory Workshop on Understanding and Reporting Religion



Dr. Tim Jenssen from the University of Southern Denmark stresses a point during the International Preparatory Workshop held on 28 May 2006 in Kuala Lumpur



# Training for ICT-Enhanced Regional Radios

By Karl Lippe,  
Engineering Consultant  
& Trainer, AIBD

Bangladesh was the recipient of two AIBD training courses on how to integrate ICT equipment into the radio programme production process and to enrich programming through new participative formats. These courses were part of a series of six workshops AIBD and Deutsche-Welle Akademie agreed upon to implement in the regional radio stations of Bangladesh, Laos and Vietnam.

Eight engineers and producers from Bangladesh Betar's regional station in Rangpur participated in the course from 19 to 23 March 2006 and another nine from its regional station in Chittagong attended the workshop from 26 to 30 March 2006. Months before the workshop, Bangladesh Betar equipped both stations with four computers each and MP3 recorders for the first time, and this proved timely and useful as the participants appreciated more the role of new technology in improving content and production.

The two courses were completed successfully as participants not only learned how to adopt ICT to produce local radio programmes but also produced new participative programmes. Participants from Rangpur produced two ten-minute radio programs entitled "Jibon Jekhane Jyamon" (Life is like that) featuring the sari weaver community and the flower shops, and "Nabo Digante" (New Horizon)



Participant interviews Bangladeshi woman for a radio programme.



highlighting discussion with young people on cricket and a visit to a music school. At Bangladesh Betar Chittagong, participants produced "Jiboner Galpo" (Story of Life) focused on the people of the Debpahar township and the rickshaw pullers at Chawk Bazar, and "Jibon o Jibika" (Life and Livelihood) dealing with a visit to the Agricultural Information Office and to the fire brigade. ■

# Strategy for Survival

Using the elements of surprise and teasing, changing formats throughout the seasons, locating competition's weak spots and floating free breaks are some programming instruments radio companies can exploit to ensure survival and growth in the highly competitive radio industry in Asia.

Mr. Thomas Rump, a radio management consultant and director of PerConsult, Germany, emphasized these strategies during the three-day workshop on audience research, programming and scheduling for radio held on 1-3 June 2006 at the AIBD.

Fifteen radio producers, managers and directors from Bhutan, Fiji, Malaysia, Micronesia, Singapore, Thailand and Vietnam attended the workshop. ■



Participants prepare a research questionnaire for the radio audience.

# Enhancing Presentation Skills on TV

by Olivier Delpoux,  
Programme Manager

The AIBD with support from the French Government and Canal France International (CFI) organized a workshop on TV News Magazine Presentation in Hanoi from 3 to 7 April 2006. The Vietnam TV (VTV) was also AIBD's partner in this training course, which was designed to improve presentation skills of TV news magazine presenters/journalists, covering on-camera attitude, voice craft, expression, interpretation and improvisation skills, vocal style and credibility, writing skills and interview techniques.

Participants were nine journalists / presenters from Vietnam, Indonesia, Laos, Cambodia, Sri-Lanka and Timor Leste. CFI appointed as training consultant an experienced professional from France Televisions, Mr. Remy Lillet (Project Manager from the News Department, France 3). The weeklong activity was part of the joint programme implemented by AIBD, the French Government and CFI in 2006. VTV Training Centre in Hanoi provided the facilities and handled the coordination work for the workshop. ■



## New FES Representative in Malaysia

Dr. Paul Pasch recently arrived in Kuala Lumpur to be the Friedrich Ebert Stiftung (FES) "integrated expert" on secondment at the Asia-Pacific Institute for Broadcasting Development. He cooperates with AIBD and assists regional media activities. In 1991, he joined the German foundation as its Middle East desk officer based in Bonn. Prior to his appointment in Malaysia, he was head of the Southeast Asia Unit at FES head office in Bonn. Dr. Pasch replaced Ms. Mareike K. Le Pelley. Reestablished in 1947, FES serves to further political and social education of individuals from all



Dr. Paul Pasch (third from left) chairs a session at the International Preparatory Workshop on Understanding and Reporting Religion.

walks of life in the spirit of democracy and pluralism, facilitate access to university education and research for gifted young people by providing scholarships, and contribute to international understanding and cooperation. ■

## New Member of the AIBD Family



Jose Maria G. Carlos, formerly secretary general of the Singapore-based Asia Media Information & Communication Centre, is the newest member of the AIBD family. He joined the Institute in March 2006. Mr. Carlos is assisting AIBD develop new project proposals, source funds and expand networking activities. He is also involved in some international conferences, media dialogues and publications. ■

## Gender & TV Programming

By Manil Cooray, Programme Manager, AIBD

Critical issues on gender equality, and the framework for planning to integrate and educate gender sensitive and gender equality dimensions in television programmes were the subjects of an AIBD-FES Regional Workshop on Gender and TV Programming held from 20 to 23 June 2006 in Beijing, People's Republic of China. This framework was designed as a tool for empowerment to effect change for social development. Fifteen senior TV programme executives from Brunei, Bangladesh, China, Indonesia, Korea, Malaysia, Nepal, Pakistan, Thailand and Vietnam attended the workshop.

AIBD organized this workshop in cooperation with the Friedrich Ebert Stiftung within the framework of its Gender Advocacy Programmes, and with the State Administration for Radio, Film and Television. The China Central Television hosted the workshop. Gender issues, inequalities existing in various countries were explored by using a variety of methods ranging from selection of various images from the print media brought along by the participants to the preview of various video programmes and clips, among them. "Afghanistan Unveiled." The workshop methodology was based on the concept of dialogue and interaction, allowing for maximum involvement of the participants.

Workshop consultant was Ms. Kristiina Tuura from Finland who has extensive working experience in this area in the developing countries. She gave theoretical inputs, which was followed by intensive discussions, group presentations and individual pitching of programme concepts. ■



Workshop participants discuss ways to develop a viable gender sensitive pitching of gender sensitive programmes concepts.

# AMS Secretariat in Action

The entire AIBD secretariat came in full force at Hotel Nikko, Kuala Lumpur to attend to all the requirements of the Asia Media Summit 2006. They were assisted by personnel from Help College, the Asia-Pacific Broadcasting Union and AIDcom. Summit participants were more than happy with the general arrangements and helpfulness of the entire staff as indicated in the results of the evaluation form (see graph on page 4). ■



# AIBD Forthcoming Activities in 2006

Regional Seminar on Digital Terrestrial Broadcasting in collaboration with the International Telecommunication Union and French Ministry of External Affairs  
*New Delhi, India 3-5 July*

AIBD-CFI Workshop 2 for TV News Directors  
*Phuket, Thailand, 24-27 July*

AIBD-CFI Scriptwriting, Planning, Production and Post-Production of Documentary programmes.  
*Dili Timor Leste, July*

32nd Annual Gathering and the 5th AIBD General Conference and Associated Meetings  
*Phuket, Thailand, 24-28 July*

AIBD-Help University Certificate in Broadcast Journalism (Television News)  
*Kuala Lumpur, Malaysia, August to October*

Asia-Pacific & Europe Media Dialogue  
*UNESCO Headquarters, Paris, France, 11-13 September*

Course on Local Area Network Technologies  
*Kuala Lumpur, Malaysia 11-29 September*

AIBD-BBC Regional Workshop on TV News Production  
*Jakarta, Indonesia, 11-15 September*

AIBD/HBF Regional Workshop on Infotainment Programmes for Children's Television  
*Kuala Lumpur, Malaysia, 18-21 September*

AIBD/FES/TRANS TV Regional Workshop Research and Ethics for Accurate Journalism  
*Jakarta, Indonesia, 20-24 November*

Regional Seminar on Public Interest and Broadcasting Development – Regulation, Co-regulation, Self-Regulation  
*New Delhi, India, 9-10 October*

AIBD/INA/Audiovisual Resource Workshop on Archiving TV Programmes  
*Phnom Penh, Cambodia, October/November*

AIBD/UNESCO/UNDP Regional Project contributing to the Global Network of Young Television Producers on HIV and AIDS - Three-week workshop  
*Karachi, Pakistan 6-25 November*

## Quality in Children's Television

*By Thorsten Haas, TV Producer, ZDF, Germany*

In March 2006 two in-country workshops, organised by AIBD and PRIX JEUNESSE, were conducted at the Goethe Institute in Dhaka and at TVK (National Television of Cambodia) in Phnom Penh to support and enhance quality in children's television.

Participants in Dhaka included 15 TV-producers from the government-owned channel BTB, private channels, free-lance producers, students from Dhaka University and representatives from various organisations and institutes. In Phnom Penh, there were 16 participants composed of representatives from TVK and students from the Unicef-supported group SCYP (Support Children and Young People), which produced a programme series for Unicef called "Youth Today."

In both countries the workshops started with two questions:

- What do children like to watch on TV?
- What do producers, parents or educators like children to watch?

After learning about children's interests, needs and wishes and

how to attract their attention, the participants screened, evaluated and discussed various programmes from all over the world. Working in small groups, they created and scripted quality stories for children's programmes themselves, which were developed further in the plenum.

In Phnom Penh the participants had the opportunity to produce two of the devised scripts and after the workshops, they parted with the declared intention to develop and improve the children's television in their countries. ■



Young girls share their talent before the Regional Thematic Preparatory Meeting for the 5th World Summit on Media for Children held before the Asia Media Summit.

## AIBD Milestones

### May, 1966:

UNESCO called a conference in Bangkok for broadcasters to discuss the need for a regional training institute

### August, 1980:

AIBD began a UNESCO-assisted study on the feasibility of setting up a regional information bank on film and television programmes to assist training institutions in Asia and Oceania. The Bank was also intended to foster exchanges of television news and cultural materials amidst concerns of massive dependence on foreign shows and films.

### July, 1988:

The AIBD-Australia Media Project commenced with Martin Hadlow, an Australian radio broadcaster, as its manager. One of its more innovative activities was a distance education programme that offered a recognized tertiary qualification in broadcast training. ■

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