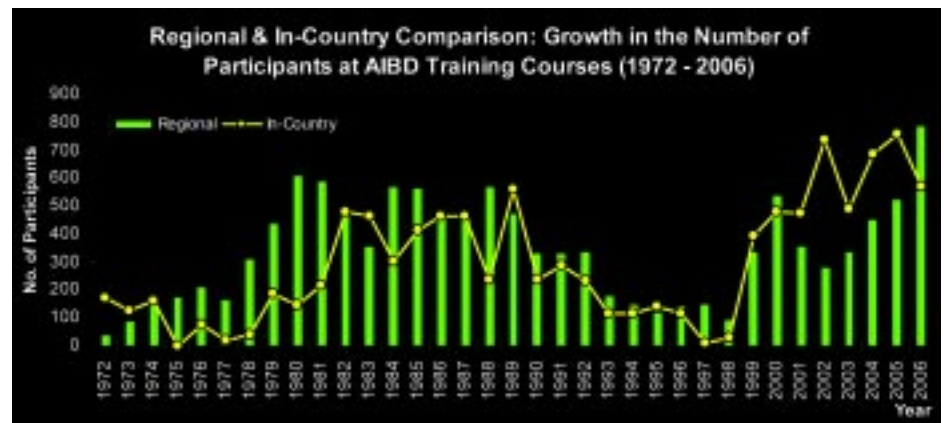


## SO MUCH TO BE THANKFUL FOR

**T**his year, AIBD celebrates 30 years of service to broadcasting in Asia-Pacific. At age 30, AIBD has so much to be thankful for, notably the participation & support of member countries, affiliate members and partners for the Institute's sustained initiatives to build human resource in broadcasting. From 1972 to 2006, the Institute conducted 735 regional training courses and seminars, and 588 in-country training workshops in Asia-Pacific. Benefiting from these activities were 12,244 regional and 10,426 in-country participants belonging to 43 organisations from AIBD's 26 member-countries and 52 affiliate members across continents. It attracted a wide range of partners and funders, more than 250 organisations from Asia, Pacific, Europe, America and the Arab world, keen to help create a more vibrant and dynamic electronic media environment.

Dr. Javad Mottaghi, AIBD director, said managing the organisational and human factors inherent in a rapidly changing media environment, notably skills upgrading for new entrants remains a major challenge for broadcasters.

In an article he wrote in 1981, Mr. K. Balakrishnan



(right photo), founding AIBD director, said that "every professional should be involved in a training course of some kind at least every two or three years in his career".

**At age 30, AIBD faces many more challenges.** It will continue to direct its resources to broadcast training as its core function. Its focus will be determined strongly by the challenges members foresee in the industry. For this edition of the newsletter, we asked CEOs of media networks



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### ASIA MEDIA SUMMIT 2007

## WHAT TO EXPECT



**C**lose to 400 CEOs and presidents of both public and private media networks, senior journalists and heads of development institutions have so far registered for the 4th Asia Media Summit, positioned as a global media platform for discussion and debate on current global concerns.

Dr. Hamadoun Toure, secretary-general of the International Telecommunication Union (left photo), the world's oldest international organization established to standardise and regulate international radio and telecommunications, will address the AMS in 2007.

Broadcast leaders from Asia's emerging economic giants, China and India, will also speak on how the media is helping people make sense of what is happening to and around them vis-à-vis the onrush of globalisation, digital convergence and modernisation. Is media covering enough nation building efforts, notably initiatives towards greater harmony, sustainable development and a culture of peace? Mr. Zhao Huayong, president of China Central Television, and Mr. Baljit Singh Lalli, CEO of Prasar Bharati, the Broadcasting Corporation of India, have confirmed participation in the three-day conference.

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... continued from page 1  
(So Much to be Thankful for)

affiliated with AIBD about these challenges, among them:

- mastering the digital technology
- respecting consumers' needs, choices and tastes
- producing quality programmes
- forming new domestic and international partnerships
- addressing stiff competition
- implementing a universal quality management for the media
- building a value of trust between media and the general public.

It offered to broadcast media and its stakeholders regional and international platforms that examined critical issues

affecting the industry, notably the Asia Media Summit. There were also opportunities for media dialogues across continents in support of media professionalism, diversity and a culture of understanding and peace.

You will recall that in the 60s and 70s, radio and television expanded in Asia-Pacific, opening up opportunities for new hires in technology, engineering and production. The media landscape created the need to establish a regional institute for professional media training. Thanks to the ABU, UNDP and UNESCO and its stakeholders who in the 60s surveyed the region and supported this idea. In August 1977, AIBD was formally established, with the Government of Malaysia serving as host for the

regional center. In that whole year, the Institute organised 19 training courses benefiting 165 participants in 26 countries.

It has not been an easy journey for AIBD which through the years grappled with problems such as cut back from international funding, international recession, competing demands for funding from other quarters, and arrears in subscription fees. In fact, in the mid 90s AIBD was on the verge of closing down due to financial losses, but members and partners fought doggedly, evolving a new strategic plan to revive and strengthen its work in the region, supported by a dynamic leadership, committed staff and partners.

... continued from page 1  
(What to Expect)

Deputy Prime Minister Najib bin Tn Hj Abdul Razak of Malaysia has accepted to keynote the Summit. Some 30 speakers within and outside Asia Pacific have so far confirmed participation in the conference set for 29-31, May 2007 in Kuala Lumpur.

Preparations for the Asia Media Summit have been going on smoothly. On line registration is now available at [www.aibd.org.my/or07/](http://www.aibd.org.my/or07/) Seven Pre-summit activities have also been lined up starting on 26 May 2007 in Kuala Lumpur.

### Asia Media Summit Activities

2007	Event	Format	Venue - Hotel Nikko
26-28 May	TV News Management	Regional workshop	Lotus Room
26-27 May	Audience Research	Regional workshop	Bungaraya Room
27-28 May	Global Media Strategies on HIV and AIDS	Media festival and global symposium	Ballroom 1
	Empowering Broadcasters through media training	Workshop, panel discussion	Junior Ballroom 1
28 May	Connecting Communities through Community Radio and ICTs	Seminar, panel discussion	Sakura Room
	Reforming and Enhancing Regulatory Mechanisms	Seminar, panel discussion	Junior Ballroom 2
	Asian Approach to Public Service Broadcasting	Open Space session	Ballroom 2
29 May	Asia Media Summit Topics: - Era of Participatory Media: Rethinking Mass Media - Future of Public service Broadcasting - Soap Operas & Reality TV Shows: New Forms and Formats	Panel discussion, one-on-one interviews, moderated debate	Main Ballroom
30 May	Asia Media Summit Topics: - Reporting the World through a Gender Lens - Mobilizing the Airwaves against Poverty - Next wave of Broadcasting - Climate Change: How the Media is responding	Panel discussion, one-on-one interviews, moderated debate	Main Ballroom
	Audio Visual Archive	AIBD/INA workshop	Bungaraya Room
31 May	Asia Media Summit Topics: - Broadcasting Peace and Persuasion - Integrity and Honesty in Public Life: Media's Role	Panel discussion, one-on-one interviews, moderated debate	Main Ballroom

### Government of Switzerland pledges support for Training of Children's TV Producers

The Government of Switzerland and AIBD have joined hands to encourage TV producers to conceptualise programme ideas on the need for the survival, education, protection and development of children which are informative and entertaining and is in accordance with the Convention on the Rights of the Child.

They are organizing a regional project on "violence on the screen and children's rights" from 29th October to 2 November in Kuala Lumpur Malaysia. Eighteen television producers from public service broadcasting organisations in the region are expected to attend this training programme.



His Excellency Dr. Urs Stemmler, Ambassador, Embassy of Switzerland in Malaysia and Dr. Javad Mottaghi, director of AIBD.

# Provocative Content & Dynamic Format

The organising committee for the Asia-Pacific and Europe Media Dialogue met for the second time in Bonn on 12 March 2007 to firm up preparations for the three-day event. Members discussed progress reports on the logistical requirements, programme speakers and chairpersons and other potential partners. It was decided to hold two pre-conference activities, which Deutsche Welle and AIBD would organise. They are the workshop on youth radio and a symposium on "Strategies and Visions for Future Cooperation" whose participants will be heads and senior managers of both radio and TV stations in Asia-Pacific.



Officials from DW, CBA, FES, GTZ, SES ASTRA, VTC, KAS, AIBD and the city of Bonn attended the meeting.



Members of the organising committee visit IKBB, the conference venue



A variety of provocative content and dynamic format characterizes the 2nd Asia-Pacific and Europe Media Dialogue to be held in Bonn Germany on 3-5 September 2007. Some 200 top broadcasters from the two continents will gather for three-days of conversation and debate, identifying the next steps to meet new challenges and opportunities in the global landscape.

The choice of Internationales Kongresszentrum Bundeshaus Bonn "IKBB" as the conference venue (right photos) was not accidental because it was designed to inspire conversation and debate.

The Media Dialogue will cover topics on the scope of media work in accelerating the phase of implementation of the Millennium Development Goals, in expanding access to new technology, in generating equitable development and a freer media, and in promoting public service broadcasting. Participants will also reflect on climate change and media's role in helping societies recover and move on, and on women empowerment and on the elimination of gender discrimination. Discussions will also focus on how the broadcast industry will address competition and the role of media in the "clash



between Islamic and Christian civilisations." Other topics will include digital archiving, radio in the podcasting era and how to respond to the challenges of competition.

The conference format will be a mix of one-on-one interviews with experts from both regions, moderated debates, panel discussions, and video presentations, ensuring that participants engage in more interactive discussions.

The Media Dialogue is being organised by AIBD, Deutsche Welle, and EBU-UER with support from DHL, Stiftung Internationale Begegnung, Friedrich Ebert Stiftung, Thomson, ASTRA, VT Communications, SWB Bus und Bahn, RFI, Thomson Foundation, RAI Radio Netherlands, Bonn: The UN City, LINZ, Air Energy and KDWillkommen an Board.

# CHALLENGES AHEAD

For this edition of the Broadcaster, AIBD asked heads and senior officials of media companies and development institutions that are AIBD members what the top two challenges they need to address in the next 5 years to ensure survival and growth in the media industry. Here are their responses.



## Respect for Consumers' Choice and Taste

The two top challenges are to master digital technology and to ensure that consumers' needs, choices and tastes are respected by programmers. Traditional broadcasting with its 'nip-down' heavily structured fixed point chart programmes will have to give way to unfixed time structures where the consumer will have the power to demand programmes of his choice at the time of his convenience. Mobile TV, IPTV and pod casting will be the technologies to watch.

For Prasar Bharati the challenge, is to develop a mix of models. Fixed Point Chart based analogue terrestrial broadcasting will dominate the lower end of the market, but it will inspire to premium content, crispier shorter programmes, archival searches and a desire for relevant information. Public broadcasters will have to become more imaginative and innovative. Prasar Bharati will have to learn to unleash the creativity of its own staff and become a public campaigner.

**Mr Shri Brijeshwar Singh**  
*Director General, All India Radio*



## Original Programming

1. Continue to assure near universal national distribution of original programming, in the face of increased non-Canadian competition and deregulatory environment; 2. form new partnerships domestically and internationally to co-produce high quality dramatic and non-dramatic programs that celebrate diversity and plural societies, and on multiple platforms.

1. invest in higher risk ventures – content and platforms;
2. but ventures based on more audience and technology research;
3. focus on programming mandate more than ever, e.h. multicultural and multifaith;
4. cut costs and develop new revenue sources;
5. spread risk over multiple partnerships.

**By Bill Roberts**  
*CEO & president, S-VOX, A Canada-based multimedia enterprise*



## Staying Relevant

Fiji TV's major challenge is competition. Currently Fiji TV's free-to-air service is the only free-to-air service in Fiji and EMTV in Papua New Guinea. The challenge is how do we position Fiji TV and its subsidiaries, as a market leader in our business when a competitor comes in. The other challenge that is related to the above challenge is how do we ensure that what we broadcast is relevant not only to Fiji but other South Pacific Island Countries.

Business growth is an important strategy for us as we pursue our vision of becoming "the best communications company for Pacific Communities." Business growth include both organic growth and growth by acquisition. Finding the right opportunity that fits with our Vision is going to be a challenge. Increase in production and broadcast/delivery of content that is relevant to Fijian and other Pacific Island communities. This strategy encompasses investing in the development of skills of our people and appropriate technology and the challenge will be the access to cost-effective capital to fund these investments.

**Mesake Nawari**  
*CEO of Fiji Television Ltd.*



## Quality Management System

Implementing a universal quality management system for the media will create transparency and accountability in the media industry. Both values are central to building a relation of trust between the media and the general public as well as other stakeholders. In the digital age, providing unlimited sources of information, more and more people will ask themselves "Whom can we trust?" To ensure a place of free public debate open to every citizen, it is indispensable that the answer be independent, quality media. A neutral audit of media quality processes, based on universal professional and ethical standards, is the necessary tool to achieve this goal.

We shall relentlessly go on convincing broadcasters and other media organisations to adopt ISAS BC and P9001 quality management standards, by offering them quality assessments providing evidence of the standards' benefits.

We are looking to find more financial support in this endeavor and we believe the pioneers tackling our quality management system in every region of the world will convince the whole industry to follow. It is already very encouraging to have the support of major professional organisations such as AIBD, the International federation of Journalists, the European Broadcasting Union, the World Association of Newspapers and, recently, the World Federation of Advertisers."

**By Mr Guillaume Cheneviere**  
*Chairman, World Radio & Television Council, Geneva, Switzerland*



## High Quality Contents

It is our goal to produce high quality content and to expand digital base services. Contents being crucial elements of media, journalistic and cultural function of media is totally dependent upon them. Naturally our main challenge and interests evolve around contents. It is digital technology that makes possible services that were regarded impossible. Good examples are the terrestrial multi mode service (MMS), terrestrial DMB and Internet based two-way service, which are made possible because of the improvement in digital compression technology.

Public broadcasters, unlike commercial broadcasters, should perform to promote national interest, cultural heritage and active and healthy citizenship. Thus, we attempt to raise the proportion of in-company production, which is only possible on the ground of strong production system. In order to expand digital service, regulations should be dealt with first. To this end, we strive to construct a communication channel that is open not only to audiences who are beneficiaries of new services but also to government.

**By Min Eun Kyung**

*Executive Director and Head of International Relations, Korean Broadcasting System*



## Sustainable Public Service Broadcasting

- a) One of the great challenges is to affirm the importance of public broadcasting in our globalised and hyper-competitive media industry and to establish appropriate and sustainable mechanisms to finance it.
- b) Shift the organisational orientation of the Corporation from a platform-based network structure to a content-focused, platform-agnostic provider of culturally relevant and entertaining multi-media programming.
- c) Become proficient with the myriad of new technologies crowding into the broadcast landscape.
- d) Manage the organisational and human factors inherent in a rapidly changing environment.

How to address these challenges?

- a) Integration of services
- b) Investment in technology, technological know-how and training
- c) Push accountability and decision-making down into the organisation in a way that makes content more responsive to audiences
- d) Strengthen the distinctiveness and values of the brand

**By W.B Chambers,**

*Vice President, Communications / Vice-président des Communications CBC / Radio-Canada*



## Cost-Efficient New Technologies

Adopt new technologies and exploit them in a cost-efficient way; help state broadcasters transform themselves into independent public service broadcasters. Focus on learning everything possible about new technologies; offer consultancies to help organizational transformation.

**By Elizabeth Smith**

*Secretary-General, Commonwealth Broadcasting Association, UK*



## Free Independent & Pluralistic Media

Creating an enabling environment for free, independent and pluralistic media, capacity building of media professionals, building critical capacities of audiences (through media literacy and citizens' engagement with media), fostering development of pluralistic media systems in which public, private and community media play complementary roles, and affordable access to and use of information for an inclusive knowledge society.

UNESCO's medium-term strategy for 2008-2013 is currently being prepared and the draft strategy has identified the following strategic objectives as principal determinants of our biennium programmes:

- Freedom of expression and universal access to information and knowledge recognized as essential to building knowledge societies
- Institutional capacities for training media and information professionals strengthened in all regions
- Capacity of people to access and use information and to become active participants in communication and information processes enhanced
- Free, independent and pluralistic media fostered
- The role of communication and information in conflict prevention, peace building and good governance, enhanced
- Info-structures, including libraries and archives, as vital elements for building knowledge societies fostered

**By Dr Abdul Waheed Khan**

*Assistant Director General, UNESCO, Paris*

## Expansion to the Rural Population

- 1) Expansion of the network to reach out to the rural population with specific linguistic backgrounds.
- 2) Digitalisation and computerisation.
- 3) Increase the number of satellite and terrestrial channels.
- 4) Acquire latest technology and training the existing human resources to the optimum levels.

**By CH Saleem Talib**

*Executive Manager, Training & Delegations, Pakistan Television Corporation Ltd*

## Highlights of Regional Seminar on Broadcasting and Cultural Diversity in Kuala Lumpur



Dato' Seri Chia Kwang Chye, Deputy Minister of Information, Malaysia



Mr. David G. Summers, High Commissioner, Canada High Commission, Kuala Lumpur



Left: Mr. Haroon Siddhiqui, renowned journalist from Canada

# Broadcasting and

Broadcasting is a cultural industry with great impact on the way people think, dress, behave, speak. It influences beliefs and values. The emergence of satellite broadcasting besides other transnational information and communication technologies has created a melting pot of cultures. But along with this, is the threat of uniformisation of culture, intolerance of differences and ultimate loss of many of the cultural practices unique to the region. There is, therefore, a need to sensitise, orient and train broadcasters, to deal with the issues of cultural diversity.

AIBD supported by the Canadian Government organised a regional seminar on Broadcasting and Cultural Diversity in Kuala Lumpur 8-10 March 2007. The seminar brought together

92 broadcasters, scholars and civil society organisations in the region to share ideas and best practices in promoting cultural diversity and plurality.

Addressing this gathering, H E David Summers, the Canadian ambassador to Malaysia said, "Canada's contribution to this seminar is part of a series of 25 events throughout 2007 to celebrate the 50th anniversary of diplomatic relations between Canada and Malaysia." Referring to Canada's multi-culturalism policy formalised as early as 1971, he said, "In the age of Globalisation, the Canadian experience of building harmonious relations out of diversity, no doubt, offers lessons and models to draw upon for others."

## In-Country Workshop in Manila, Philippines



Ms. Maria Ressa, resource speaker from ABS-CBN, Philippines



Mr. Alden Habacon, trainer from Canadian Broadcasting Corporation



Ms. Marites D. Vitug, resource speaker from Newsbreak, Philippines

# Cultural diversity

By K.U. Madhu, AIBD Programme Manager

In his keynote address, Y.B. Dato' Seri Chia Kwang Chye Deputy Minister of Information, Malaysia, said: "Misreporting, over-reporting, under-reporting or non-reporting of the activities of minority groups can cause incalculable economic and social burdens on societies of the world. This is especially true in Asia, for our communities are mixed, with peoples of different races, religious beliefs, cultures and traditions."

The seminar stressed the need to understand, appreciate and even celebrate the religious, racial, national and linguistic diversity in the region that contribute to the culture our societies in the region from the perspective of broadcasting. The role of broadcasters in addressing the diversity of audiences and in creating understanding of each other was discussed. The positive and negative effects of migration on cultural diversity and the role of media in integrating migrants into the social fabric and cultural milieu of a nation were also explored. A set of recommendations for action emerged from the seminar.

The seminar was immediately followed by

three parallel in-country workshops in Manila, Jakarta and Bangkok. Ms Joan Melanson, a Canadian radio broadcaster of Irish descent, Mr Haroon Siddhiqui a renowned Canadian journalist from India, Mr Alden Habacon, a Canadian TV broadcaster of Philippine descent and Ms Joan Jenkinson, a Canadian TV broadcaster with origins from Caribbean acted as the consultants for the in-country workshops on Cultural Diversity.

Support for the in-country workshops came from UNESCO in Jakarta, NBT in Bangkok, and ABS-CBN, Canadian Embassy and NBN-4 in Manila.

A total of 55 participants in Indonesia, Philippines and Thailand, were trained through the workshops. The role of media in diffusing religious, ethnic and linguistic tensions and in creating a common ground for all sections of the society was brought home to the producers, script writers, journalists and reporters who participated in the workshops. The participants were inspired to come out with new and innovative ideas for diversity programming in their countries.

## COMPELLING NEWS Bulletins

By Marcel Gomez  
Programme Manager, AIBD



The broadcast media environment in the region is changing rapidly. Broadcast news is not only competing with other programmes for the listeners' time, but it is also under increasing competition from other forms of media like the Internet, print titles and mobile messaging to name a few.

News bulletins have to be more compelling if they are to appeal to people, especially the young, in this digital age. The course was borne out of a need to promote skills in this area, especially for lecturers at the Academy of Journalism and Communication in Hanoi, who teach these skills to future radio-journalists.

The Friedrich Ebert Stiftung (FES) Kuala Lumpur office requested AIBD to conduct a one-week workshop on Radio News Production for six women lecturers from the Academy of Journalism and Communication in Kuala Lumpur. FES supported this activity.

"The course was an excellent opportunity for the lecturers from Vietnam to learn how to produce better radio news that is more compelling for the listeners and easier to understand – in terms of content and script" said Martin Wagner, a correspondent for German Public Radio (ARD – BR) based in Washington DC who was the course consultant.

One of the main focal points of the course was the writing of news stories. Writing radio-news is different than writing for a newspaper or magazine. It needs a different style: Keep it simple, keep it short and tell an appealing story.

The participants acquired a better grasp of how to write, the importance of research and how facts have to be put in context for the listeners to understand the relevance of the news.

At the end of the workshop the participants had a greater understanding of the concepts involved in writing and producing radio news of an international standard.

### In-Country Workshop in Bangkok, Thailand



From left: Ms. Joan Melanson, trainer from CBC, confers with Ms. Vanessa Achilles of UNESCO, Bangkok



# Refugees, Migration, Cultural Diversity & the Media

By Joe Ma. Carlos, AIBD Programme Manager

Some 32 delegates from Afghanistan, Iran, Pakistan, Qatar and Turkey participated in the three-day workshop aimed at raising awareness and understanding of issues related to refugees, migration and cultural diversity. Participants were mostly radio and TV journalists, news producers and editors, communication researchers and network managers.

The workshop was an inter-agency initiative of UNESCO, UNHCR and IOM with AIBD serving as organizer and coordinator of the project. IRIB hosted the workshop.

In his opening remarks, Mr. M.M. Aboutalebi, vice president of IRIB for Education and Research, said migration is a multifaceted phenomenon, which has political, economic and social impact on the host country and the migrants as well. He said media have a role to play to raise awareness and understanding of this phenomenon and opportunities that may derive from migration.

Ms. Jacky Sutton Communication and Information (CI) Advisor, (Afghanistan, Iran, Pakistan, Turkmenistan), UNESCO Tehran Cluster Office based in Kabul, discussed the UNESCO Universal Declaration on Cultural Diversity, which came in the wake of the events of September 2001.

## Need for Tolerance & Respect

She impressed upon the participants that as journalists and media professionals, they should be aware of the complexity in dealing with languages and cultures, stressing the need for tolerance and respect.

In his presentation, Mr. Jean Claude Forget, Deputy Representative of UNHCR, Tehran, stressed that the UNHCR is entirely non-political, humanitarian and social, with 70 member countries providing advice to the agency. He discussed refugee protection issues and rights, saying that most governments are primarily responsible for protecting refugees and those who signed the 1951 Refugee Convention are obliged to carry out their responsibilities.

## More Precise Reporting

Ms. Safak Pavey, external relations and public information officer of UNHCR, Tehran, discussed guidelines to help media report asylum issues fairly and accurately. Among them:

- In reporting on refugees and asylum seekers, journalists should be more precise and consistent when using terms with



From left: Ms. Jacky Sutton of UNESCO, Afghanistan & Ms. Safak Pavey of UNHCR, Tehran



Mr. Ali Arsalany, director for Educational Communication Affairs, IRIB, Iran

legal definitions such as who is an asylum seeker, a refugee, those fleeing general conflict, failed asylum-seeker.

- In interviewing refugees and asylum seekers, journalists should provide more coverage to the causes, which force refugees to flee their homes.
- Journalists should avoid stereotyping, know experts, get facts and figures right, report third party comment, and report the vulnerable families.

## Proper Management

Mr. Shahidul Haque, Special Envoy and Chief of Mission, International Organisation for Migration, Iran, spoke on migration in a globalized world, saying that migration, specifically non-forced migration or safe migration is essential, inevitable and potentially beneficial for all provided managed properly.

Mr. Ali Owlet Hassan, programme coordinator and external Affairs, IOM, Iran spoke of the two concepts of migration. First is the orderly type defined as the movement of person from his residence to a new place or country. This is safe migration, a process and outcome of international movement based on legal norms. Guided by informed choice, such migration leads to a non-exploitative situation. This will hopefully generate gainful employment and respect for gender equality.

Second is the irregular movement of people by force or coercion, which is against human rights and a hindrance to development. He said unsafe migration could lead to trafficking, and smuggling of migrants.





# Public Service and Development Programming for Radio Journalists

By Manil Cooray, Programme Manager, AIBD

**T**raining on public service and development programming was the special focus of a recent training workshop for Asian radio journalists, which was organised by AIBD with support from IPDC-UNESCO.

The workshops covered development journalism, research and reporting on economic issues, education and health, which helped radio journalists improve their reportorial skills, mobilize radio as a tool in the process to educate citizens, and to advocate freedom of expression in matters relating to education, social and economic development.

Launched in November 2006, the project included an in-country workshop in Cambodia and Pakistan followed by a regional workshop held in Thailand in January 2007. Radio broadcasting organisations from AIBD member countries hosted the workshops. The project was approved during the 49th Meeting of the Bureau of the International Programme for the Development of Communication (IPDC) held in Paris in February 2006.

Thirty-seven radio journalists from Bhutan, Bangladesh, Cambodia, Iran, Laos, Malaysia, Maldives, and Pakistan and Thailand participated in the training workshops. At the conclusion of the training they demonstrated their ability to apply the basic principles of journalism ethics, concepts and strategies in relation to public service broadcasting, and in reporting on human development issues, relating them to education, political, economic, social and cultural conditions in their countries.

Professor David Mould, Associate Dean of the Scripps College of Communication at Ohio University (U.S.A.), conducted the training. He is a teacher and journalist with more than ten years experience as a media trainer and consultant in the developing countries.

The participants in Cambodia scripted and recorded commentaries in Khmer that covered a wide range of issues from agriculture to HIV and AIDS, domestic violence, traffic accidents and global warming. During the preparation of programme content Professor David Mould guided participants.



During the in-country training workshop in Islamabad, the radio journalists who were all women worked in smaller groups to script, present and report on human development issues such as polio eradication, pollution and women's health relevant to Pakistan.



During the regional workshop in Thailand the participants reported on a wide range of political, social and economic development stories related to their countries.



"Bird Flu in Thailand"  
Chosri Kosi from Radio Thailand



"Health issue - HIV & AIDS" by Anima Cheri



"Political Development in Bhutan-  
Preparation for 2008 Elections"  
Yeti Doris from Bhutan



"Aids Prevention in Cambodia"  
by Bou Vannaraith

# Children's Television Workshop in Iran

By Ms. Keryn James, ABC producer

A group of 15 enthusiastic and experienced producers from the Islamic Republic of Iran Broadcasting (IRIB) took part in a Children's Television Workshop in Tehran, Iran from 9th to 13th December 2006.

The workshop aimed for a cross-cultural exploration of the creative production of children's 'edutainment' television programs. It emphasized the need for extensive research, inclusion of children's opinions, ideas and feedback to be researched and included in programme making as well as an understanding of learning styles and the cognitive levels of different age groups to ensure content that is entertaining, exciting, fun and educational. Many ABC children's programmes were showcased and discussed which featured numerous production techniques.

The workshop, funded jointly by AIBD, UNESCO, IRIB and the Australian Broadcasting Corporation (ABC) was conducted by ABC TV Producer, Keryn James, while Manil Cooray was the project manager from AIBD.

The group visited a school and interviewed children then armed with ideas and inspiration wrote and produced four segments where creativity was unrestricted. The workshop resulted in lively debate, discussion and laughter and ended with the knowledge that both cultures will continue to strive towards the best educational support for our children.



Children's Television Workshop participants with Keryn James



Group working on their segment



▲ Interviewing children at the school visit



## Gender & Programming

By Manil Cooray, Programme Manager, AIBD

Asian broadcasters recently participated in a sub-regional training workshop on Gender and Television Programming in Hanoi and examined gender issues and inequalities existing in various countries. They explored these issues using a variety of methods ranging from selection of various images from the print media and screening of video programmes and clips they brought. Ten Senior Programme TV executives from Cambodia, Myanmar, Malaysia and Vietnam attended the weeklong workshop from 11 to 15 March 2007

FES within the framework of its Gender Advocacy Programmes supported the workshop, which was organised by AIBD and hosted by the Vietnam Television Training Center. Ms Kristiina Tuura from Finland who had extensive working experience in gender and television programming in the developing countries in Asia and Africa conducted the workshop.

The participants displayed a positive and professional attitude on gender issues and committed to develop and maintain viable gender sensitive concepts and guidelines when producing programmes. They described the workshop as a success and looked forward to more endeavours in the area of gender issues in the Asia-Pacific region.

# Media and Elections

By Joe Ma Carlos,  
AIBD Programme Manager



What role do journalists have during elections? They need to know the election rules and other election issues. They must educate the voters about their rights, election procedures and what the candidates stand for. They need to ask hard questions to politicians. They should help run free and fair election, give equal time for all parties, and act as a watchdog in reporting anomalies and election violations.



(2nd from left) Dr. Paul Pasch of FES, Malaysia, Mr. Martin Wagner, training consultant, and Dr. Javad Mottaghi, AIBD director

These were some of the key tasks 15 participating broadcast journalists from nine Asian countries identified during the five-day workshop on Media and Elections from 6-10 November 2006 in Kuala Lumpur. The workshop aimed to sensitise them on the critical role mass media play during elections, upgrade their skills in election reporting, and share regional experiences in efforts to ensure good journalism in times of elections. Countries represented in the workshop were from public broadcast networks in Bangladesh, Bhutan, Cambodia, Laos, Malaysia, Nepal, Philippines, Thailand and Vietnam. Martin Wagner, a seasoned radio journalist working for the German public radio ARB-BR served as the workshop consultant. The Friedrich-Ebert Stiftung (FES) and AIBD jointly organised the workshop.



During the workshop, participants reported on media's performance during elections in their respective countries. Many of them acknowledged their obligation to provide access to more voices to various political parties and candidates in order to enlighten the voting population and ensure fairness in reporting. They also realised their limitation amidst the tight editorial controls within their respective networks.

Mr. Wagner emphasised the importance of media during elections, stressing that practitioners must ensure that voters have a real choice, and that candidates have access to media so that they can have freedom to campaign. He said media must provide as much information to enable voters and candidates to know the rules. He said media must be reliable and trusted, ensuring that they aim for accuracy and impartiality in election reporting.



# Training of Trainers in Beijing, China

By Manil Cooray, Programme Manager, AIBD

As part of its mandate on human resource development, AIBD with support from UNESCO conducted a 10-day Training of Trainers (TOT) for experienced broadcasters in Beijing China in October 2006.

The TOT is a core programme of AIBD, designed for trainers and experienced broadcasters who are potential trainers to acquire knowledge and skills in carrying out formal and on-the-job training in their respective organisations. The workshop was attended by twelve participants who were from the Training Center of the State Administration, Film and TV (SARFT), China National Radio, SiChuan TV, China Central Television, GuangXi Broadcasting & TV Technology Centre, China Education TV, LiaoNing TV Station, XinJiang Radio TV Bureau and YunNan Provisional Radio & TV Bureau. Five participants were from provincial Radio & TV stations of China.

The course content covered techniques for effective transfer of knowledge and skills and evaluation measures to ascertain effectiveness of the training of the participants. These techniques helped the

participants practice as well as demonstrate assimilation of learning in the workshop. It employed experiential learning techniques for adult learners through interactive lectures-presentations, and discussions followed by 'Learning by Doing', through structured practical teaching projects. Yogendra Pal, Director (Engineering) from All India assisted Manil Cooray who was the consultant from AIBD.

The in-country workshop for a homogeneous group aims to strengthen their skills to become a faculty of trained trainers in their own training environment, which in turn will become self-reliant in carrying-out their local training and in building-up of a compendium of trained broadcast trainers for AIBD, to serve as trainers in the Asia-Pacific region. This project was another successful collaboration among AIBD, UNESCO and SARFT.



## Entertainment Programmes



(4th from left) Dr. Heirdar Yaziji, director of the ASBU Training Center, Damascus

Even producers and managers of entertainment programmes from Asia and the Arab world met from 9-11 April 2007 in Damascus, Syria to discuss a mix of entertainment programmes' content and format in the region. They examined the strengths and weaknesses of programmes as well as challenges facing the broadcast industry in producing quality programmes.

Countries represented were Jordan, Syria, Sudan, Yemen, Malaysia, Korea and the Philippines. The Arab & Asia-Pacific Regional Seminar on TV Entertainment Programmes was the first of a kind organized by AIBD and the ASBU Training Center, which served as the seminar host.

Dr. Heirdar Yaziji, director of the ASBU Training Center, delivered the opening remarks, stressing that the regional seminar is a small but big step for regional exchanges and for sourcing expertise in producing entertainment programmes.



# Broadcast Journalism Television News

By Celia Yeo, Senior Manager Special Projects,  
HELP University College and Marcel Gomez, Programme Manager, AIBD

News and current affairs programming has seen unprecedented growth in recent years. Many countries in the Asia-Pacific region now have TV channels, which focus exclusively on news. But the number of institutions giving training in TV News is far too few. So most of the channels end up inducting untrained or partially trained personnel or at the most, people who have been working with other formats in television. The demand for people trained to face the challenges of the rigours of producing television news and current affairs is still not being met. The certificate course in Broadcast Journalism – Television News was developed by AIBD and HELP in the hope of filling this professional gap.

HELP chief executive officer Chan-Low Kam Yoke said: "We are very privileged to have been offered the opportunity to host this course. There are not enough institutions in our region providing training for such technical vocations. There should be more opportunities for us to learn from countries advanced in this field. That is why HELP felt that it was necessary to conduct this programme."

This certificate attracted young journalists and students from eight different countries, namely, Bangladesh, Bhutan, Brunei, Fiji,

Nigeria, Malaysia, Maldives, Sri Lanka and Sudan. The participants who had a range of experience from Radio Production to Sports News to Television Journalism were given a firm theoretical and practical foundation in television news to meet accepted international standards. For 3 months from 7 August to 31 October 2006, the students were exposed to techniques of constructing interesting bulletins and managing and producing news broadcasts.

Sainimili Lewa, a television reporter with Fiji Television Limited, said that she enjoyed her stay in Malaysia and hopes to return again for another course. "I liked the course very much, in particular the practical part which involved filming, editing and working with the cameras. I picked up useful skills such as framing the person and scenes properly. I also enjoyed the session on ethics and law because I specialise in court cases," said Lewa.

Mohamed Afrah, a journalist with Television Maldives, said: "The course was very useful. We worked with well known specialists in the field, and they shared many tricks of the trade with us."

The partners who provided assistance in



various forms were HELP University College, Panasonic, Eisentech, Final Cut Express, IPTAR, The Commonwealth Broadcasting Association UNESCO New Delhi, the UNESCO Pacific Office in Samoa, Cardiff University and Thomson Foundation.

Six experts with wide industry experience in television news provided the participants constant guidance and mentoring to improve the quality of their news stories. They were: Prof Drew McDaniel, Professor of Communications and former Director for the Centre for International Studies from Ohio University, Prof Duncan Bloy, Professor of Media Law at Cardiff University's School of Journalism, Stephen Quinn, Associate Professor of Deakin University, David Nelson, a freelance consultant for the Thomson Foundation, Stephen Hall an international media trainer and former BBC World Service journalist, and Russell Lyne from Thomson Foundation.

The course ended with an official closing and certificate presentation ceremony on 31 October 2006, officiated by the Deputy Minister of Information, Malaysia, YBhg Dato' Seri Chia Kwang Chye accompanied by Dr Javad Mottaghi, Director of AIBD and Mrs Chan Kam Yoke, CEO of HELP University College. The ceremony was attended by representatives from the foreign embassies including those from Bangladesh, Fiji, Sri Lanka and Sudan as well as sponsors of the course and members of the press.



From left: Dr. J. Mottaghi, AIBD director, Y.B Dato' Seri Chia Kwang Chye, Deputy Minister for Information, Malaysia



# Archive Training for IRIB

The Islamic Republic of Iran Broadcasting (IRIB) is one of the biggest broadcasting organisations in Asia, employing about 15,000 staff who are operating in "IRIB City" in Tehran. Being Iran's only broadcaster, the station has a special responsibility in preserving the nation's audio-visual heritage. IRIB operates several large, well-managed archives for its vast holdings of film, video and sound documents. Its educated and qualified staff manage these assets.

Aware of the current changes in technology, especially in digital storage technologies, IRIB's technical research and development department has been developing plans and technologies to convert the archives to digital technologies. Its goal is to effectively preserve the audio-visual materials and making them accessible to future generations.

To support IRIB in these efforts, AIBD and the IRIB Training Department jointly conducted a training workshop on the latest philosophies and concepts in audio-visual archiving, as well as on the strategies and technologies of modern archive systems. Consultants from AIBD, Turkish Radio Television (TRT) and IRIB conducted the workshop, attended by 30 archivists and engineers.



system as well as a new challenging project to convert the Turkish Parliament Television to a fully digital operation and storage.

Mohammad N. Jami, one of IRIB's engineers dealing with archive issues for several years, explained IRIB's own research work and developments to the participants.

During the course closing, Mr. M.R. Karshani, advisor to IRIB's Research and Training Department, emphasized the importance of this training course. He pointed out that to foster its role as leading broadcaster in the region, IRIB should modernise its audio-visual archives to secure the rich heritage for future generations.



Mr. Karl Lippe, AIBD's engineering consultant (photo above), gave a conceptual overview of modern audio-visual archiving, which was based on his experiences from archiving projects in more than 10 countries in the Asia-Pacific region. He explained the many individual tasks and components that make up a complex archive system, like cataloging, digital storage, conversion, retrieval and distribution.



Cem Seker, TRT's chief engineer, contributed his rich experience from the planning and installation of TRT's new video archive



Mr. Masoud Aboutalebi, IRIB vice president, (photo above) is responsible for research and educational matters, including training.

# News and Public Affairs

## GMA – 7 Attachment of KBS Consultants

*K P Madhu, Programme Manager and Marcel Gomez, Programme Manager*

The 'Korean Wave' in television drama has been phenomenal. The appreciation of its series "Winter Sonata" has been global. How could "Winter Sonata" become the leading element of the Korean wave?

It is the delicate and detailed expression of emotions. Along with programme production skills, there is no question that higher production technology is a key element to success.

Korean Broadcasting Systems (KBS) provided AIBD with two consultants for a month to help build the capacity of broadcasters in the region.

Mr LEE, Eung Jin, Chief Producer of TV literature in Drama Department at KBS conducted one-week workshops in TV Drama production in Kuala Lumpur (13 – 17 November 2006) and in Ho Chi Minh City (27 November to 1 December 2006).

Broadcast engineer Mr LEE, Chun-soo similarly conducted workshops on TV Studio Operation in Kuala Lumpur from 13 – 17 November with 8 participants from RTM, TV3 and ASTRO and in Brunei from 27 November to 2 December 2006 with 17 participants and 3 observers from RTB.

Both the courses were well received by the participants and the consultants deserve accolades for the transfer of knowledge and skills to their counterparts in other Asian countries.

This is the first time that KBS has seconded consultants to AIBD and the success of the experiment is expected to provide opportunities for broadcasters with specialised skills to provide platforms for horizontal transfer of skills and knowledge amongst the countries in the region.



## New Affiliate Member from Turkey

Turkey-based Cihan News Agency is one of the newest AIBD affiliate members. Established since 1994, it provides technical opportunities and news services to 73 % of Turkish national TV stations and papers, 85 % of Turkish local papers and TV stations, and to several Internet news sites and radios. Benefitting from its services are 22 media organisations from eight countries, among them like CNN, BBC, NBC, MTV, CBS, ABC, Al-Jazeera, Abu Dhabi TV, ARD, ZDF, SAT 1, TF1, Canal +, RAI, Tve, Antena 3, TV2 Denmark, Nos Tv, MJTV, NTV Japan, KBS, NTV Russia, TV6, IRIB, MEGA Channel, Bloomberg, MSMBC, ANS, and Leader TV.

Cihan News Agency has offices in countries worldwide including unparalleled news



network in Central Asia. [www.cihanvideo.net](http://www.cihanvideo.net) enables download of video news items in broadcast quality.

# Copyright and the Media

*Fernand Alberto, Legal Counsel, Asia-Pacific Broadcasting Union*

Copyright is a pressing issue but in some ways a dry topic among broadcasters. A discussion of the international principles of copyright would seem to be quite detached from the everyday operations of broadcasting organisations. This could probably be explained by the perceived complexity of the subject.

Broadcasters actually deal with copyright on a daily basis. In the business of broadcasting, various materials which are used need to be cleared from composers, performers, record producers, writers, as well as owners of photographs, images, and other materials.

### Demystify Copyrights

The copyright workshop that took place in Tehran on 27-29 November 2006 was an opportunity to raise awareness on intellectual property rights issues among the staff of the Islamic Republic of Iran Broadcasting (IRIB). The workshop aimed to demystify copyright and to make it more understandable to broadcasters, especially those involved in the production of television and radio programmes.

The workshop was made possible with the support of UNESCO Tehran Office. Twenty-five participants from IRIB attended and took part in the lively discussions on various issues that have a direct impact on broadcasting.

The issue of music royalties, a controversial topic among broadcasters and music rights owners, was likewise covered. The proposed World Intellectual Property Organisation (WIPO) Broadcasters' Treaty was discussed taking into consideration the recent developments on the WIPO debates.

### Sound Judgement on Copyright Law

Like many other fields of law, copyright law has many grey areas. It was important for those involved in the production of programmes to be able to make their own sound judgment as to whether or not the use of a particular work is within the bounds of law, with the end of avoiding disputes.

Considering that the Copyright Law of Iran is undergoing some changes, it was timely to have a discussion on protection and enforcement of copyright at the national level.

While the discussion leaned towards the use of copyrighted materials specifically for broadcasting, the workshop also tackled copyright issues in media as a whole.

# FES Commitment in Asia Pacific

**AIBD** and the Friedrich Ebert Stiftung (FES) recently signed an agreement that signalled continuing international cooperation and initiatives in media development covering Asia Pacific. Dr. Ernst-J. Kerbusch, director, Division for International Cooperation, Friedrich Ebert Stiftung and Dr. Javad Mottaghi, AIBD director, signed the document in 2006 at the FES headquarters in Bonn, Germany. Cooperation between AIBD and FES began since July 1979, which has contributed to the creation of a conducive environment for the institutional development of the AIBD and the facilitation of the conduct of FES activities in multimedia broadcasting development.



From left: Dr Javad Mottaghi (left) & Dr. Ernst-J. Kerbusch of FES

Last November, meanwhile, FES participated in the annual meeting of AIBD, AMIC and ABU officials held in Kuala Lumpur. Ms. Beate Bartoldus, head of its Department of Asia and Pacific said FES is committed to pursue initiatives towards an Asian approach to public service broadcasting, gender mainstreaming, investigative journalism and free and independent media. It will also continue its partnership with AIBD, ABU and AMIC in all of these activities in the region.

During her opening remarks, Ms. Bartoldus said that FES would utilise its limited resources to concentrate even more in pursuing its mandate of political education in the spirit of social democracy. She said that FES would continue to partner with the three organisations in holding regional media events such as the Asia Media Summit.



Ms. Beate Bartoldus

During the meeting, AIBD, ABU and AMIC explored activities for future cooperation and suggested that a five-year plan for collaboration could be developed. One common ground of cooperation focuses on The Bangkok Declaration signed by the Ministers of Information in May 2003. This document calls for greater action in promoting public service broadcasting, freedom of expression and editorial independence among media in Asia Pacific. Dr. Paul Pasch, FES representative in Malaysia, said the three organisations could do more in promoting the Bangkok Declaration by posting it in their website and in explaining it in their workshops and seminars in the region. Another initiative discussed was the promotion of an Asian approach to public service broadcasting.

The next meeting will be held in December in Singapore.

## AIBD-Pakistan Collaboration

**D**r. Javad Mottaghi, AIBD director, recently visited member organisations in Pakistan to expand collaboration in broadcast training. In Islamabad, he briefed the CEO and senior managers of three TV networks about AIBD's current and future initiatives in human resource development and media dialogues. Among those he met were Mr. Ashfaq Ahmad Gondal, the new director-general of Pakistan Broadcasting Corp., Mr. Muhammad Ashraf Azim, managing director PTV and Mr. Rashid Ahmad, the new managing director and CEO of Shalimar Television Network.

Mr. Javad also had occasion to meet H.E. Muhammad Ali Durani, the new Minister of Information & Broadcasting, Pakistan. In his visit to PTV Academy, he discussed with its general manager, Ms. Bushra Rafiq, general manager, PTV Training Academy and her colleagues a few activities AIBD will implement in Pakistan. Among them are TOT, TV News Workshop and TV Children programming. He also met Mr. Agha Nasir, executive director, - GEO TV - Independent Media Corporation Ltd.



Dr. Mottaghi (left) with Mr. Shahid Rafi, former Secretary of the Ministry of Information and Broadcasting, Pakistan



# Research & Ethics for Accurate Journalism

By Joe Ma Carlos, Programme Manager, AIBD

Intense network wars, rating competition and media corruption can impact the conduct of investigative journalism. So do the nature of media ownership and journalists' compensation. What can enhance accurate journalism are good research and ethics covering truth, independence, accountability, and integrity

Research and ethics for accurate journalism or investigative journalism was the subject of a week-long training workshop participated in by 19 broadcast journalists from 10 Asia-Pacific countries on 20-24 November 2006 in Jakarta, Indonesia. The participants belonged to both public and private broadcast networks from Bhutan, Fiji Indonesia, Malaysia, Myanmar, Pakistan, the Philippines, Sri Lanka, Thailand, and Vietnam.

Consultants were Mr. Georg Restle, a seasoned journalist for more than ten years working with the German public broadcaster, WDR (Westdeutscher Rundfunk), and Ms. Chay Hofilena, an investigative journalist and news editor for NewsBreak, a Philippines news weekly magazine, and author of the book "News for Sale, Media Corruption in the Philippines." Ms Erna Wioelar, UN special ambassador for the Millennium Development Goals in Asia-Pacific and former Indonesian Minister of Human Settlements and Regional Development and a member of the Indonesia National Assembly served as a resource person in the discussions on the environment and sustainable development as a research topic.

The Friedrich-Ebert Stiftung supported the five-day workshop while Trans TV in Jakarta served as the workshop's local host.

## A Document's State of Mind

Ms. Hofilena led discussions on the nature of investigative journalism, saying it is not TV news reporting which presents events as they are stressed that journalists engaging in investigative journalism must have a "document's state of mind," must invest in time to get to the closest possible truth and work from the outside in securing sources and data.

Mr. Restle said that in evaluating sources, it is critical to consider their credibility, accountability, reliability, familiarity, availability and accessibility. It is also important to remember that investigative journalism requires painstaking research, legwork and in-depth interviews.

## Currency & Credibility of Website

In evaluating web pages, he said that it is critical to check out who is behind the website, its scope, currency and credibility of group.

Dr. Ishadi, president of Trans TV Indonesia (right photo), welcomed the participants and stressed that as Indonesia move towards more media liberalisation, journalists need to practice accurate journalism for the common good.



# Peace Journalism for Radio Journalists

Radio was used extensively in the initial phase, as a tool for war propaganda. Later, the technology spread throughout the world and was promoted as a tool for information, education entertainment and social development. It was therefore a rude shock for the world when it was used for inciting genocide in Rwanda. Radio proved to be like most other technologies – destructive or constructive depending on the user.

AIBD and its partners have been endeavouring to harness the potential of radio for peaceful purposes and have trained journalists in the region for the purpose. The training given to radio journalists from India and Pakistan with support from Deutsche Welle and Commonwealth Broadcasting Association, was a part of that endeavour.

Eleven participants from India and Pakistan participated in the two-week course on Peace Journalism. Mr Heinz Pianke was the consultant for the course organised in the premises of AIBD. Held at a time when the political relations between India and Pakistan are thawing, the training was intended to hasten peaceful relations between the two countries. The participants enjoyed the two-week workshop and the interactions between the journalists from the two countries brought out a sense of common heritage and culture.



## Network of Young TV Producers

This year, 13 more young TV producers from the region were added to the Global Network of Young TV producers on HIV and AIDS. The creation of the network is supported by UNESCO and UNDP. Young TV producers from Pakistan, Afghanistan, Iran and Tajikistan were trained in a three-week workshop in PTV Academy in Islamabad.



Dr Shankar Choudhury from UNESCO New Delhi provided the technical aspects of HIV and AIDS. Ms Gulan Kripalani took the participants through an exercise where they could realise what it means to be HIV positive. Ms Kripalani and Ms Moneeza Hashmi explored the gender dimensions of HIV and AIDS. Mr Scott Rawdin gave the training needed to make quality TV productions which were ethically and socially just, while being scientifically correct. Officials from the National AIDS control programme in Pakistan, NGOs involved in HIV and AIDS issues and a representative of people living with HIV, provided the national, grassroots and personal perspectives on HIV and AIDS.

After the workshop, the producers went back to their respective countries and produced mini-documentaries under distance guidance from Ms Moneeza Hashmi, who compiled the programmes into a series. The series is now available as DVD for review. Broadcasters in the region have access to these mini-documentaries for telecast.



This is the third DVD produced by AIBD representing the productions by the young TV producers trained under the project Global Network of Young TV Producers on HIV and AIDS.



# Media and Good Governance

Media is considered the fourth pillar of democracy. Along with the legislative, executive and judiciary, media supports the steady and sustainable progress of the society. Professional journalism is an important part of creating an environment for good governance.

Good information is vital to governance which is transparent, inclusive and fair. When journalists provide citizens with reliable information, they can make informed decisions about their lives. Professional media outlets can improve awareness of the law of the land, make citizens responsive to issues in society and elicit participation to tackle these issues. Ethical and balanced journalism helps participation by giving a voice to a variety of views, while reporting unethical activities supports transparency and the rule of law. Yet the media can be used by vested interests to deny citizens access to information, denying them good governance.

It is vital, therefore, that journalists are equipped to play their important role. There is a need to train journalists and empower them with a clear understanding, especially on issues like the right to information, sources of information, investigating and reporting corruption and the need to protect whistleblowers. Journalists need to be given adequate skills to develop accurate, interesting and fair reporting. They also need to be encouraged to report injustice and the abuse of power, and to be protected from harm when they do.

To this end, AIBD, in partnership with UNESCO and Internews organised a training workshop on Media and Good Governance in Vientiane, Laos 14-16 February 2007. The Laos National Radio hosted the workshop.

18 participants, including journalists from print, radio and television media, attended the workshop. Ms Claire Arthurs, an ex-BBC journalist who is at present, a journalism trainer with Internews Environment Journalist network, acted as the chief trainer. Mr. Mattias Meier, Programme Analyst, UNDP, Mr. Roby Alumpy, Executive Director, South East Asian Press Alliance and Mr. Alexander Pabico, Head of Multimedia Desk, Centre for Investigative Journalism in Philippines also contributed to the contents of the workshop.

Besides presentations from experts, there were exercises - individual, in pairs and in groups - meant for improving the skills of the participants. These also helped in opening up the trainees for active participation in the other workshop sessions. Mr. Kongngeun Chounlamountry and Mr. Keomany Luanglith, Deputy Directors from Lao National Mekong Committee, came in for being interviewed by participants as a part of the exercises given to the participants during the workshop.

## Radio News Production

Some 24 radio news editors and journalists from eight countries participated in the regional workshop on radio news production held on 6-10 March 2007 in Bangkok. They came from Bhutan, Brunei, Indonesia, Malaysia, Sri Lanka, Syria, Thailand and Vietnam.

Mr. Duncan Ness, a journalist with more than 30 years experience in radio, television and newspapers in Australia and overseas conducted the weeklong workshop. Mr Ness is currently duty editor at the Australian Broadcasting Corporation's international service Radio Australia, overseeing production and presentation of news bulletins broadcast to the Asia-Pacific region. The workshop was supported by the Australian Broadcasting Corporation, Radio Australia and the National Broadcasting Services of Thailand (NBS), which served as host.

On opening day, Mrs. Chan Thima Choeysoy, executive director of Radio Thailand (left photo), delivered the welcome remarks, emphasising the need to enhance knowledge and skills of radio journalists in the region. She said the workshop could serve to strengthen collaboration among AIBD member countries and ABC.



# Reporting and Popularising Science and Technology

By K U Madhu, AIBD Programme Manager

**D**evelopments in Science and Technology have direct bearing on every day life of people. Yet most people do not really understand science or technology. The reason is obvious. Science doesn't always offer easily understandable relationships due to its insistence on consistency and rigour. It tends to be heavily laden with technical terms and quite often sprinkled with mathematical equations. So popular perception tends to portray science as bland, dry and difficult to understand. In the process, it contributes to scientific illiteracy. No wonder then, that in the popular culture, people prefer to learn pseudoscientific systems like astrology or pop psychology than real science.

Scientific knowledge is no longer transmitted through communication from scientists to 'lay' people directly. Science and Technology Communication has to be "mediated" to inform everyday social discourse, where it crops up in news and in debates about issues such as public health and food safety. But many important developments in science and technology go unnoticed by media and hence by the public at large. Media personnel, therefore, need to be trained to detect fundamentally new and relevant developments in science and technology that will impact the daily lives of people and to report it in a manner which is understandable and enjoyable.

AIBD and UNESCO joined hands to organise an in-country workshop in Jakarta, Indonesia to train media professionals and to build capacity in this area. TVRI Training Centre hosted the workshop.

The workshop was aimed at professionals from print and television media to build their capacity to do research and to write on science and technology topics, in a manner which is both rigorous and interesting, acceptable to both scientists and common man alike. 14 participants attended the workshop. 8 of the 14 participants (more than 50%) were women. Thus the gender disparity



or ordinarily seen in the field of science and technology was more than offset by the participation of women in the workshop.

The workshops focused on searching for topics that interest and amuse common men, researching to find scientifically valid details, understanding and interpreting scientific terminology and improving the writing skills of the participants. The exercises given to the participants led to 12 products – articles, reports, scripts – by the end of the one-week workshop.

# Pakistan's PBC Gearing Up to Face Broadcasting's Brave New World

By Tom Fayle, Radio Australia

**P**akistan is going through a revolution in the broadcast media, presenting an unprecedented challenge to the nation's state-run radio and TV networks.

It's not only a battle for audiences and revenue, but staff, talent and resources.

Against this background, 15 radio journalists from various parts of Pakistan came together for a two-week course from 27 November to 7 December focusing on the fundamentals of news and current affairs.

Among those taking part in the Islamabad-based workshop were veterans of the coverage of last year's devastating October earthquake. Tens of thousands died in the disaster, millions were made homeless and the communications infrastructure was severely disrupted.

The courage, dedication and resourcefulness of the reporters and producers involved should be an inspiration to all journalists wherever they may be. The course was able to use such collective experiences to draw practical lessons for the future, and to hone skills in the areas of crisis reporting and production.

Plenty of discussion also centred on teasing out just who listens to the state broadcaster in modern Pakistan. A vox pop exercise on the streets of the capital produced some challenging findings about the difficulties in appealing to the new generation of radio consumers.

The changing media environment in Pakistan – as elsewhere – means that journalists will not only need to be increasingly flexible and adaptable... but professional too... something the AIBD in cooperation with UNESCO and ABC Radio Australia is committed to achieving. The UNESCO Islamabad Office covered the consultant's expenses.

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## CCTV-AIBD Collaboration

**D**r. Javad Mottaghi, AIBD Director (left), recently conferred with Mr. Zhao Huayong, CCTV president (right), in Beijing and discussed more initiatives in promoting a vibrant electronic media in Asia Pacific. He thanked CCTV for its collaboration and support in media training and media dialogues in the region, and invited Mr. Zhao to participate in the 4th Asia Media Summit in Kuala Lumpur and the 2nd Asia-Pacific & Europe Media Dialogue in Bonn, Germany.

