

## MBA in Media and Communications

The AIBD has entered into a new venture in human resource development for higher education and institutional linkage for education co-operation and assistance. The Institute tied up with the Management Institute of Canada (MIC) and the Help University College Sdn Bhd (HUC) in introducing a Master of Business Administration (MBA) specialising on Media & Communication. The masters degree will be offered in Malaysia through HELP and globally by MIC.

The three parties signed a Memorandum of Agreement on 13 March 2008 to launch the MBA programme in Media and Communications. Dr. Alain Hoodashian, MIC President, Dr. Paul Chan Tuck Hoong, President and Co founder HELP University, and Dr. Javad Mottaghi, AIBD Director, signed the MOU.



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### AMS 2008 Update

The Asia Media Summit organised annually by the AIBD, will be held in May 2008. This year's event will focus on issues related to the changing media landscape and the explosion of new media technology and content.

The event to be held on the 27 and 28 May at the Nikko Hotel in Kuala Lumpur will also look at the role of Media in Development.

Sessions will aim to provide new perspectives in a number of areas such as the convergence in media platforms, the impact of user-generated content and its legal aspects. There will be a session aimed at media and corporate social responsibility issues and one on the media and the family, which will look at how the media can help in promoting family values and cohesiveness.

Registration has opened and momentum is

picking up, with around 500 delegates comprising of senior broadcasters, business and international bodies expected to attend. Around 40 speakers from all over the world, with a wide spectrum of expertise have confirmed participation and the Prime Minister of Malaysia, Abdullah Ahmad Badawi is expected to deliver the keynote address at the start of the summit.

A number of pre summit workshops to be held between the 24 and 26 of May will examine how the Media can be involved in addressing issues such as HIV & AIDS, poverty, women's rights, new technologies and the storage, retrieval and usage of media material and will report on developments at the AMS.

For latest information on the AMS including the agenda, speakers list and registration information please log on to [www.aibd.org.my/conferences/ams](http://www.aibd.org.my/conferences/ams)

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The new initiative came about as the three institutions realised that amidst the proliferation of media channels in the last two decades, media organisations are hurting due to the dearth of adequately trained manpower. They appreciate that many international institutions have offered training in communication and media, but management of media organisations has not been part of the curriculum. After due diligence, MIC, HUC and AIBD decided to create this new programme to be able to generate a highly skilled management cadre for media organisations.

The MBA programme will be offered in the first quarter of 2009. It will be a 12 months programme offering 12 subjects and a research paper.

MIC, HUC and AIBD collaborated in developing the MBA content. All subjects will be offered online with a face-to-face component at the end. The subjects will be taught by an international faculty comprising professors and lectures from Canada, USA, Malaysia and Australia to name a few. For more information, log on to [www.aibd.org.my](http://www.aibd.org.my).



Officials of MIC, HELP University and AIBD discuss their joint undertaking to offer a new MBA programme on Media and Communication

# Addressing Technology Gaps

By Padarabinda Das  
AIBD Programme Manager



The implementation of digital terrestrial radio & television services has already started in many parts of the world including some countries in Asia-Pacific region. However, despite the many advantages of digital broadcasting, many broadcasters particularly from developing countries hesitate to implement it due to the lack of knowledge, expertise or financial resources. This is widening the gap in technology adoption amongst broadcasters. It may further deprive a few the chances of full integration with the broadcasting fraternity in terms of technological compatibility and advancement.

To help bridge the gap between digital developments and existing analogue technology, AIBD organised a regional seminar for seamless migration to digital broadcasting in Islamabad, Pakistan on 19-22 November 2007.

The seminar is a continuation of the yearly workshops and seminars organised by AIBD with support from ITU. PTV hosted the event in Islamabad, making all necessary arrangement for the success of the seminar. Despite the state of emergency in Pakistan, 42 delegates and speakers from different parts of the world participated and contributed to this event.

Besides digital terrestrial TV broadcasting, the seminar covered digital radio broadcasting including standards, features, service planning, implementation issues, specifications, etc. The experiences of leading broadcasters were shared with the participants. Considerations for selection of standard were discussed in detail. The seminar became interesting because of the lively discussions and interaction between delegates and speakers in every session.

The seminar was relevant to Pakistan as it was preparing a roadmap to implement digital broadcasting in the country. Participants from Afghanistan, Bhutan, Cambodia, Laos, Malaysia, Maldives, etc. were benefited extensively as the DTB service is about to be taken up in those countries.



# More Complex TV Drama Series

By Manil Cooray  
Programme Manager, AIBD



The AIBD in collaboration with DW- Akademie recently organised a regional course on programme format development for TV drama series in Beijing which was hosted by the State Administration Radio, Film and Television (SARFT).

The workshop was aimed at improving the format development and production management skills of the TV drama producers. The emphasis was to upgrade existing skills, to empower the participants to embark on more complex TV drama series projects during their future careers.

The two-week course at the SARFT Training Center was held from 19th to 30th November 2007. Though located at the outskirts of Beijing, the SARFT Training Center with all its training facilities proved to be an excellent venue for training.

Mr. Li Gehua, Director of the SARFT Training Center, inaugurated the workshop. Ms Liu Ying, Deputy Director International Relations and Mr. Bi Zenhhu, the local liaison officer from SARFT – TC and the staff were available at all time and extended their cooperation to implement a smooth workshop.

Twelve TV drama executive producers attended the course. The foreign participants were from Indonesia, Malaysia, Sri Lanka and Pakistan while the local participants were from CCTV and the provincial stations in China.

Mr. Padhraic O'dochataigh, Project Manager from Deutsche Welle Akademie in Germany, was the Course Director. He is an experienced drama producer and trainer and an expert on format development for TV drama series. He has been associated with AIBD for many years in implementing training in the Asia-Pacific region.

The training comprised of three main components. During the segment of programme content and quality analysis, the course participants familiarised with the essential ingredients of good script structure both from the point of view of the story



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# A Successful 27th CBA General Conference



Prime Minister of Bahamas speaking at the inauguration ceremony of the CBA Conference in Bahamas

The 27th General Conference of the Commonwealth Broadcasting Association held in Nassau, Bahamas from 23- 26 January was a resounding success. Its theme was "Empowering the People." Some 200 delegates participated in the conference, including 40 CEOs, 13 Senior Engineers/Technical Directors, and 51 women broadcasters.

"There were several well-organised and well-attended CBA workshops on some challenging issues," AIBD Director Dr. Javad Mottaghi said. Among the topics covered in this event were: Effects of Climate Change, Enhancing management skills, Health programming, HIV & AIDS, Technology Future, Imagine the Media Future, CBA International Programme Bank, Managing the Opportunities and Challenges, Covering the Elections, Innovative ways of Exposing Corruption, Media and Good Governance, Gender and Diversity and Freedom and safety of Journalists.

Dr. Mottaghi attended the meeting where he finalised an agreement with CBA for some 10 joint projects in 2008.

BBC, SBS Australia, All India Radio, Doordarshan (India), and New Delhi Television (India) were the main winners of the CBA Broadcasting Awards for 2008. The awards were presented in Nassau, Bahamas on Thursday 24 January.

The prestigious Elizabeth R Award for Outstanding Contribution to Public Service Broadcasting was awarded to Jean-Gabriel Manguy, former head of Radio Australia.

Doordarshan (India) was the winner of the CBA-World Bank Award for Programmes on Development Issues. The winning piece was entitled "God's Own Crops." This TV

programme shows the success story of a group of women farmers who have shown that food sovereignty of agrarian communities is the need of the hour.

All India Radio received the CBA-UNESCO Award for Science Reporting and Programming for the radio programme "The Drop that Counts," an unusual musical feature for children that deals with the general science of the universe.

SBS (Australia) won the CBA-Amnesty International Award for Human Rights Programme for the television feature "Race for the Beach," a programme dealing with the struggle of a hijab-wearing Muslim girl and 20 other young Muslims to become surf life savers at Sydney's Cronulla beaches in the wake of the anti-Muslim race riots in Australia.



H.E. The Hon Arthur Hanna, Governor-General, Nassau Bahamas, speaking at the CBA Conference

New Delhi Television (India) took three CBA-IBC Award for Innovative Engineering. Indian television reporter Sutapa Deb of New Delhi Television won the CBA-Thomson Foundation Journalist of the Year Award, while the Elizabeth R Award for Exceptional Contribution to Public Service Broadcasting was awarded to Jean- Gabriel Manguy, former head of Radio Australia, for his success in helping promote, strengthen and preserve public service broadcasting even in adverse circumstances.

AIBD, ABU and GMAI will work together to strengthen the newly established Asia-Pacific Media AIDS Initiatives (AMAI).

Mr. Dali Mpofu, the President of the GMAI and the CEO of SABC, South Africa, Stephen Massey, from the GMAI Secretariat, David Astley, ABU Secretary-General, and Dr. Mottaghi held a constructive meeting in Bahamas, agreeing to work together to help fight against HIV & AIDS and save the lives of millions threatened by the disease in this region. AMAI and GMAI will support the AMAI Conference as a pre-summit workshop on 26 May 2008.

Dr. Mottaghi said AIBD in collaboration with Thomson Foundation will be organising a TV News production Workshop as a Pre-Summit event from 25-26 May 2008 in KL.

Several excellent initiatives took place at the Conference. They included:

- a. The signing of a Memorandum of Understanding by Caribbean broadcasters to enhance understanding of climate change, plus the planning of follow-up activity for the Pacific and for Asia.
- b. The launch, including a booklet, of a scheme for sharing information between public service broadcasters on their key performance indicators.
- c. 24 delegates completed a one-day broadcasting management training workshop.
- d. Following the sessions on Media and Governance, discussions are now under way with Transparency International on new joint workshops on corruption issues for broadcasters.
- e. The CBA Committee requested the CBA Secretariat to define the principles for possible suspension, or other action, for CBA member organisations transgressing Commonwealth principles of media freedom, and to report back to the Committee.
- f. Discussions about training were held and funds will be sought for election training in Ghana, and various other workshops, training and consultancies.
- g. The Global Media AIDS Initiative (GMAI) ran a workshop on "The Business of Media & HIV/AIDS" guided by Dali Mpofu, Group Chief Executive of SABC and GMAI Chairman. This highlighted ways in which media organisations could advance the global response to the AIDS pandemic by



Elizabeth Smith at the CBA

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incorporating HIV-themed messaging across platforms, opening channels of communication, fostering discussion about HIV/AIDS among their audiences and raising public awareness about HIV/AIDS to keep the issue at the top of the policy agenda.

- h. The workshop for regulators provided an opportunity for regulators to discuss common problems and issues, and led to the setting up of a regulatory workshop for the Bahamas in March. A pamphlet will be produced based on the deliberations, to give wider exposure to the views expressed.
- i. Following a BBC presentation about "School Report", the Caribbean Broadcasting Union offered its support to the project and various other organisations also agreed to participate;
- j. Abubakar Jijiwa, DG, Voice of Nigeria, was re-elected CBA president.
- k. The vice-presidents elected were Ken Clark, CEO, EM TV, Papua New Guinea, and Mano Wikramanayake, Group Director, MTV Channel PVT Ltd, Sri Lanka.
- l. Elected to the Committee were: Kingsley Reetsang, General Manager, Engineering Services, Botswana Department of Broadcasting Services, Duraid Quereshi, CEO, Hum TV, Gary Linnane, Head ABC Secretariat, Australia, Syafique Alfonse, DG Management, RTM, Malaysia, Richard Stursberg, Executive VP, English TV, Canadian Broadcasting Corporation, Narayan Rao, Group CEO and Executive Director, New Delhi TV, India, and Lisa de Wilde, CEO, TV Ontario, Canada.
- m. 'Elenoa Amanaki, general manager, Tonga Broadcasting Commission and Chua Foo Yong, MD Singapore Media Academy, MediaCorp, Singapore, were asked to serve on the Committee as co-opted members.
- n. On the Committee ex-officio are Dali Mpofu, CEO, SABC, South Africa, Richard Sambrook, director Global News BBC, UK, and Anthony Foster, president and CEO, the Broadcasting Corporation of the Bahamas.



Mr Salah Eddine Ma'aoui, Director-General, Arab States Broadcasting Union (ASBU), speaking at the inauguration ceremony of the ASBU in Tunis



- o. The CBA decided to run a regional Conference for the Pacific, including Australia and New Zealand, in Tonga in 2009. An All-Commonwealth General Conference will be held in Johannesburg in 2010. The Tonga Conference may follow up on issues discussed in Nassau, including climate change and media freedom.
- p. The 2008 CBA Awards was announced.

## AIBD/ASBU Media Partnership Committee A WAY FORWARD



The Arab States Broadcasting Union (ASBU)-AIBD Media Partnership Committee has been formed to expand media cooperation between the two regions. Projects that will be jointly pursued by the two media organisations cover human resource development, co-production, publications, programme exchange, consultancy service and media dialogue. Its first meeting will be held on 26 May 2008 in Kuala Lumpur prior to the AMS. Members of the ASBU and AIBD will attend this meeting.

The partnership was forged during the ASBU General Assembly held in Tunis on 9-11 January 2008. AIBD Director Dr. Javad Mottaghi attended the meeting and finalised the partnership agreement with ASBU Director-General, Mr. Salah Eddine Ma'aoui.

The ASBU will be a permanent partner to the AMS from 2008 onwards. The General Conference of ASBU at its Tunis meeting approved a proposal to pursue media dialogues across the globe. As a result, it agreed to support the AMS as a permanent partner. A strong ASBU delegation led by its director general Mr. Salah Eddine Ma'aoui will attend the AMS.

AIBD and ASBU will implement a few joint venture activities in 2008. They include three

pilot projects on Training Needs Analysis in three ASBU countries, and two joint venture training courses will be implemented, one in Damascus and another in KL.

ASBU will continue contributing to the World TV Awards. It has been a partner since 2005.

ASBU will contribute to the Handbook on Code of Ethics that will be prepared by AIBD in collaboration with FES and CBA in 2008. It will also explore working with AIBD on HDTV.



Mr Abdul Rahman A. Al-Hazzaa, Deputy Minister for Broadcasting affairs, Ministry of Culture and Information, MOCI) and the Director of AIBD Dr. Javad Mottaghi shake hands to seal the agreement on collaboration between MOCI and the AIBD



# Public Service and Development Programming

By Manil Cooray  
Programme Manager, AIBD

The AIBD recently concluded a training initiative to improve the skills of Asian radio journalists in educating the citizens on development issues. The project was implemented in 2006 and 2007 with the assistance from the International Programme for the Development of Communication (IPDC)-UNESCO. It was called the "Training in Ethics, Concepts and Strategies for Public Service and Development Programming for Radio Journalists."

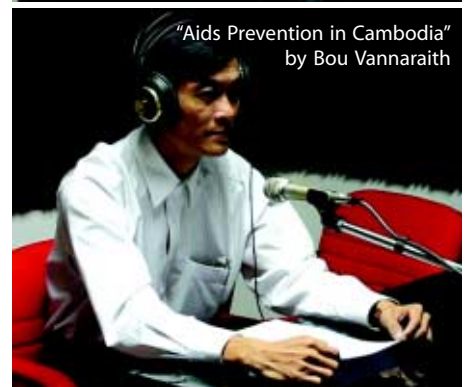
The project's special focus was training on public service and development programming, using radio as the medium with its affordability and accessibility to the rural communities. The content covered development journalism, research and reporting on economic issues, education and health to enable radio journalists to adequately cope with their roles in providing information in the public interest, mobilise 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.

The project was implemented in four AIBD member countries. The funds were received through Ms. Joselyn Josiah, communication adviser at UNESCO office in India.

In Cambodia, the one-week in-country workshop was held at the Media Training Centre (MTC), Ministry of Information, from 27 November to 1 December 2006. The participants from the Cambodian National Radio worked on scripting and recording commentaries in Khmer covering a wide range of issues affecting Cambodia from agriculture to HIV and AIDS, domestic violence, traffic accidents and global warming.

The Pakistan Broadcasting Corporation hosted the weeklong in country workshop at the Pakistan Broadcasting Academy in Islamabad from 11-16 December 2006.

The all-women team of radio journalists worked in smaller groups to script, present and report on human development issues from polio eradication, pollution to women's health relevant to Pakistan.



The National Broadcasting Service in Thailand hosted the regional workshop from 22-26 January 2007 held at the Institute of Public Relations in Bangkok. The participants were from Bhutan, Bangladesh, Cambodia, Iran, Laos, Malaysia, Maldives, and Pakistan and Thailand. At the conclusion of the training they demonstrated their ability to apply the basic principles of journalism ethics, concepts and strategies for conceptualising programme content in relation to public

service broadcasting and enhance their analytical skills to report on human development issues, relating them to education, political, economic, social and cultural conditions in their countries. They produced audio reports on a wider range of issues from political to social and economic development stories related to their countries.

Twelve women journalists from Radio Nepal completed an intensive five-day workshop on reporting human development issues from 1-5 October 2007 in Kathmandu, which was hosted by Radio Nepal.



"Political Development in Bhutan - Preparation for 2008 Elections" Yeshi Dorji from Bhutan







been a Media Trainer and Consultant, mostly in Asia.

Addressing the gathering at the closing ceremony Mr. Ram Sharan Karki, Executive Director of Radio Nepal thanked IPDC-UNESCO for the support offered and AIBD for organising the training at Radio Nepal. He further said that "the chairman and members of the Board appreciated the very useful and long-awaited training." Those present were Rajendra Prasad Sharma, Deputy Executive Director, Shiva Raj Baral, Chief (Training Section)/Chief Engineer who was the local liaison officer, UNESCO representative in Kathmandu Mr. Tap Raj Pant and the staff of Radio Nepal.



Mr. Ram Sharan Karki, Executive Director, Radio Nepal

A total of 49 radio journalists cum producers 37 of whom were women journalists received training through this project.

The workshop used the framework of the U.N. Millennium Development Goals to focus on research and reporting of key economic and social issues facing Nepal, including poverty, hunger, access to primary education, maternal and child health, and gender equity. The participants learned how UNDP, UNESCO and the World Health Organisation measure and interpret human development, and the question of accuracy of social statistics. They produced reports on children of war, women in the media, combating prolapse, conditions of Tau indigenous people, commercial sex workers, heroin addiction and on infantile diarrhea.

Manil Cooray, AIBD Programme Manager, designed the project while Ohio University professor Dr. David Mould conducted the workshops. A teacher and journalist with more than 10 years of experience, Dr. Mould has



Prof. David Mould, Consultant



## CONCLUSIONS

The training provided through this project enabled the radio journalists to mobilise radio in reporting on human development issues, advocating freedom of expression in matters related to social and economic development, thus, functioning as information providers of public interest.

The project also attempted to facilitate a mechanism for networking among those who participated in the regional workshop in order to professionally exchange ideas or radio programmes on developmental issues that are common to their countries.

The project was undoubtedly a success, which has contributed to human resource development of forty-nine radio journalists with majority being women journalists in the developing countries of AIBD's members. They were able to acquire knowledge on journalism ethics, and skills to examine strategies and identify concepts for producing public service and development programmes for radio dealing with economic issues, education and health development that contributes to lifelong learning.





# Good Understanding of Media Laws

By Venkat Iyer\*

The role of the mass media during elections cannot be underestimated, particularly in the current age of instant communication. I was privileged to lead a workshop on this theme, convened by AIBD in Jakarta between 19-23 November 2007, in conjunction with a leading Indonesian television channel, Metro TV, and I would like to share some thoughts on the subject.

Although there has, since time immemorial, been a debate about both the content and value of democracy, there is widespread agreement that, whatever the system of elections is adopted, the authority of a government should be based on the will of the people. This principle has been enshrined in international law, notably Article 21 of the Universal Declaration of Human Rights (UDHR). Further elaboration of this principle comes in the International Covenant on Civil and Political Rights (ICCPR), which requires every citizen to be given the right to vote at genuine periodic elections without discrimination and without any unreasonable hurdles being placed in his way.

Quite clearly, free elections require an informed electorate – an electorate which, moreover, should be allowed to debate issues freely and which should be given every opportunity to question those seeking public office. In times past, such debates could be conducted within small communities in forums such as village councils on a direct person-to-person basis. In the modern world, however, that is no longer feasible. Given the large areas covered by constituencies and given the huge numbers of voters in each electoral district, there is an inevitable need for messages to be conveyed



(left): Dr. Venkat Iyer at the workshop's opening ceremony



over long distances. That function can only be performed by the mass media, and it is hardly surprising, therefore, that the media has come to acquire a crucial role in the promotion of electoral politics – and by extension of democracy itself.

Elections can be a good occasion to underline the importance of free and plural media, both to the public and to the government. The media does exercise a 'watchdog' role during elections: not only does it expose corruption and mismanagement, but it also helps keep the government 'on its toes'. The media has often been referred to as the 'Fourth Estate' – an organ which keeps a check on the other three branches of government, viz. the executive, the legislature and the judiciary.

There are three principal ways in which the media can aid the election process:

- by communicating/explaining political messages from parties and candidates to the voting public;
- by conveying key election-related information from the election management bodies to the voting public;
- by throwing a searchlight on the entire election process to ensure its integrity.

But in discharging these functions, the media has a number of responsibilities. Not only should it behave fairly and ethically, it should also have a close familiarity with the relevant laws and conventions. It should be professional, fearless, competent, reliable, and capable of analysing complex issues and conveying them in a manner that is easily understood by a lay audience. The public invest a lot of trust in the media, and the media should live up to the public's expectations at all times.

In terms of specifics, the media should have a good understanding of the political system in which it operates, and adequate knowledge of the electoral laws and rules. No less important is familiarity with the regulations and procedures for accreditation by election management bodies (EMBs). Broadcasters would profit from a good grasp of the

arrangements for allocation of airtime for election broadcasts, political advertising, and the reporting of opinion and exit polls.

Particular care should be taken to understand when the 'election period' starts for the purposes of certain laws. Broadcasters should also be mindful of the fact that electoral laws vary significantly from country to country, and even within countries, so that any programme whose broadcast in one jurisdiction is acceptable may not be so in another jurisdiction. Fine judgments may sometimes have to be made about particular aspects of election coverage, especially in countries where the integrity of the election system is in doubt.

On the rare occasion when a departure from strict compliance with the law is called for (e.g. to conduct a 'sting' operation with a view to exposing corruption in situations where no other measures would work), the media must observe adequate safeguards: they should, for example, resort to such methods only if all other alternatives have been exhausted, and ensure that the means adopted are strictly proportional to the end being sought. Decisions involving potential breaches of the law should only be taken at a very high level within a media organisation, preferably after taking professional advice.

Legal rules apart, ethics play a significant role in media behaviour during elections. In most countries, the media would be bound by codes of ethics, drawn up by:

- government regulators;
- professional associations;
- trade unions;
- individual media organisations; or
- consortia of media organisations,

and it is important that these codes are respected in both their letter and spirit.

Among the most common injunctions in codes of ethics are duties to: ensure accuracy and impartiality in reportage; distinguish facts from opinions; distinguish rumour from fact; avoid suppression of relevant facts; provide a swift and effective mechanism for the correction of errors that may have crept into broadcasts; eschew personal attacks on candidates or their representatives; and avoid sensationalism and hyperbole in reporting. Journalists should also decline any gifts or inducements offered by candidates or political parties, and declare any personal or corporate interests that may conflict with their journalistic obligations.

It is important as well that the media should be accountable for its own actions, and should open itself to scrutiny by independent monitors from time to time. At the very least, good practice demands that media organisations carry out in-house reviews of its conduct during, and coverage of, major elections. The lessons learnt from such reviews are invaluable and should be put into practice on future occasions.

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# Enhancing Journalists' Competitive Advantage

Journalism academic John Cokley, PhD, aims to give his workshop participants a "competitive advantage" in the emerging world of convergent journalism.

Dr. Cokley, 48, from the University of Queensland in Australia and formerly a long-time newspaper and magazine writer, editor and trainer, has just returned from leading a four-day workshop on precisely this topic in Tehran, Iran.

But the students found themselves dealing more with mobile phones, Bluetooth and Google Maps than they did with rostrum cameras, studio floor managers, tape editing or the inverted pyramid.

The 40 participants – drawn from all levels and ages of staff at the Islamic Republic of Iran Broadcasting (IRIB) including reporters, editors, producers and bulletin anchors – experienced first-hand the processes of interviewing talent on their mobile phone (both audio and video) and then uploading that, and text stories, direct to the various digital news publishing sites such as Panoramio (<http://www.panoramio.com/>), Placeopedia (<http://www.placeopedia.com/>) and YouTube (<http://www.youtube.com/>).

Where economic sanctions imposed on Iran by the United States made access difficult (fairly common on the internet in Iran) Dr. Cokley and the students found ways around this, using open-source sites such as Wikimapia (<http://www.wikimapia.org/>). Iran's own citizen journalism platform PressTV (<http://www.presstv.com/>) was suggested as an alternative, along with the Iranian social networking site Cloob (<http://www.cloob.com/>).

The competitive advantage participants gained from the workshop was three-fold, said Dr. Cokley.

"Firstly I see convergent journalism as a way for journalists to compete commercially for space and audiences in the contemporary world," he said. "Those able to use the latest technologies which people in the community are using [known as *in situ technologies*] will be able to compete successfully for audiences, for influence, and ultimately, for revenue.

"The main competition for employed journalists comes directly from citizen journalists, people 'out there' who are mo-blogging, blogging, SMS-ing and uploading news words and images as fast as they can, and many earning money from it, at places such as OhMyNews (<http://english.oh.mynews.com/>) in



Korea, the north American Orato (<http://www.orato.com/>), STOMP in Singapore (<http://www.stomp.com.sg/>) and, increasingly the big multinational news sites such as the BBC and CNN.

"These groups are visibly driving down newspaper circulations and traditional news bulletin audiences and it's legitimate for employed journalists to compete with them for business."

"The second arena for competition is within the profession of employed journalists, working either for Big Media or other organisations such as governments, NGOs and publishing houses," Dr. Cokley said.

"The journalism graduates today are like hungry dogs nipping at the heels of already employed reporters, editors and producers, because they arrive at newsrooms knowing how to do 'whatever they need to do' to find, capture, edit and publish a story, often within minutes of an event taking place.

"Of course they also need some of the established journalism skills such as the ability to chase sources, interview them carefully (looking for answers to *who? what? how? when? where? and why?*), then edit and craft stories ... but if they're not using the technologies in the audience members' pockets, handbags and earpieces, no one's going to hear or see that beautifully crafted journalism, are they?"

The third arena of competition was in business development, Dr. Cokley said: negotiating new positions for journalism in the world.

"Journalists equipped with the competitive advantage of being able to do their work in the new media world have substantial services to offer business and the professions," he said. "Most professions – especially medicine, law, the military and especially engineering – need to be able to collect information from a wide range of sources, deal with it effectively ("editing") and then republish it, often to the general public.

"Journalists can now bring these skills to the business table and make very respectable incomes, just as accountants, radiographers, nurses, surveyors, drafters and planners do from the more established professions.

"Digital technology has only made more visible – and more powerful – the existing phenomenon of journalism as 'a community talking to itself', which we know brings with it definable community, political and economic benefits.

"This is the role of the convergent journalist. I see a world on our doorstep in which a professional journalist might come to a community and – just like a medical doctor, a lawyer or an accountant – put up a shingle and say to the community: 'here are the services I offer which you need, and here is a list of my fees. *The queue starts here!*'"

Dr. Cokley pointed out to the Tehran workshop that convergent journalism was a journey or a process, not a destination.

"It's a process in which reporters, editors, anchors and producers make themselves flexible and adaptive enough to handle whatever technology comes along next ... not just the suite of existing 'new media' computer applications, which will become obsolete in five minutes."

As part of the workshop, Dr. Cokley and the journalist participants arrived at several useful practical and theoretical definitions which have been included in an article for scholarly review and publication (*coming soon*).

The new theoretical material attempts to outline a progression from traditional journalism to what Dr. Cokley has defined as "integrated journalism", in which journalists attempt to deal with their audiences and the relevant *in situ* delivery channels, and in which journalists attempt to negotiate a place for themselves both ideologically and commercially in the 21st century.

Earlier relevant scholarly articles on this theme can be sourced through Dr. Cokley's university website: <http://www.uq.edu.au/journ-comm/index.html?page=28404&pid=> and here: <http://espace.library.uq.edu.au/view.php?pid=UQ:9529>

"These might be of some use to other journalism educators and students, especially since the field of convergent journalism is developing so quickly," he said. "But these definitions are 'a work in progress' and should become part of the general discussion going on in our profession right now."



Dr. Cokley gratefully acknowledges the valuable assistance of many IRIB staff at the workshop, but especially his workshop translator Mr. Yasser Azarparand, who took Dr. Cokley's English words and interpreted them into Persian, the language of Iran, for participants.



# Endangered Audiovisual Archives

*By Padarabinda Das*  
AIBD Programme Manager



The AIBD is in the thick of regional initiatives to save endangered audiovisual archives. It partnered with FIAT, NHK and ABU to organise the 3rd Asian seminar on "Audiovisual Archive: The Challenges of Audiovisual Archive Management in the Digital Era: How to Protect and Promote these Archives" held at the NHK Chiyoda Media Plaza in Tokyo on 14-15 February 2008.

Together with ABU, the Institute is looking into activities to collect and compile a list of archive materials that are in danger from its member organisations, an idea suggested by FIAT during the seminar. Another recommendation was for NHK to provide space for these archives.

The two-day seminar discussed the Archives@risk project, the activities on behalf of endangered archives throughout the world, to identify resources to help save and give access to the world audiovisual heritage. It also addressed some of the issues related to "Archives@risk" and exchanged the latest information of audiovisual archives.

Those in attendance were 160 delegates out of which 35 were foreign participants and the remaining 125 were from Japan. The participants were executives of archive centres and broadcasting organisations from



Asian countries and regions. Eighteen speakers from leading organisations contributed to this seminar.

Mr. Toyohiko Harada, NHK general managing director, delivered the opening remarks while Mr. Edwin van Huis, president of FIAT, Netherlands, gave an opening statement.

## Archives@Risk Project

Ms. Susan Malden, FIAT, UK, gave a presentation on the Archives @Risk project,

which was created on February 2006 following the session on endangered archives held at WEMFII on the occasion of WSIS 15-16 Nov'05 in Tunis. The group comprises of UN, UNESCO, WBU, EBU, & FIAT. The main objectives of the Group are:

- i. to develop lobbying activities on behalf of archives,
- ii. to set up website to represent archive at risk,

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- iii. to offer professional media management
- iv. to identify source of funding

The continued efforts by the group has succeeded – in making the Archives@risk project a visible issue, in promoting cooperation among archives, in establishing a set of guidelines and best practices including the successful launching of the website: [www.archiveatrisk.org](http://www.archiveatrisk.org).

### The Local Scene – Sharing regional experience

Representatives from Cambodia, Thailand, East Timor and Vietnam shared their experiences on audiovisual archives of their organisations.

The Bophana Audiovisual Resource Centre, Cambodia was an attractive example on the restoration and modernisation of archive. According to Mrs. Thanaren Than from the Bophana Audiovisual Resource Center, the goals of this facility are to locate and collect archive materials about Cambodia; to safeguard through digitisation and restoration; to create “Hanuman database” of audiovisual documents. The Centre has more than 1500 digitised audiovisual documents from 1989 onwards. It provides free access of its contents to the public through nine workstations available with the Centre. More than 3,000 people have visited the Centre since its opening in 2007.

Ms. Kannika Chivapakdee of the PRD Museum and Archive, The Public Relations, Thailand, has a different story to tell about archive. The Center serves as the study centre of Thailand’s radio and television broadcasting history as well as the history of the Public Relations Department. It provides PRD officials and the general public with useful information and references for research study. However, the Centre experienced that archive contents available with many centres in Thailand were dumped and scattered here and there without any care and maintenance. As a result, lots of archive materials were damaged extensively due to fungus, water see page in

the storage area, poor maintenance etc. In many places, the content produced by the producer is considered as his own property and kept under his custody. Even in the event of shifting of the producer, the centre does not get a copy of the content.

According to Mr. Nguyen Vu Hoang of Vietnam TV’s Archive Centre VTV, Vietnam has about 20000 hrs of footage mostly of Betacam SP (30’, 60’, 90’) and U-matic. It already started digitisation of metadata and has future plan for digital storage system for online and near line access.

### Preservation of the legacy formats – Migration Strategies & PrestoSpace Conclusions

According to Mr. Daniel Teruggi, INA, France, the PrestoSpace project’s objective is to provide technical solutions and integrated systems for a complete digital preservation of all kinds of audio-visual collections. The project intends to provide tangible results in the domain of preservation, restoration, storage and archive management, content description, delivery and access. The principal aim is to prepare the way for preservation factories providing affordable services to all kinds of collection custodians in order to manage and to allow access to their assets. The main deliverable of the PrestoSpace Project is to develop and launch actual facilities and services for audiovisual preservation.

### Preservation of the legacy formats – Signature Protection

Mr. Daniel Teruggi, INA, France, says INA has developed a technology for detection of video copy through digital finger print called Signature Protection. The fingerprint is based on spatial and temporal information in the video. Video fingerprints are small digital codes, computed from the digitised images of a video sequence, and designed to represent its content. It is very different from watermark. In a way, a set of fingerprints computed from a video sequence is a very condensed piece of information and it represents the essence of the sequence. From

the user point of view, computing fingerprints from digitised video files is a simple process.

### Digital Solutions – Constructing File based Video Archive, KBS, Korea

KBS started digitising content and storing in mass storage in 2005 through 3 steps. The 1st step was construction, the 2nd step involved expansion in 2006 and the 3rd step was ensuring stability. At the end of 2007, it has 1.1 million songs in its archive. KBS began preparing for the video archive project from 2005 by firstly standardisation and secondly, selecting and prioritising. They chose LTO4 as tape storage media because of its high storage capacity and low price. KBS just started the digitisation of video archive in 2008. It is a four-year project. By the end of 2012, it would have 448000 hrs of content. The archive storage has 4 tier storage – online, near-line, tape library and digibeta. The content can be delivered in different platforms, or can be recycled in different programmes and exploited in public service as a public broadcaster.

### Digital Solutions – CCTV experience

The CCTV Archive Centre has 1,000,000 tape storage capacity. Currently it has 740,000 tapes stored. It has 300,000 hrs of high bit rate data system near-line storage. It has 400,000 hrs of low bit rate data hard disk on-line storage. It catalogues 300 hrs of TV programme data per day. The digitisation process comprises of 9 steps – tape cleaning, pre processing, data uploading, quality checking, catalogue dispatching, catalogue indexing, catalogue checking, submit and storage management. They have a catalogue guideline. Catalogue is the key point of digitised production.

### Metadata Application

FIAT made a presentation on metadata application. It defined the metadata and its

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# Building Creative and Innovative Trainers

By Manil Cooray  
Consultant / Programme Manager

Rapid changes in technology and growing competition characterise today's media landscape. As a consequence, the training needs of the broadcast industry have become enormous. Trainers need to be creative and innovative too if they are to respond effectively to the human resource developmental needs in their organisations. Mauritius Broadcasting Corporation (MBC) is no exception. Against this background, AIBD with the support of the Commonwealth Broadcasting Association (CBA) implemented the in-country workshop on Training of Trainers hosted by MBC from 3-14th December 2007 in Mauritius. This included a two-day training needs analysis attended by its senior staff members.

Mr. Bijaye Madhou, MBC Director-General, addressed the gathering. He said that due to the present technological changes from analogue to digital, changing working conditions within the organisation itself, MBC needed not only to train their workforce to be competent, but also to develop a core group of trained trainers who will be able to carry out in house training while meeting the challenges of unprecedented technological development in the broadcast industry.

Those present were the members of the Board of management of MBC, the consultants and the staff members. The two-day training needs analysis was carried-out to identify the priority training areas that would benefit MBC personnel, as judged by key senior staff members.

The procedures employed in this TNA were adapted from ones normally incorporated as part of the training of trainers workshop as a quick method of identifying staff perceptions about training needs within their organisations. Although it represents a "shortcut" approach, it delivered perfectly acceptable results, when procedures were carried out rigorously. The salient findings of this study were that:

◀ Mr. Bijaye Madhou, MBC Director-General



The Senior Managers in programme, production, engineering, finance, ICT, HRD brainstorming the training needs of MBC



- The most frequently mentioned training need was in **"management and leadership."** Agreement on this human resource need was consistent across all groups, mostly high-ranking staff who perceived it to be a vital requirement for the organisation.
- A related training need was termed **"organisational culture"** or **"team-building."** The administration staff considered this the topmost need to enhance discipline and professionalism.
- Nearly all TNA sessions mentioned the need to enhance staff skills in **"information technology"** such as web



browsing, and e-mailing and IT skills. It was thought that this has handicapped the organisation's effectiveness and efficiency.

- The area of **marketing** was prominently mentioned as a need, which will impact the financial capacity of the organisation.

This was followed by the Training of Trainers workshop. The Training of Trainers programme is the abridged version of AIBD's training methodology programme designed for capacity building of local trainers. This core programme allows not only to strengthen the human resources at national level in order to be self reliant in carrying-out local training by trained trainers, but also envisaged to develop a compendium of trained broadcast trainers for AIBD. However, this can only be realised if the trained trainers eventually make optimum use of their training by training others locally and also further develop themselves as competent trainers.

The course focused on methods of design, application, implementation, and evaluation of core competency development programmes for adults and emphasised training by objectives. At the end of the workshop the participants were expected to apply the knowledge and skills of varied methodologies of training to plan, organise conduct, evaluate and modify training that brings about measurable results and positive change in the organisation through effective training. The trainers worked in groups analysing performance discrepancies and job analysis as one of the priorities and



presentations followed every key learning component.

12 senior practitioners from various disciplines in radio and television participated. They were from the departments of human resource, finance, marketing, radio and television production, quality control unit, ICT and engineering. Majority of them worked more than 10 years at MBC and were fluent in English. Highly motivated, they actively participated in the training and lost no time in applying the techniques in their presentations.



Prof. Drew McDaniel and Manil Cooray were the consultants.

Training concepts, content and techniques were very new to them. However they displayed their ability to apply the new knowledge and skills through a range of instructional activities which was essential to conduct planned, structured, and effective training in their own specific fields. One of the most effective sessions was the planned and structured demonstrations widely used as a



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importance. metadata is data about data. There are three main types of metadata – descriptive, structural and administrative. Metadata provides additional information to users of the data it describes. Its other functions are as follows:

- allows resources to be found by relevant criteria
- identifies resources
- brings similar resources together
- manages the link between these source of data
- distinguishes dissimilar resources
- gives location information
- provides administrative control
- provides security
- manages personal information
- organises management information
- enables content rating and usage tracking
- enables right management
- supports preservation

### Rights Issues – Copyright & Contracts Division of NHK

According to Ms. Yukari Kojo, NHK Senior Programme Director, Copyright & Contracts Division, NHK has more than 610,000 programmes and 4 million news items in its archive. It has already started digitisation of its archive. It has project, Audio on Demand (AOD) service, which will be launched in December 2008. AOD will permit view of streaming video on PC and Digital TV sets. The road to AOD covers three important aspects – clearing and security rights, building a framework within NHK and easy access for audiences. Clearing and securing rights could be achieved on-line rights or negotiating with

right-holders and copyright organisations. Building a framework within NHK is basically to address common knowledge & understanding, Guidelines for clearing rights & written consent form. Easy access for audiences could be achieved through NHK on-line platform, cable network, commercial ISPs.

### Different users of Archives – Broadcast Programming Centre of Japan (BPCJ)

BPCJ opened its public library in Oct 1991. Its business activities include the following:

- to collect, store and show broadcasting programmes to the public
- to collect classify, arrange and store information concerning broadcast programmes
- to provide information concerning broadcast programmes periodically or as may be necessary or in response to request
- to carry out business incidental to the related business.

BPCJ has 10 computer terminals to retrieve programmes. It has 60 viewing booths with 100 seats for television, 4 booths with 8 seats for radio, 5 booths with 10 seats for short programmes and commercials.

### Different users of Archives – Trial of The University of Tokyo utilising “NHK Archives” materials

Dr. Yuhei Yamauchi, associate professor, The University of Tokyo says the University of

Tokyo carried out a research on the utilisation of NHK video archive for educational use. To make the search approach convenient, they have developed a Tablet PC. One can start searching by writing the text using a pen. It supports drag & drop a video thumbnail by pen to start viewing.

### Perspective of FIAT, AIBD, ABU

AIBD projected the statistics covering the training programmes on audiovisuals for the last five years and its future training proposals. AIBD will continue its support to its members by organising training programmes and consultancy service on audiovisuals. FIAT agreed to support AIBD training programmes in terms of providing a consultant. ABU also agreed to join AIBD to organise training programmes.

### Recommendations for Follow-up:

The seminar provided a wide range of exposure on various dimensions of audiovisual archives. It was very informative for the participants. It provided an excellent opportunity for the participants to visit the audiovisual archive of NHK. CCTV offered to host the 4th Asian Seminar on Audiovisual in Beijing next year. To strengthen Audiovisual archive in Asia-Pacific region, FIAT made a proposal before NHK, ABU and AIBD to collect audiovisual documents and NHK was requested to provide space. FIAT also requested ABU and AIBD to collect and compile a list of archive materials that are in danger from its member organisations.

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technique in one to one on-the-job training situation. In this session, they chose a variety of different topics to teach their peers.

The content emphasised the importance of effective communication. Practical group exercises followed by open discussions proved to be effective. There were interruptions as some of them were required to attend to the daily priorities in their departments. Nevertheless, the trainers and the participants tried their best to cover the partly missed sessions by individual briefings.

Each participant presented the final microteaching followed by the analysis with enthusiasm. The micro teaching session topics ranged from news writing, positioning of a single camera to record and interview on location, camera movements to video previewing for quality

control, safety at workplace. One of the outstanding presentations was how to protect a document using an encrypted password and compress the file” by one of the participants.

The friendly staff of MBC, the participants, Ms.

Luxmi Samboo and Mr. Aryaduth Seesunkur of the HRD, and the breathtaking splendor of this small island – Mauritius which is almost hidden away in the vast Indian ocean, certainly made our stay a very pleasant one. It was indeed an enriching experience.







Most radio broadcasters are well aware of the importance of audio archives. They understand its value, its potential for making their work easier and its contribution to the society. Even then, audio archives are in a poor state with most of the broadcasters in the region. Whatever may be the reason, it is crucial now to revive and revitalise the hidden audio treasures despite all constraints and challenges the broadcaster may be facing.

Giving due importance to the necessity of modernisation of audio archive, the AIBD and Deutsche Welle organised a three-week training programme on Digital Audio Archive Technologies at the Audio Centre, Voice of Vietnam (VOV), Hanoi from 17 September to 5 October 2007. Twelve participants from Mongolia, Myanmar, Nepal, Sri Lanka & Vietnam attended the workshop hosted by VOV.

During the training workshop, detailed discussions were made on the main components of audio archive, audio file formats, digitisation strategy, capacity calculation, storage carrier, storage

management, safety strategies, European radios projects on archive, introduction to metadata, legacy archive, Dublin Core, metadata modeling, UML, metadata standards, archive integration, examples of archive installations, archive databases, VOV archive project and archive project planning.

The participants also visited the VOV technical premises including the Audio Archive Centre, VTV Archive, National Archive and Film Archive. They got a lot of practical exposure from these study visits.

The participants were from different backgrounds and had varying levels of exposure to audio archive. At the end of the workshop, they acquired a clear concept of the audio archive project. They gained confidence and oriented themselves to creating technically sound plans for their own archive projects.



An approach to proceed for digitisation of audio archive:

### 1. Statistics on audio archive

- identify different audio carriers available in your audio archive
- group them, count them and evaluate the number of hours of audio content
- prepare a table to show the statistics

### 2. Develop a policy on archive

### 3. Creation of metadata

- Collect metadata fields from index cards, tape catalogues, etc used in audio library.
- Compile all the metadata fields and define them distinctly.
- Discuss with archive users for inclusion of new metadata fields.
- Group the fields.
- Define search criteria.
- Consult IT expert for development of metadata database .
- Enter all metadata fields into the database.

### 4. Arrange digitisation process/facility

### 5. Design and plan for digital storage system

Some important considerations:

- Technology obsolescence is serious threat to old archived material, particularly, audiotapes.
- Digital preservation of audio on CD carrier may not be reliable after few years of storage.
- Back up of digitised archive is very essential.

# ASIA MEDIA SUMMIT

## Pre-Summit Activities & Meetings, 24 – 29 May 2008



NIKKO HOTEL, KUALA LUMPUR, MALAYSIA

Address: 165 Jalan Ampang, 50450, Kuala Lumpur • Tel: +60(3) 2161 1111 • Fax: +60(3) 2161 1122

No	Titles	Date	Time	Venue
1	Roundtable Discussion on Asia-Pacific Approach to PSB	24 – 25 MAY	0900 – 1700	Bunga Raya
2	World Award Judging (By invitation only)	24 – 25 May	0900 – 1700	Guest room
3	World Summit on Media and Children (Board Meeting by invitation only)	25 May	1400 – 1600	Sakura
4	AIBD-WRTVC Workshop on Media Quality Management	25 May	0900 – 1700	Orchid
5	AIBD-TF Workshop on TV News Management	25 – 26 May	0900 – 1700	Lotus
6	Workshop on Media Laws	25 – 26 May	0900 – 1700	Lavendar
7	Seminar on Asia-Pacific Media Aids Initiative	26 May	0900 – 1700	Ballroom 1
8	AIBD-NHK Regional Workshop on HDTV Technology	26 May	0900 – 1700	Sakura
9	Meeting of the AIBD / WGM Standing Committee on "Global Media Centre for Development (GMCD)"	26 May	0900 – 1700	Jasmine
10	Workshop on Fighting Stereotypes: Identity, Gender	26 May	0900 – 1700	Tulip
11	AIBD-ASBU Media Partnership Committee Meeting	26 May	1400 – 1630	Bunga Raya
12	AMAI Board Meeting (By invitation only)	26 May	1630 – 1800	Bunga Raya
13	Afro-Asia-Pacific Partnership Committee Meeting	26 May	1800 – 2000	Bunga Raya
14	AIBD-AUB MOU Signing (By invitation only)	26 May	2000 – 2010	Bunga Raya
15	Asia Media Summit	27 – 28 May	0900 – 1730	Grand Ballroom
16	Asia-Pacific and Europe Media Dialogue Committee Meeting	28 May	1800 – 1930	Bunga Raya
17	SPT on Heads of State Meeting (By invitation only)	29 May	0900 – 1200	Bunga Raya
18	Expert Group Meeting on Minimum Quality Standards for HIV Prevention Activities through Media (By invitation only)	29 – 30 May	0900 – 1700	Orchid

## HIGHLIGHTS of AIBD Activities for 2008 - 2012

Title	Dates	Venue
<b>2008</b>		
• Asia Media Summit	27 – 28 May	Kuala Lumpur
• 34th Annual Gathering & 7th AIBD General Conference and Associated Meetings	21 – 24 July	Bali – Indonesia
<b>2009</b>		
• Asia Media Summit	25 – 27 May	Macau
• 35th Annual Gathering & 8th AIBD General Conference and Associated Meetings	20 – 23 July	Fiji
• The 3rd Asia-Pacific and Europe Media Dialogue	5 & 6 October	Amsterdam
<b>2010</b>		
• Asia Media Summit	24 – 26 May	Shanghai
• 36th Annual Gathering & 9th AIBD General Conference and Associated Meetings	26 – 29 July	Macau
• The Conference of the Heads of States on Information and Broadcasting in the Asia-Pacific Region and the 2nd Ministerial Conference	20 – 22 or 27 – 29 September	Hanoi
<b>2011</b>		
• Asia Media Summit	23 – 25 May	TBD
• 37th Annual Gathering & 10th AIBD General Conference and Associated Meetings	25 – 28 July	TBD
• The 4th Asia-Pacific and Europe Media Dialogue	September / October	TBD
<b>2012</b>		
• Asia Media Summit	28 – 30 May	TBD
• 38th Annual Gathering & 11th AIBD General Conference and Associated Meetings	23 – 26 July	TBD



content and of production requirements. They were given an introduction to self-evaluation and programme quality analysis techniques. The drama productions brought by the participants as a sample of their work were reviewed and discussed which enabled them to improve their ability to evaluate the quality of their own productions by external standards.

Theoretical instruction was supplemented by programme screenings and group activities. During format development and script processing phase, case studies were used to illustrate various kinds of structural changes to stories which were frequently required when writing or adapting material for the requirements of a particular TV broadcast format or for various specified audiences. Script timing and script breakdown techniques were illustrated and their usefulness was explained. The participants were able to familiarise with typical structural requirements of storytelling for TV drama series formats and to improve their ability to recognise script weaknesses and correct them during this development phase.

During the phase on project planning parameters and production management, they familiarised themselves with the essential parameters of a well planned TV drama project, as well as with key stages and useful management techniques, which every TV drama producer should be knowledgeable about before one embarks on a complex drama production. A variety of screening examples with the production script analysis and breakdown techniques used by production managers and assistant directors worldwide were discussed which helped the participants get a better understanding of essential planning and production parameters, standard management techniques required for complex TV drama series production.

The participants also visited CCTV's drama production center followed by sightseeing during the weekend, which was organised by the SARFT Training Center.



# Fresh Story Ideas for TV Production

By Mr. K P Madhu  
Programme Manager, AIBD



The television sector in Maldives has been energised recently because of the opening up of the sector to the private broadcasters. As it happens in many countries, the new channels take off by inducting experienced staff from the national broadcaster. Television Maldives will now face competition. So TVM has inducted fresh blood and requested AIBD for training.

The two week workshop from 14-27 October was supported by CBA and TV Maldives – an indicator of TVM's willingness to face the challenges of the emergence of a new broadcast environment in Maldives.

The participants were 11 trainee producers. Nine of them had joined in the previous months. Only 2 had previous exposure to helping in TV productions. Two others had exposure to print media.

The workshop dealt with researching, scripting, directing, camerawork, lighting, sound recording, presenting, editing, mixing of music and narration, titling and supering text and finalising a programme from the concept to cassette. From the discussions on the first day, I realised that the producers have to work with the camera persons and editors provided to them by the technical department. So I focused only on the principles of camerawork and editing and less on the skill building in these two areas.

The first week of the workshop was a mixture of presentations, discussions and



exercises. The second week focused on hands on production of short programmes, designed to give the participants a first hand experience. The training was done primarily on single camera production. Capacity building in multi-camera studio productions was not a part of this workshop.

By the end of the first week itself, I pushed them into production, with three of the story ideas that they had generated. Neither the clarity needed for shooting nor properly written scripts were there. But it made the participants realise the need for planning and scripting in detail.

The aim of the workshop is to orient the new entrants to the processes of production, to give them adequate skills to handle different aspects of TV production and to integrate them to the work environment of TV Maldives. So in the second week, I involved Mr. Mohammed Asif of TVM in the discussion of story ideas. The participants pitched their stories as they would have to, later in their

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# Capacity Building of Afghan Broadcasters

Years of conflict had kept the broadcasters in Afghanistan without any development. Post-conflict reconstruction and rehabilitation of a country is difficult without the full deployment of the energy and enthusiasm that a vibrant broadcasting environment can create. AIBD with support from UNESCO and IRIB organised a series of workshops in Afghanistan. IRIB graciously provided technical consultants and trainers for the courses in two streams – one for the technical personnel and the other for news. Here is a report of the consultants on the first series of workshops for broadcasters in Afghanistan.

## Training Schedule for the employees of RTA in Kabul

### 1. Radio & TV Journalism:

Sl No.	Topic	Duration (week)	Period from – to	Name of the consultant
1	Three Phases on Production and Broadcasting of News	One Week	1-8 February	Mr. Morteza Mosavian
2	News Lead	One Week	23-30 November	Dr. Ataollah Abtahi
3	Basic Principles of News Writing	One Week	30 November-7 December	Dr. Akbar Nasrollahi
4	Interviews and Press Conferences	One Week	7-14 December	Mr. Fathali Tirehgare Fakheri
5	How a reporter can cover International events	One Week	14-21 December	Dr. Mohammad Soltani Far

## News Lead

By Ataollah Abtahi

The course began on the 23 November and ended on 30 November 2007. This was my first course in Kabul and so I tried to gather some information about the trainees' background and their levels of expertise. I also amended the programme to suite the requirements of the trainees.

Ten journalists participated in the workshop. The trainees were talented and I felt that one week was too short for the training that was needed.

First we discussed the evolution of the news lead – the changes in the concepts, the changes in the very structure and form of news and how it led to changes in the way we write the leads.

The relationship between headline, body text and the lead in the news was explained. The lead could be an overture or summary or baited hook. And the impact could be very different. To get insights into these forms, the trainees were made to practice.

We discussed the design and architecture of the lead, compared and contrasted leads in English, Arabic and Farsi News. The participants were then made to practice these skills.

Then I explained how news values, news



elements and news styles have effects on lead writing and made sure that they understood these concepts by making them practice it.

The leads for different media vary. So the trainees were made to practice lead writing for newspapers, radio, television and the Web.

The content of the lead in terms of the wording, fairness, etc. and the relationships between text and context (graphic, picture, sound, etc.) were issues which also could be imbibed with some amount of practice.

Lastly, we also discussed and practiced the techniques of lead writing for different audiences, the accepted grammar and rules of news writing and the way in which leads can be written in creative ways within these boundaries.

During discussions, the participants brought out the difficulties that they face in their daily

broadcast and we explored possible solutions. Another issue that came up was the effect of internet on journalism and news writing.

The trainees were not fluent in European languages, so when they received course-debates in non-Farsi languages, they did not get the exact concepts of the debates and miss the crucial parts. I even did my best to adapt some important Iranian-Farsi terms to Afghan-Farsi terms, which was one of the most important results of this course.





# News Interview

By Fathali Tirgar Fakheri



The workshop on news interview took place from the 7-14 December 2007. The trainees included editors, journalists and reporters.

In the first session, we discussed the importance of the interview in different types of news. We defined an interview as well as the characteristics and properties of the interviewer.

The second session covered the process to prepare an interview, including the following fields:

1. Time arrangement for the interview
2. Specifying the topic of the interview
3. Reviewing the topic of the interview beforehand
4. Preparing the questions for the interview

At the third session the trainees were taught managing the process of the interview which constitutes the following elements:

1. General questions
2. Detailed questions
3. Transparency in questions
4. The management of hard and easy questions in the interview

At the fourth session, we examined the ways of presenting in the news conference, fighting against jams of the source or the interviewee or the interviewer and practical aspects. This covered the following:

1. The indirect commencement of the interview
2. Paying attention to the speaking method in an interview
3. Gaining the confidence of the interviewee
4. Fighting against interviewees' silence
5. Paying attention to interviewees' speech and taking notes

On the final day, we looked at the function of the interview in the news & reports as well as the process of writing the interview. This session consisted of the following elements:

1. News interview
2. Questions and answers
3. Reporting
4. All of the above mentioned elements together

During the field training, I learned and discussed with the participants mostly technicians and engineers the difficulties in running the equipment donated by various governments, among them:

1. Absence of training programmes to operate the broadcast equipment. The participants said they repeatedly sought training as they were responsible for their operation
2. No documentation of the system to help them get some information about the equipment
3. Despite repeated requests for training

## 2. Radio & Television Engineering

Sl No.	Topic	Duration (week)	Period from – to	Name of the consultant
1	Basic Courses on Digital Audio	One week	23-30 November	Mr. Valiollah Madanshekar
2	Basic Courses on Digital Video	One week	30 November-7 December	Mr. Shahram Soltanpoor
3	Bit Signal Distribution & Ancillary Data Multiplexing	One week	7-14 December	Mr. Mahdi Siasyfar
4	Digital Signal Compression and Distribution	One week	14-21 December	Mr. Mehdi Sedgi
5	Multimedia & Television	One week	21-28 December	Mr. Gholamreza Emadi

# News Coverage

By Mohammad Soltanifar

I arrived in Kabul on Friday, 4 December 2007 accompanied by Mr. Mahdi Sedghi from IRIB. There; we were received by UN representative Mr. Poya Ghandhari who took us to Safi Landmark Hotel.

Fifteen journalists from the Afghan state-run radio and television, RTA, who covered both domestic and foreign events participated in the workshop on news coverage. We held nine hours of daily classes up to Monday, 17 December. However, on the occasion of Eid Qorban, Tuesday, Wednesday and Thursday, which were holidays in Afghanistan and our classes were inactive. During our active days we held crash courses on the following subjects:

1. Education of international journalism as well as international television journalism
2. Status of news in the modern world;
3. Status of news in the world of professionals
4. Methods of influencing the news;
5. How to use news websites to find complete news sources
6. Role of weblogs in changing news
7. Status of major news agencies of the world in determining course of the news

After each topic, we engaged in a question and answer session to discuss comments and clarify some points that were raised.

We left Kandahar for Tehran onboard Ariana Airlines on Friday, 21 December 2007.

# Bit-Serial Signal Distribution and Ancillary Data Multiplexing

By Mahdi Siasifar

7-14th of December 2007

The first day was a Friday and a holiday, so the workshop started on Saturday afternoon as the President of the country attended some functions at the RTA in the morning.

By Tuesday, I was able to finish the classes, enabling me to arrange a one-day field training in an OB VAN (Portable Studio) for Wednesday and another field training in Satellite Uplink Station on Thursday.

The participants welcomed the practical training, which helped address many daily problems with the OB Van. They had operated this equipment for the last two years without the benefit of training. The situation in the Satellite Uplink was almost the same.

The course ended on Thursday, 13 December 2007.

RTA has a number of experienced technicians and engineers who are well acquainted with analogue technologies but are not so well equipped to deal with the new digital technologies. Besides training courses they would need to be up to date by reading

technical manuals and documents. However, most of these are in English and it is not easy for majority of them to read and comprehend English. It is, therefore, necessary to provide some relevant texts for them in their own language. Fortunately as the process of migrating from analog to digital has started in 1999 in IRIB, we had faced the same problem. So, many texts in Persian language were ready for the students in the form of books and pamphlets. I provided them the soft copies of some useful documents. As they all didn't have a computer, we provided them hard copies.

It is also necessary to establish a broadcast library in RTA. With help from IRIB and other organisations hard copies of relevant documents and books could be made available to the staff members of RTA.

In the classroom, I noticed that the majority of the students were managers and high officials. During the visit to sites, I saw that people who were working directly with the equipment were not allowed to attend the classes. They were also never been trained before. Usually those who work with the equipment should be trained first. Otherwise, the results of the training will not be fruitful.

As some sections are now partially changed in analog to digital migration (like in studios in which people can use the same analog principles and knowledge in their new systems) there have been no serious problems. The problem is very obvious in sections with substantial changes like transmission sites. The new equipment has no old counterparts and completely unknown for them.

The company will certainly expand in the communication sites in the near future and lack of knowledge will have a great impact on them. So, it is useful if a good training can be organised for transmission sites and mainly for the present satellite uplink and fiber optic links personnel. The equipment they use already is delivered as a gift without training to them.

The classrooms were equipped with computers and projectors, which helped the process of teaching and learning. An internet café would have come in handy to enable students get connected and download some technical materials.

## Compression and Distribution

By Mehdi Sedghi

The audio & video compression and distribution course covered the basics of compression and MPEG systems. The course started on 15 December 2007. On the first day, I explained why we need to compress data and its applications, compression basics, different type of data (text, audio, video) and methods used for compression of each type of data: lossy and lossless compression algorithms and their advantages and disadvantages. Compression of still images – basics of JPEG compression and details of DCT – were taken up next.

On the second day we reviewed these topics and after making sure that the trainees had grasped the basics I continued by explaining motion JPEG. After an introduction to MPEG-1, details of MPEG-2 were discussed. Effect of compression on picture quality, the nature of moving pictures and how MPEG uses compression methods, which reduces the video bit rate was explained.



The concepts of picture layers, GOP, motion vectors, motion estimation and error compensation were given to the trainees. Then I explained the advantages and applications of MPEG-1 and MPEG-2 Vs.

We went to RTA uplink station and I described the transmission chain from encoder to the antenna and answered the questions of RTA technical employees.

I had wanted to cover audio compression, MPEG-2 distribution and transmission, digital modulation and DVB basics. But unfortunately due to time constraints I could not cover these important topics. However, on the very

first day itself, I had distributed multimedia CDs covering all the relevant topics. In fact, the multimedia CD prepared by training department of IRIB technical section contained a lot more including the history of analogue and digital TV, audio and video digitizing and compression and digital TV distribution and transmission.

I enjoyed this course because learners were very keen to learn and asked many questions. Most of them were technical managers and as such, they had very busy schedules. In spite of that they left their official duties for a long time to participate in classes.



# Skills Upgrading for Business Journalists

By Marie-Pierre Courtellemont, Reporter from France Televisions  
& Juliette Vivier, Programme Manager AIBD

Nowadays in the context of globalisation, many are concerned about business and economic issues and developments. There are no limits to share information with the rest of the world through Internet. Traders communicate all day long. Journalists cover economic and business report from across the world. Consumers and investors watch TV and make their own analysis and compare reports from various channels such as NTV7, Bloomberg, France 24, CNN or BBC World.

Now, most of the television channels provide "business news" and inform their viewers about trading, economy and business/manufacturing projects. Business/economic journalists are facing great challenges to make themselves understandable and attractive to a large audience. It's not easy to keep TV viewers during the business news segments when, at the same time, some other channels are broadcasting various entertainment TV programmes.

But it is vital to continue to inform the people about the economic stakes and how the economy has a direct impact on our day-to-day life.

In that context, NTV7, one of the famous Malaysian TV, AIBD and the French Embassy in Kuala Lumpur joined hands to train the NTV7 young business journalists to produce relevant and understandable business/economic news.

The five-day training took place at the NTV7's quarters in Kuala Lumpur, from 17-21 November. Ten Malaysian journalists nominated by NTV7 had the opportunity to learn and to share experience with Ms. Marie-Pierre Courtellemont, a French reporter from France Televisions Group who specialises in politics and economics.

This very practical training aimed to provide business journalists the fundamental basis for economic news reporting in an appropriate and accurate manner. The participants learned the know-how to prepare a report, define an angle, search information, lead an interview, write an appropriate commentary, manage shooting and editing according to the angle and the subject and direct an efficient and understandable TV news report. Also taken up were the meanings of the images, the



plurality of the interviewees, the speediness and the length of the commentary.

Participants said the workshop was very useful as they tried to implement improvements in how they produce and present business and economic stories.

The project was supported by the French Embassy in Kuala Lumpur and NTV7.



Mr. Daniel Blaize, cultural counselor from the French Embassy in KL, addresses the workshop's closing ceremony



From left: Ms. Marie-Pierre Courtellemont, French expert and reporter, and Mr. Daniel Blaize present the certificate to one of the participants

# Media Cannot Ignore Religion

By Mr. K P Madhu, Programme Manager, AIBD

While reporting weather, sports or crime is not fraught with any major difficulties, politics and religion are considered sensitive issues and are usually assigned only to mature journalists. If political news is "hard" news, religious reporting is even harder. This is largely because political affiliations develop at a much later stage in one's life, while religious affiliations are acquired even before children are conscious of themselves as separate entities. While joining a particular political party is a matter of choice, most people do not choose their religions: they are born into it. Hence it is more difficult to do balanced and fair religious reporting than political reporting: the biases are more ingrained than we usually imagine.

It is becoming more and more evident that broadcasters cannot ignore religion or wish it away. Religion is a part of the socio-cultural fabric of our world. Religion cannot be relegated to history because it is as alive in the modern, globalised world as it was in the highly fragmented world of the Middle Ages.

AIBD therefore organised an International Preparatory Workshop on Understanding and Reporting Religion in May 2006 where religious scholars, broadcasters and trainers came together to create a draft curriculum for training workshops. Unfortunately most national broadcasters in the Asia-Pacific region take religion to be too sensitive and turn a blind eye to the need for reporting religious issues. When broadcasters do take up religion and related issues to report, it sometimes turns out to be religious propaganda rather than fair and balanced reporting. So there was a need to organise a consultative workshop with heads of programming.

The workshop for heads of programming was organised in Kuala Lumpur, 20-21 November 2007 with support from FES, CBA and the French Embassy in Kuala Lumpur. 10 high ranking broadcasting professionals from 6 countries participated in the workshop. Mr. Remi Bossard, Deputy Manager, CFRT, France, was the consultant.

The sessions were highly interactive. While the broadcasters in the region take a widely varying approach to religious programming, none had specialised training in the area. So the participants were unanimous in demanding that workshops should be organised to train producers, anchor persons, presenters and reporters. They have to be exposed and sensitised to different religions. Though all religions teach love of human beings, economic disparities and frustrations lead people into situations where they hate followers of other religions. The participants appreciated the communalities between religions and felt that they should focus on the commonalities rather than the superficial differences. Religious programming needs to be made more enjoyable to the public. Stories

and sayings of different religions could be taken up as subject matter rather than preaching tolerance. Broadcasters could offer platforms for discussions between religious leaders and scholars to improve the understanding of different religions amongst the audiences. Psychologists and sociologists should be called in to explain the extreme positions, especially in conflict situations.

The participants expressed responsible positions vis-à-vis religions and felt that a lot more can be done by broadcasters.

Participants were given a CD containing manuals on reporting religions, articles written by scholars and a list of resources on the Internet, in the form of a CD with a request that the materials be shared with other colleagues and producers who wish to cover religion.

There is, therefore, a need to increase the understanding of religions the world over, and this can only be done by sensitive reporting, especially through the broadcast media, which is accessible easily to all.

## Improving Children's Programmes in Asia

By Hyunsook Chung  
Programme Manager, AIBD



Prix Jeunesse Suitcase doesn't age at all – always refreshing children's programme makers with magic in the suitcase!

As a close partner of Prix Jeunesse, AIBD travels with Prix Jeunesse suitcase for in-country workshops in Asia. And so it did when the Institute and EBS organised the first in-country workshop for quality children's TV in Myanmar on 29 January to 1 February 2008. Twenty-five participants from seven different media organisations attended the workshop.

Participants appreciated the workshop, learning the classic and the trendy Prix Jeunesse suitcase programmes. Even the writers from a publishing company in Myanmar expressed their gratitude for the opportunity to watch well-established world standard programmes for children.

For the past two years, I conducted in-country workshops in many countries, such as Bhutan, Brunei, Korea, Malaysia, Mauritius, Mongolia, Pakistan, etc. In these workshops, I used the PJ suitcase as one of the core contents. It played a significant role in making the participants realise the variety of children's programmes and limitless future for them in their own regions.

Without exception, the producers and directors in Myanmar were inspired by the first in-country workshop and said that they

were eager to dedicate themselves to developing children's programmes in Myanmar. It was all worth the time and effort I put in.

We cannot get everything at one go. Slowly but surely, we can further improve children's programmes in Asia. Many of us like to uplift the quality of children's TV beyond regions or social backgrounds, and the PJ suitcase is an ideal platform for brainstorming, inspiring and debating issues pertaining to it. I would love to see more of the PJ festival 2008 and be a messenger in sharing its beauty among Asian broadcasters.

AIBD plans to organise the in-country workshop for quality children's TV in more than 10 countries in 2008 and is looking for partners in implementing this project. Without doubt Prix Jeunesse is one of the life long partners for this endeavour.

This project was the first activity I completed as AIBD's new programme manager.





# Developing an EFFECTIVE NEWSROOM

By Juliette Vivier

Programme Manager, AIBD

Chief-editors and journalists are facing increasing challenges to better inform the public with issues and events that affect people's lives. Such information must be appropriate and useful for effective communication. An efficient management is crucial in building an effective newsroom to meet this objective.

In this context, AIBD in collaboration with the French Ministry of Foreign affairs and Canal France International (CFI) conducted a three-day regional workshop on "Chief-Editor: Target, Environment, Editorial Line". This workshop was the first of a three-part regional workshop on "TV Newsroom management", intended to help improve management in generating a more efficient newsroom.

The first workshop was in Phnom-Penh, Cambodia from 5-7 December 2007. Participants were chief-editors from Cambodia, Laos, Sri-Lanka, Nepal, Bangladesh and Indonesia.

Mr. Michel Reinette, Chief-Editor from France Televisions, conducted the training workshop



aimed at enhancing the editors' skills in managing the newsroom.

Various issues were discussed during the workshop, such as the chief-editor's roles, report preparing, angle/message defining, framing & editing meanings, forecasting information, news scheduling, the newsroom process and the technical environment & constraints.

The second workshop will be held in Indonesia at the end of March 2008 and will be focused on managerial tools.



Closing Ceremony – From left, Mr. Michel Reinette, Chief-Editor from France Televisions & Expert, Mr. Kem Gunawadh, Director General, TVK, Mr. Thach Phen, Secretary of State, Ministry of Information, Cambodia, and Ms. Juliette Vivier, Programme Manager, AIBD



Participants from LNTV-Laos, TVRI-Indonesia, SLRC-Sri Lanka, BTV-Bangladesh, NTV-Nepal and their French trainer, Mr. Michel Reinette

## Managers of Mauritius Face the Future

By Gareth Price

The three-day management seminar in MBC Mauritius held in October 2007 was impressive for the quality of the debate which recognised the need for change in a fast-moving industry without losing sight of the basic simplicity of broadcast management.

Fifteen senior and middle managers from the monopoly State broadcaster (in TV at least) reaffirmed the view that if their single aim was to provide their target audiences with high quality programmes, it could only be achieved by concentrating efforts on just three things – people, money and technical resources. All other considerations were considered to be distractions.

The most precious element, we concluded, were the employees – not only those making programmes but everybody in the organisation from the DG down to the most junior clerks in a cohesive team effort. All members of the team only exist to support the creative producers and investigative journalists, at least in an ideal situation where self-censorship is not a norm. The middle manager had the critical responsibility, it was argued, of improving communications with both staff and superiors and also relate to their fellow managers in order to increase the effectiveness of the corporate team. Several participants had not taken enough advice from the human resource manager, few had any idea of total costings of programmes and barely recognised the finance unit personnel present. For the first time, all the participating managers saw themselves as an interdependent group necessary for making the most efficient use of the available resources – human, financial and technical – and cutting out all wasteful practices.

In an age often dominated by new technology, it was stimulating to note how MBC managers had the right attitude – advocating taking advantage of technical developments to save monies on hitherto old fashioned ways of working and transfer the savings in order to maximise investment in the programmes themselves.

In the final analysis, as the leader of the seminar I felt confident that with these particular managers in charge, MBC can change in the face of the increased competition which will surely come one day with the advent of commercial TV.

Competition is the ultimate reality check on the loyalty of the audience, which deserves a choice of programme provider and particularly so in the provision of independent news.

# Fictional and Real Violence in Children's Television

By Manil Cooray  
Programme Manager, AIBD

**AIBD** with the support of Hosokuni Foundation held a three-day regional workshop in November 2007 in Kuala Lumpur, Malaysia, which aimed at educating children's programmers to differentiate and examine the impact of fiction from real violence in children's programmes. Children watching either fictional or real violence in TV programmes are said to affect their behaviour, which can lead to imitation and inability to differentiate fiction from real violence.

Participants also discussed the need for programmes catering to children to promote peace, understanding and tolerance as they grow-up to be the citizens of tomorrow.

Those who participated were 10 experienced broadcasters in either producing, scripting or reporting on children's issues from Bangladesh, Brunei, China, Cambodia, Hong Kong, Indonesia, Laos, Myanmar, Mauritius and Thailand.

The forum examined how the trans-national conglomerates have dominated children's television, which diminishes or overpowers the regulations that exist for the protection of children against violent programme content. They discussed children's exposure to the plausible dangers from satellite television, electronic games and internet where safe labelling, and blocking or filtering software have not been so effective.

Ms Marie-Pierre Courtellemont, reporter and writer from France Television 3 in Paris, shared her experiences about research on violence on screen. She identified three different audience groups among children, namely, the aggressive, the shy and the fearful and explained the different ways they react to violent programme content. She also talked about two different regulation systems in France and news programmes and the age at which they are allowed to watch news on TV on their own.



Ragna Wallmark, workshop consultant, examined various issues on real violence and fear in children's everyday life. An interesting "map of the media-world of children" elaborated on children's television in different

parts of the world. Examples were screened from different countries to determine the type of programmes that children need and the programmes that they are entitled to. The participants also discussed the need for clear policies in the children departments, the differences between programming in commercial and public service broadcasting organisations, and the impact of programmes telecast by global children channels.



They previewed examples of cartoon shows from the global channels and examined how the marketing of products influences children. The participants were also advised to seek information on issues on violence in media and children's use of media at the UNESCO international clearinghouse on children and violence on the screen.

Ragna Wallmark further analysed the three major effects of violence on screen among children. *The social learning theory* is the most well known where viewers come to learn behaviours, that are appropriate and the type of behaviours that are rewarded and those that are punished. The theory suggests that viewing violence may cause aggressive behaviour, and it certainly has an impact on

the formation of cognitive mapping of children to behave when faced with a violent event. *Desensitisation* influences even those viewers who do not themselves act violently. Research has demonstrated that a lot of viewing of media violence can lead to emotional desensitisation towards the real world violence and the victims of such violence. *The fear effect* - where children viewing television violence become fearful of the world, afraid of becoming a victim of violence and over time engage in more self-protective behaviours and said to show mistrust of others.

On regulation and self-regulation, they discussed the methods that are in use, such as censorship, restrictions of advertising in children programmes, broadcasting times, warnings etc. and the growing influence from different parent groups and organisations in different parts of the world.

Participants examined a few alternatives to address these issues, among them, media literacy and the production of programmes that create public awareness on the need to protect children from harmful content. They considered that it was their responsibility to produce programmes that help children gain understanding of the way media operate in society. Talking about implementation of positive alternatives, they screened several programmes made from the perspective of children and programmes in which children took an active part in their production.

The informal closing ceremony was held on 7 November 2007 at AIBD and the consultant presented the certificates to the participants.





# Production/Script Writing *for Radio Programmes*

By Le Yee Mon  
IT Programme Manager, AIBD

Myanma Radio and Television (MRTV) was the recipient of two in-country workshops on radio production and script writing jointly organised by AIBD and FES in Yangon.

Launched on the 26 of November 2007, each workshop went on for five days and ended on 7 December 2007. There were a total of 30 radio programme producers from Myanma Radio, comprising of different age groups ranging from 21 to 47 years.

The workshops covered planning the radio programmes, script writing for radio documentary and magazine programmes, radio interview techniques, presentation and DJ styles, hot clock, and live talk show. Participants also engaged in plenty of practical work, group discussions and presentations.

During the training workshop, the participants worked in small groups to brainstorm, plan new ideas, and script the programmes. They were exposed to different production methods by listening to the various award-winning radio programmes. At the conclusion of the training, each small group produced a one-hour radio programme and demonstrated their ability to apply the basic principles of planning radio programmes, understanding the power of radio, writing scripts for radio programmes relating to their country.

Ms. Philomena Gnanapragasam, senior programme manager and trainer, Radio Television Malaysia (RTM), conducted the training. She is an award-winning producer, and also a trainer and consultant with many years experience.



# WHO SETS THE GLOBAL AGENDA?

*Dr Chandra Muzaffar, President of JUST International, Malaysia*

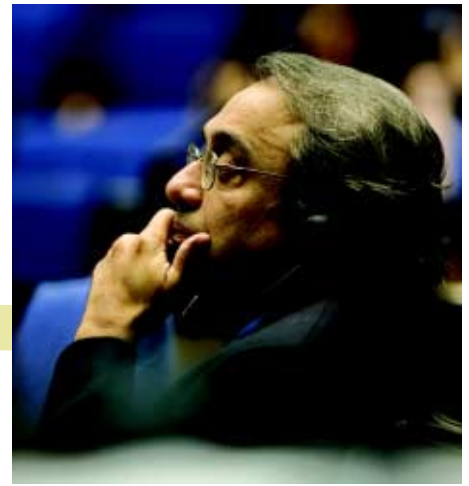
Mr Chairman, fellow panelists, friends. Peace be with you. I'd like to begin by thanking the organisers for this very kind invitation. Friends, do politicians set the global agenda? Do politicians set the national agenda for their respective countries? Do media practitioners set the global agenda? Do media practitioners set national agendas? I'd like to suggest that neither politicians nor media practitioners, by themselves, set agendas at the global level or at the national level. They don't, on their own.

Who then sets these agendas? Who sets the global agenda? Who sets the agenda for a nation state? Let me suggest in all humility that it is the elites who set the global agenda. The elites at the national level who set the national agenda. And who are elites? Elites are those who have more power, influence and authority than others in society. They are the ones who set agendas. A politician maybe part of the elite and as part of the elite stratum he or she may shape the agenda at the national level or at the global level.

A media practitioner may be part of the elite and as a part of the elite, he or she may set the agenda at the global level or the national level. But the elite stratum is the one most important factor in setting agendas. Most of the time in most places, not always, but most of the time in most places. That's the basic thesis of my brief presentation. At the global level, a certain ideology which the Chairperson referred to in his introductory remarks, an ideology which I would like to describe as global capitalism – it is very often presented as neo-liberal capitalism, that's a euphemism to make it look good – is the dominant ideology. It serves the interests of elites, business elites and other economic

elites, the political elites, cultural elites, elites in every sphere and hence it has become the reigning ideology, the ruling ideology. There is no doubt at all that it is this ideology which has penetrated every nook and cranny of the globe, it is this ideology which dominates. And it has implications for all of us; it is an ideology which has sanctified acquisition and accumulation, the maximisation of profits, the unlimited, unfettered quest for wealth.

It is an ideology which equates freedom, with the freedom to consume. This is what it is, more than freedom of expression, more than freedom of assembly and association. The freedom that counts, as far as this ideology is concerned, is the freedom to consume. The freedom to shop, that's what it is. It has become the religion of the world and you will find that societies are shaped around this, around this ideology. Now, what the media will never tell us, the mainstream media, will never tell us that some of the greatest tragedies that confront us are linked in one way or another with this ideology. If you look at the environmental crisis that confronts us, what is at the root of this environmental crisis? The crisis linked to climatic change. It is related partly to greed, to human greed and greed is very much part of this credo. The credo that we described as global capitalism. But the media will not be able to talk about this in great depth; the media will focus upon some of the manifestations of this tragedy. It will show you what is happening in Chad or in Liberia or in Bangladesh and so on. Which is good, it helps to educate us, it makes us aware but it will not deal with that underlying cause. It will not make that link. Why? Because that threatens the interests of the elite stratum. Likewise if you look at wars, which have been with us since the beginning



of time. But if you look at some of the contemporary wars, they are also linked to this ideology, to greed, to the conquest of resources which is linked very often to the conquest of other territories, it is linked to the desire to dominate and to manipulate markets. These are some of the underlying causes of war. But here again you will not get the media joining the dots. What the media will do is, the media will talk about so many dead in Iraq and so many dead in Afghanistan and so on and so forth. But the underlying causes the media will not deal with. Which in a sense, is the conspiracy between political power and media. They work together hand in hand. They criticise one another from time to time but there is that underlying nexus between political power and the media, which we have to acknowledge. This is not a criticism of some of the very fine women and men who are part of the media.

It is a criticism of a power structure and we must recognize that power structure for what it is. A power structure that allows elite dominance and control and the media very often is silent in the face of this elite control and dominance. Friends, once in a while it's true you get reports which expose certain injustices over radio, television, wrongdoings exposed, and this is good. But by themselves, they are not going to transform the global agenda or the national agenda. We must be willing to concede, that this is not going to happen. In other words, what I'm saying friends, as someone who would like to see himself as part of the media, alternative media of sorts, is that we will not be able to change agendas as such. We must be humble enough to admit this. We can make a little bit of difference here and there, our contribution will be modest but even that modest contribution is worthwhile and we must continue to do it. But let's not deceive ourselves, let's not pretend that we are not part of this global agenda that serves the interests of the few, we are.

Does this mean friends that we can hope for better things from the alternative media in the long run? Can we hope for better things from alternative radio, alternative television,

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# Centennial Radio *in Bhutan*

The transition to a new democracy in Bhutan takes added significance with the opening of Centennial Radio, which is dedicated to the hundred years of Monarchy in Bhutan. The new station targets the general urban audience above 25 years with programming centered on news, current affairs, public service and programming on thematic issues such as maternal health, teenage pregnancy, HIV/AIDS, etc.

Centennial Radio was formally launched on 8th March coinciding with International Women Day. There was no official celebration to mark its inauguration. However, it planned to hold a "Centennial Concert" in the City Square between 6-8 April.

Given the importance of youth, the station carries out entertainment and education programmes for the youth every day from 2.00 to 6.00pm with "Talking to my Best Friend." Every weekend, it will feature the *Children's Hour* (2.00 to 3.00pm) and Youth News & Views (5.30 to 6.30pm) where the children themselves write the script and present programmes of their choice.

According to Dorji Wangchuk, managing director of Centennial Radio, the radio station is a division of Chenzig Media that has 15 regular staff and 15 part-time employees. One of the main objectives of starting this radio was to create employment and add to the media pluralism in the new democratic transition.

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(Who Sets The Global Agenda?)

videos? Can we hope for better things from the new technologies that are shaping the thinking of segments of our societies? Will they offer the change, the changed agenda that we dream of? Would they be able to achieve this? I'm not so sure. We have seen how the alternative media works, it does make a contribution. There's no doubt about it. It does say things which public radio would not dare to say. It does say things which the mainstream media would not dare to touch upon. Yes, we acknowledge that. But even the alternative media, even citizens' journalism has its limits. Even citizens' journalism may not be willing to make that link, partly because sometimes we are conditioned by our world view and that world view is the product of the larger society to which we belong.

We may not be able to see that link, that nexus between power and interests. That may be one of the reasons. We may not be able to make a change because even if we articulate

a different vision, a different world view it doesn't have much of an impact because of the nature of the alternative media that we are talking about. It's limited, it reaches a few people, it may not make that sort of impact. What does this leave us with, friends? And this is my concluding remark. I'm not pessimistic in spite of all this, I'm quite confident that even though the media in itself will not be able to transform agendas and politicians are not going to transform agendas because it's not in their interests, I think in the long run change will take place. I'm optimistic as far as that is concerned.

It is a combination of a variety of factors as has been demonstrated right through history that brings about change. Over a long period of time, fundamental change does take place, like the abolition of slavery, the emancipation of women, these are fantastic changes that have taken place in history. The enthronement of the

*Thank you*

**Speech of Dr. Chandra Muzaffar, President of JUST International, Malaysia during WEMF3 held in Kuala Lumpur in December 2007**

## Closer Cooperation with Romanian Public Radio

The AIBD and the Romanian Public Radio recently signed a memorandum of understanding to establish a long-term partnership in promoting closer regional and international cooperation among members in the electronic media development. It also aims to pursue discourse and dialogue in helping shape electronic media policy in their respective regions.

The agreement was signed on December 2007 by AIBD director Dr. Javad Mottaghi and Ms. Maria Toghani, president director general of Romanian Public Radio.

Under the agreement, both parties will pursue joint ventures in enhancing human resource development. Specifically, they will engage in training courses on management, content development, and exchange information on training technologies and the development of training. They will also exchange experts in the technical and programming fields.

Other areas of cooperation will cover the exchange of invitation of participants in relevant seminars and conference in both regions, and of publications and studies on electronic media research.

rule of law in so many different parts of the world as against the rule of human beings in the past. It's a massive transformation. But it takes time, it is a product of politics, of economics, of culture, of individuals, all these things working together and at the end of the day you have a different world. And I think today, in the 21st century, in spite of all the tragedies around us, we in the media and those who are in politics, and those who have been both in politics and the media like brother Javed Jabbar here, we should continue to dream of a better, more just, more compassionate world.



The third World Electronic Media Forum (WEMF3) took place at the Kuala Lumpur Convention Centre on 10-11 December 2007. It attracted more than 220 participants from 54 countries, including senior broadcasters, journalists, policy makers and academics. Its theme was "A new vision of broadcasting in the information society".

A World Broadcasting Unions (WBU) event, WEMF3 was organised by the Asia-Pacific Broadcasting Union (ABU), the Asia-Pacific Institute for Broadcasting Development (AIBD) and the Asia Media Information and Communication Centre (AMIC), supported by the Swiss Agency for Development and Cooperation (SDC) and the Global Knowledge Partnership (GKP) as cooperation partners.

In his opening address Mr. Genichi Hashimoto, president of Asia-Pacific Broadcasting Union and NHK-Japan, said the traditional media such as radio and television would continue to play a vital role in the information society. Mounting problems had been highlighted by the Millennium Goals of the United Nations and broadcasters were expected to play a role in bridging civilisations, ethnic and cultural differences and promoting mutual understanding.

## Facing New Broadcast Challenges

In his inaugural address, Mr. Fritz F. Pleitgen, president of the European Broadcasting Union, said that a trend was now seen, especially amongst the young, to seek their listening and viewing on demand through DVDs, Internet clips etc. and he noted that there was a move from the model of the 'media river' to one of a 'media lake' from which people would 'fish out' what they wanted when they wanted it. He urged broadcasters to realise that this was the future, adding that it was notable that podcasting and the listen-again culture were "giving radio a wonderful renaissance". The huge multiplication of channels and platforms had no doubt increased the amount of rubbish available. But the new technologies were also making quality content more available.

In the session on "The New Challenges in Broadcasting-Technology, Content, Regulation," Mr. Song Jong Moon, Managing Director of Digital Media Centre, KBS-Korea, suggested three potential strategies to meet the broadcast challenges. Firstly, to bring in external content

including UGC. Secondly, to take full advantage of the archives. Archives had previously been stores of content but to support production, they must now be used to provide content directly. Thirdly, a production system which could automatically process and distribute a single source of content simultaneously to various platforms. KBS was developing the Cross Media Production System (CMPS) with this in mind.

Mr. Richard Porter, head of News, BBC World noted that "the disengaged dispassionate news presentation style of the past" was no longer appropriate. He said that there was still a need for core values and he suggested that, whatever the delivery platform, the audience would want to know that information came from a trusted source. "The values upon which the BBC is founded, upon which its overseas services have thrived for three quarters of a century are no

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less valid today despite the incredible rate of change in the media."

Mr. David Baylor, Secretary-General, North American Broadcasters Association (NABA) discussed his vision of "Content Generation For Everyone" based on the propositions that the size, complexity and cost of television production had decreased dramatically, enabling on-site capture of events; minimal skills were now needed for basic equipment operation; distribution access was available on satellite and the Internet in addition to over the air; and the public were now beginning to understand the power within their grasp.

Speaking on the topic "Safety for Journalists," Mr. Jean Réveillon, Director-General, European Broadcasting Union, said the journalists' rights must be protected in their noble task of seeking and imparting information. Attempts by governments to limit the freedom of journalists were the 'thin end of the wedge', which could lead to intimidation, sanctions, physical brutality and, all too often, death. Dead journalists could not write, of course, but neither would those who, as a result of attacks on their colleagues, were intimidated into silence.

Dr. Arlindo Lopes, Secretary-General, Southern African Broadcasting Association, said " we are absolutely convinced that there can be no press freedom or sustainable development where journalists are killed because of their work."

Mr. Nigel Parsons, Managing Director, Aljazeera English, said that training (to address safety issues) was very valuable although not a guarantee. However it was very expensive and it would be ideal if international bodies set up some sort of fund to help poorer broadcasters or those in developing countries to ensure that no media personnel anywhere went into the field without understanding the risks and how they could be minimised.

Dr. Abdul Waheed Khan, Assistant Director-General for Communication and Information, chaired the session on the "Role of 'Own-Time Media'/'Any-Place Media' In the Service for Development – Millennium Development Goals." He referred to the revolution in information and



communication technology which in the last 20 years had led to an explosion with Internet radio, pod casting 'and all kinds of other... castings' in the 21st century.

He noted a 'renaissance' for radio as the priority medium for information and access by the poor. The order of priority of access to technologies in poorer counties was first radio, secondly television then mobile telephony and finally the Internet. In rich counties users had access to all of these. It had also been mentioned in a previous session that mobile telephony had become more commonplace even in developing countries.

Dr. Walter Fust, Director-General of the Swiss Agency for Development and Cooperation (SDC) and Chairman of GKP, chaired the session on "Explosion and Fracturing of the Public Sphere." He made reference to the concept of the media river of traditional broadcasting, opening into the media lake of the digital era and the potential problems of navigating this media lake to search for content. He noted that delegates had heard of another trend in broadcasting, that of moving from one-to-many to many-to-many which had led to the opening of the 'Public Sphere'.

Speaking on the topic dealing with "Politics, Media and Agenda Setting," Ms. Katherine Farnon, Head of Strategy, Radio Netherlands Worldwide, invited academic institutions to carry out more research and to pay closer attention to the role that community radio was playing in society. Concentration on national networks in some areas had underplayed the role that community stations played in sustaining local languages. As mass storage became cheaper the potential existed for storage of community programmes so that they could be used in other contexts in the future.

On the same subject matter, Dr. Chandra Muzaffar, President, International Movement for a Just World (JUST), Malaysia, maintained that the elite stratum was the one most important factor in setting agendas. He offered a view in which 'global capitalism' had become a dominant ideology throughout the world and thus had implications for all of us. It was an ideology promoting 'freedom'; however, said Dr. Chandra, "The freedom that counts, as far as this ideology is concerned, is the freedom to consume."

Maintaining that societies were shaped around this ideology and that that some of the greatest tragedies that confront us were linked in one way or another with it, Dr. Chandra maintained that the mainstream media would never make the connection. The media would instead focus upon some of the manifestations of the tragedies, refusing to make the link which might threaten the interests of the elite stratum.

Discussing the linkage between international media and international politics Dr. Hasan Khojasteh, Vice-President for Radio, Islamic Republic of Iran Broadcasting, and vice president, Asia-Pacific Broadcasting Union, described 'agenda setting' as a concept that mass media had a significant influence on the audience by their choice of stories and the prominence and space given to them. Agenda setting tended to be based on media, public



and political priorities, in that order, with potential for distortion of truth.

The conference concluded with a series of recommendations that emerged from the various sessions as follows:

1. Bearing in mind the critical situation of the world's audiovisual archives, the WEMF encourages the Archives at Risk task force to continue and complete its plans for Phase One which include a website intended to sensitise the world to the archive situation and provide help and guidance for archive preservation and management.
2. WEMF and WBU encourage broadcasters throughout the world to cooperate with the task force and provide material and information for the website. The WBU in particular is asked to provide a statement of support. We want to stress this very much because broadcasters really are the people who create and own the vast majority of our audio visual heritage throughout the world and therefore have a key role to play both in preserving their own nation's heritage and audiovisual culture as well as a contribution to international national archives.
3. WEMF strongly encourages industry partners and institutions to sponsor and support archive preservation projects via the Archives at Risk initiative. Implicit in the whole issue with archives is that we need not only that people understand their value and what needs to be done but they help us to find the technical wherewithal of how to do it and the means of funding that.

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(Facing New Broadcast Challenges)

4. WEMF supports and encourages the proposal by the Archives at Risk task force for:
  - a. Draft amendments to the UNESCO recommendation for audiovisual archives.
  - b. The preparation of a draft UNESCO manifesto for audiovisual archives and this should be prepared within the next three months. The intention of this is to give support for archives that are broader than those owned by and created by the broadcasters and also to give international support for the project.
5. Bearing in mind the importance of freedom of expression to human rights the WEMF 3 calls upon the UN Secretary-General to appoint a special rapporteur for violent attacks on the news media in peace and war and to report to the Secretary-General annually on progress in nations adhering to the terms of the resolution.
6. WEMF3 call upon the states to implement Resolution 1738 in letter and in spirit to end the impunity for those who kill journalists and other news professionals, to investigate incidents of violence against the news media and to bring the perpetrators to justice.
7. We call upon ICT regulators around the world to consider having wireless Internet access free, initially in main cities, as a public service. This is to mimic some of the similarities of the broadcasting model, which we know was successful.
8. That developed countries are asked to participate financially in funding affordable laptop projects for use in the developing world.
9. That broadcasters around the world are called upon to use innovations and technology to serve the consumers of their services that have special needs. This includes the blind, the deaf and the elderly as major groups with special needs.
10. That research and development around the world to serve those with special needs in broadcasting should be made in collaboration to produce effective results and avoid duplication.



11. There should be more discussions on the following issues:
  - a. Is the public sphere exploding or imploding? Is the public sphere a sphere to develop a common good? Or is it just a market ground with or without tools?
  - b. Is public sphere a sphere to produce public good or a common good? What then is the code of conduct for the players? Who is the arbiter when it comes to the public service? Is the public service well delivered or is it not delivered in a balanced way?
12. There is a need for political leaders to be educated. The sheer complexity and speed with which communications technology is revolving and the dimensions of its impact on public sphere for which the politicians are responsible needs tremendous capacity building at the level of individual parliamentarians, at the level of political parties who prepare manifestos, whether those are implemented or otherwise.
13. There is a need to address the vacuum of social regulation of media, social regulation where media and government participate but do not become the decisive driving force. These are going to be a completely new concept, perhaps previously never developed or discovered, but we need to make that attempt.
14. We need to support media development, especially community media, whether it is Africa, Asia, Europe, or even North America with its pluralism and demographic trends that are emerging.
15. We must look at the certification of media, which avoids tempering with media content but requires media to fulfill certain minimal criteria of managerial qualitative competence.
16. We must examine the issue of elitism in the context of media ownership. One submission could be that the nature of media ownership has to be seen in a completely different perspective from the ownership of any other commercial enterprise. You can retain the profit motive and let the financial owners of media operate but there has to be the concept of social ownership of media. The people, the audiences of media are truly the owners of media.
17. We should adopt codes for global media, over and above quality certification – some form of self-willed voluntary subscription to codes, which they already have, but in the light of geo-political developments and the concerns across the world of how global media are shaping discourse.

This conference was the third in a series of international forums held in different parts of the world since 2003 to address issues of key concern both to those who work in the electronic media, and those who are interested in the development of the media in an era of great change.

WEMF had its origins in the World Summit on the Information Society, or WSIS, which took place in two phases, in Geneva in 2003 and Tunis in 2005. The summit brought together heads of state, heads of UN agencies, industry leaders, NGOs, media representatives and others. It was organised by the International Telecommunication Union, the ITU, along with the Swiss and Tunisian governments and various UN agencies. The purpose of the summit was to share views on how the growing convergence between telecommunications, broadcasting multimedia and information, and other communication technologies could best be harnessed to benefit the world community.

Because these new technologies are having such a profound affect on electronic media, the World Electronic Media Forum was held in conjunction with WSIS to examine more closely the impact of these changes on radio and television broadcasting. In particular, the forum's purpose is to discuss how the fundamental transformations that are taking place in the global information society may affect the role of the electronic media in knowledge dissemination, social interaction, economic and business practices, political engagement, media, education, health, leisure and entertainment.

WSIS concluded in Tunis in 2005. However, after the success of the first two WEMFs, the then UN Secretary-General, Kofi Annan, recommended that WEMF continue to be held every two years. The WBU, which brings together the world's regional broadcasting unions, agreed to take on the role of organising WEMF with local partners in each region. The WBU decided to hold further WEMF conferences in Asia in 2007, Latin America in 2009 and Africa in 2011. WEMF3 was held alongside a GKP event, the Third Global Knowledge Conference (GK3).



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 (Fresh Story Ideas for TV Production)



professional life, requisitioned for facilities and used the technical staff – camera persons and editors – for producing programmes.

Producers have to be bubbling with ideas for productions. Quite often the productions get stuck because of some reason or other. So to be productive, producers have to learn to work on many ideas at the same time. Hence, I pressured them to come up with fresh story ideas and slowly increased the number to 10 story ideas by the end of the second week. So by the end of the training, all trainees had gone through production experiences and had generated quite a few story ideas.

The TV Production workshop in Maldives corroborates my earlier experiences in training: it is easy to train young people fresh out of school in the technical aspects of production. But it is more difficult to get them to struggle with content. Unless TV producers are more educated than the general public, it is difficult for TV to play its role effectively in informing and educating the public at large.

## News Training Ahead of Pakistan's Crucial Elections

The general elections loomed large over the group of Pakistani journalists on February 11. The voting was only a week away, yet PTV and other media institutions made a determined effort to offer up a select group of ten people, both men and women for an intensive course on television news production.

Pakistan now has over 43 channels in operation, although they are focused primarily on cable and satellite, the number increases by the month. Viewers in this South Asian nation now have 80 different stations to flick through on their remote control. Competition is intense in the television news environment, hence the need for this course sponsored by the Commonwealth Broadcasting Association (CBA).

Although the country's broadcasting standards are high and the media market is competitive the week long workshop was able to fine tune the journalistic and production skills of the Islamabad-based media professionals.

"Writing to pictures and producing effective visual television stories that are both concise and informative is an essential skill, especially now there are more time pressures on people with the proliferation of information on television, the Internet, mobile phones and print," says London-based journalist and trainer Nick Easen, who has worked for CNN International and BBC World.

The course was conducted at the Pakistan Television Corporation academy (PTV), under the coordination of the Director Bushra Rafiq, who – along with her staff – provided an unparalleled level of hospitality to both the journalists and the trainer. AIBD helped organise this activity.

# 'I AM...'

## Children's Voices on TV Programmes

By **Juliette Vivier**  
Programme Manager, AIBD



One of the participants, Ms. Ellen Mesibere, Producer & Presenter, Kids Kona, from EMTV Papua New Guinea, concludes the workshop during the closing Ceremony



**T**wenty TV children's programme producers from Asia-Pacific are participating in an international children's TV programmes co-production project about, for and by children. This initiative aims to strengthen cultural diversity and create a better understanding among children about various cultures and schools of thought. Through that series called "I am...," children will have the opportunity to voice their opinion and express how they look at various cultures.

AIBD in collaboration with the French Ministry of Foreign affairs, the Commonwealth Broadcasting Association, the Thomson Foundation, Prix Jeunesse, UNESCO, CBFA, RTM and IPTAR is organising the project.

In the context of cultural globalisation, the series deals with the children's cultural identity. It provides an opportunity to create a real life story about children: who are they? how do they live? What are their opinions about themselves and about their environment? The series intends to enhance the voice of children by saying: « I AM... ».

The series is also designed to explore the similarities and the differences between various cultures in emphasising cultural and spiritual identities of children around the world. This series intends to open the mind to the cultural diversity.

At the beginning of the project, AIBD and its partners conducted a five-day workshop on "Children's TV programmes co-production" in Kuala Lumpur on 11-15 February 2008. Two experts conducted the workshop. One of them was Ms. Firdoze Bulbulia, Director, Producer, writer and educator on children's issues,



children's rights and children's TV programmes. She is also the chairperson of the Children's Broadcasting Foundation for Africa and of the 5th World Summit on Media for Children. The other was Mr. Faith Isiakpere who worked internationally for many broadcasters including Thames TV, Channel 4, Central TV, and BBC. He is a distinguished director-producer involved in children/young programming for more than 35 years.

Twenty participants from 13 different countries and from 16 broadcasting organisations attended the workshop.

The workshop aimed to improve the quality of children programming and to explore various dimensions. The content covered various areas: script writing, directing, storytelling, children's rights, conventions & charts, Proand production.

Following this successful workshop, each participant, in collaboration with a child, is now invited to write and produce its own "I am..." programme. Throughout the production phase, the Executive Producer, Ms. Firdoze Bulbulia, will follow up the programme's pro-

duction. Thanks to Ms. Buddhini from TVE, Sri Lanka, an e-group has been set up to stimulate exchanges among producers and ensure the project's success.

The production will be completed by mid-May and the series of at least 15 programmes will be screened during the Asia Media Summit 2008.

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