



## 33<sup>RD</sup> ANNUAL GATHERING AND THE 6<sup>TH</sup> AIBD GENERAL CONFERENCE & ASSOCIATED MEETINGS

16-19 JULY, 2007 - MALDIVES



### **Report of the 33<sup>rd</sup> Annual Gathering and the 6<sup>th</sup> AIBD General Conference** 16 to 19 July 2007, Maldives

#### **1. Opening and welcome remarks by the President of the AIBD General Conference**

On behalf of all delegates, Mrs. Pattareeya Sumano, the President of AIBD General Conference warmly welcomed all delegates and partners to the 6<sup>th</sup> AIBD General Conference and Associated Meetings in Maldives. Mrs. Sumano took this opportunity to thank the Ministry of Information and Arts Maldives and also Radio and Television Maldives for their excellent arrangements and gracious hospitality. Referring to the busy programme schedule of the Institute since its annual meeting in 2006, Mrs Sumano pointed out that the Institute had a successful year in implementing the AIBD Strategic Plan. Mrs. Pattareeya praised AIBD for its outstanding achievements over the past few years. She reconfirmed that her organization will continue supporting AIBD in all areas as has been the case in the past

#### **2. Adoption of the agenda**

The agenda was adopted unanimously

#### **3. Confirmation of the Report of the 5<sup>th</sup> AIBD General Conference held from July 24 - 28, 2006 in Phuket, Thailand**

The General Conference endorsed the report of the 5<sup>th</sup> General Conference, which was held from 24 to 28 July 2006, Phuket, Thailand

#### **4. Director's Report on AIBD's Performance from July 2006 to July 2007**

Mr. Mottaghi thanked the host and said that the choice of venue was excellent, which provided all delegates the right mix of work and leisure; enough time to make the meeting functional and the free time filled with pleasure to mark the 30<sup>th</sup> anniversary of the establishment of the AIBD.

Mr. Mottaghi , on behalf of his colleagues at the AIBD Secretariat congratulated all members, affiliates and partners on the occasion of the 30<sup>th</sup> Anniversary of the Establishment of the AIBD. Mr. Mottaghi added that during the 4<sup>th</sup> Asia Media Summit in Kuala Lumpur recently, AIBD had launched its anniversary book entitled **"30 Years of Service to Broadcasting,** " a snapshot of media developments in Asia-Pacific, in particular, issues and challenges related to broadcast training in the region. Dr. Mottaghi added that AIBD has the distinct honor of presenting to all

members a copy of this historical book. A mix of text, photos and charts, the book captures the evolution of AIBD's emergence and growth as a training institute, whose success could not have been possible without the support of the members and partners for the past three decades.

Dr. Mottaghi, on behalf of his colleagues at the AIBD Secretariat, presented a brief report on the Institute's performance since the last General Conference in July 2006. He added that the past 12 months was a successful period for the Institute with lots of activities offered to its members.

Mr. Mottaghi mentioned that the last 12 months was an opportunity for the Institute to strengthen its partnership with its permanent partners. It was also an opportunity to expand its cooperation with the new partners around the globe. The details of all activities implemented during the past one-year have been reflected in the report of the activities.

Dr. Mottaghi reported that what distinguished the past year with previous years was the celebration of the 30<sup>th</sup> anniversary of AIBD and active involvement of the Institute with international partners as well as many new initiatives that were pursued over the past 12 months that made it a year full of joy and innovation.

He added that the main target is to implement the Strategic Plan of the AIBD. He reported that the Institute is progressing well in implementing the vision, mission and objectives as approved by the Governing Council. AIBD had achieved critical improvements in building up the Human Resources in the Secretariat, implementing its program activities, collaborating with governments, international, regional and national broadcasting partners, introducing new projects and moving ahead to best serve its members since the last General Conference in Phuket in 2006.

Mr. Mottaghi referred to several initiatives taken by AIBD and highlighted the following areas as part of AIBD's regional endeavors:

1. Human Resource Development
2. International and Regional Media Dialogue
3. New Affiliate Membership
4. 30<sup>th</sup> Anniversary of the Establishment of the AIBD
5. Other AIBD Publications
6. Special World Television Award
7. Finance

**1. Human Resource Development, HRD  
Recruitment of additional staff for the Secretariat.**

- 1.1** Mr. Mottaghi reported that Human Resource Development is and will continue to be AIBD's main task. He added that the Institute recruited three programme managers to strengthen its in-house human resources namely Mr. Das, Ms Lisa and Ms Juliette. Mr. P. Das has 20 years of experience in engineering and was recruited on 14<sup>th</sup> March 2007.

**1.2** Ms. Lisa Le Yee Mon from Myanmar was recruited as the new IT Manager in April 2007. Among other things she will work in the areas of IT, AIBD Data, on-line registration for media dialogues, controlling the web cast and live streaming, setting up the AV-equipment and web casting for the AMS, maintaining the AIBD website as a webmaster. Mrs. Juliette Vivier has been seconded by the Ministry of French Foreign Affairs as AIBD programme manager. She joined the AIBD in middle of June 2007 for a period of two years. Dr. Mottaghi also reported that Mr. Karl Lippe would be returning to DW in August 2007. Karl has been working at the AIBD for the past four years. He conducted several training activities in many countries in Asia and the Pacific.

## **1.2 Capacity Building**

Mr. Mottaghi reported to the General Conference that the Institute implemented 65 activities for 1431 broadcasters from 1<sup>st</sup> July 2006 to the end of June 2007. This includes 36 regional and 29 in-country activities, 388 training days and 6733 participants-days. The attached document provides you with a clear perspective of AIBD's achievement in capacity building for the past 12 months.

## **1.3 New initiatives in Training**

Director, AIBD briefed members of the General Conference on several initiatives that AIBD has taken in line with the long-term action plan of the AIBD.

Among other initiatives, AIBD introduced the following new projects: Canada / AIBD workshops on Cultural Diversity, Global Media Strategies on HIV & AIDS, Empowering Broadcasting through Training, Open Space meeting on Asian approach to PSB, Reforming & Enhancing Regulatory Mechanisms, AIBD/ BBC workshop on Television News, AIBD / TF workshop on TV News Production, Arab-Asia Workshops on Modernizing and Digitizing Sound and Entertainment TV programmes, Distant Education, Certificate in Broadcast Journalism and Launching of the AIBD / UNESCAP MDG Media Awards in Asia-Pacific. Some of these need special mention:

Dr. Mottaghi informed members that the conference on Global Media Strategies on HIV & AIDS held in Kuala Lumpur on 28<sup>th</sup> May '07 was an opportunity to strengthen the Global Media AIDS Initiative (GMAI), an initiative under the chairmanship of the UN Secretary-General. The president of GMAI, Mr Dali Mpofu, (Group CEO, South African Broadcasting Corporation Limited) participated in the conference. The declaration that emerged from the conference calls for broadcasters in this region to do their best in the campaign against HIV & AIDS. The declaration also calls for continuous regional and international endeavors on the same topic. The conference led to the establishment of the Asia-Pacific Media AIDS Initiative, a regional action arm of GMAI, with AIBD as the secretariat. (Please refer to [www.aibd.org.my/homepage/AMAI](http://www.aibd.org.my/homepage/AMAI) for the details of the declaration) The conference provided an opportunity to strengthen the AIBD/ UNESCO network of young Asian TV producers.

Mr. Mottaghi reported that the 2-day regional workshop on **“Empowering Broadcasting through Training”** provided a unique opportunity for AIBD to exchange views on capacity building at the regional and national level. Heads of Radio and TV Training Centers, Broadcasting Academies, consultants, trainers and HRD partners from Asia, Europe, Africa and the Arab countries attended this workshop. The workshop addressed matters related to content, news and programming as well as the new technologies and ICTs. The workshop also addressed existing obstacles in capacity building and came up with solutions on how to respond to the rapidly changing environment. The AIBD’s action plan for 2008 – 2012 emerged from this workshop.

Director, AIBD added that the **Open Space meeting on Asian approach to PSB** was among the new initiatives we experienced at the AMS in Kuala Lumpur. The meeting had neither agenda nor speaker and was conducted in an open space format interacting all participants with each other on various issues related to Public Service Broadcasting from the Asian perspective.

Dr. Mottaghi reported that the Institute has developed concepts to use Internet technologies in bridging distant training and consultancy services to our members in remote places. All Distant Education activities of AIBD are listed in the IBTC (Internet-based Training Community).

Director, AIBD mentioned that the AIBD website has been divided into two parts. The administrative part describes the current projects and offers specific information on AIBD as usual. It is available under [www.aibd.org.my](http://www.aibd.org.my). The second part offers training and resources. It is the Internet-based Training Community (IBTC) for Broadcasting Development. The IBTC extends and incorporates the former DRIC project, which was established by AIBD in 1999. The address is [ibtc.aibd.org.my](http://ibtc.aibd.org.my) In the true spirit of a community website, the IBTC allows contributions and active involvement of the users. Given the geographical distance between the secretariat in Kuala Lumpur and its member countries, the Institute develops concepts to use Internet technologies in bridging the distant training and consultancy services to stakeholders in remote places. All Distant Education activities of AIBD are listed in the IBTC (Internet-based Training Community).

Mr. Mottaghi informed members that AIBD and ASBU successfully implemented two joint venture projects in Damascus and Kuala Lumpur on TV Entertainment Programme and Modernizing and Digitizing Sound Archives. Among other initiatives, AIBD took the required action in introducing the following projects:

Mr. Mottaghi reported that the AIBD and Help University jointly organized a 3-month Course for a Joint Certificate in Broadcast Journalism. This activity was held at the Help University from 7 August to 31<sup>st</sup> October 2006. This project was the first of its kind, as AIBD had no experience on such a 3-month course. He added that other partners in this project were Thomson Foundation, Cardiff University, Ohio University and the BBC. The certificate course was specifically targeted to professionals in the Television News industry with less than 3 years experience. Additionally those who were in the field of journalism, public relations, media studies, marketing communication, broadcasting etc. were also

invited to sign up for the course. Graduates / Post-graduates in Mass Communication wanting to specialize in News and Current affairs were also eligible. The certificate course provided a firm theoretical and practical foundation in television news to meet accepted international standards. AIBD will continue this programme on a biannual basis with a duration of 4 weeks in 2008.

#### **Launching of the AIBD - UNESCAP MDG Media Awards in Asia-Pacific-MDG Awards**

Director, AIBD reported that a total of 102 entries from 23 countries were screened on 25 - 30 April 2007 in Kuala Lumpur and six winners were selected in the print, radio and TV categories. The winners traveled to Almaty, Kazakhstan on 22 May 2007 to attend the awarding ceremony held in conjunction with the 63<sup>rd</sup> ESCAP Commission Session. The full report is reflected under agenda item number 10.

#### **1.4 Other initiatives**

Mr. Mottaghi reported to the General Conference that over the past 12 months, AIBD implemented a few new projects on the themes that have not been fully addressed in our previous programme schedules. Some of these events are: International Workshop on Understanding and Reporting Religions, Regional Workshops on: Investigative Journalism, Media and Elections, Broadcasting Regulation: Protecting Public Interest, Promoting Broadcasting Development, Peace Journalism, Journalism in Conflict Settings, Recording Traditional Music, Connecting Communities through Community radio & ICTs and Reforming & Enhancing Regulatory Mechanisms.

#### **1.5 Future initiatives:**

Mr. Mottaghi informed the General Conference that among other initiatives, AIBD will launch the following new projects in 2007/ 2008 :

##### **HEC Montreal / AIBD Joint project on: Electronic Media management Development Programme (EMMDP)**

Dr. Mottaghi stated that HEC Montréal and AIBD are jointly conducting an intensive 3-week executive management development program focusing on television, radio and the film business industry. The objective of the Electronic Media Management Development Program is to enable participants to develop management skills and expertise, which will allow them to improve the profitability and efficiency of their projects and companies.

The EMMDP adopts an MBA-style generalist approach. It centers on the challenges managers and professionals in the electronic media face. Television and film management are explored within six major themes, each of which represents a key dimension of electronic media management. The academic approach is dynamic, interactive and varied, and emphasizes practice and teamwork. As several themes are covered, participants are encouraged to share their views and pertinent work experience with their instructors and colleagues.

Mr. Mottaghi added that the EMMDP delivered by HEC Montréal includes 6 modules and related conferences by guest speakers and representatives from the industry. The AIBD-HEC Montréal joint program customized for Asia-Pacific broadcasters includes core modules delivered from an international and regional (Asia-Pacific) perspective.

Session I of the EMMDP will start in Montreal with the first two modules on general management topics. The participants will have the opportunity to attend conferences given by local industry leaders and to visit film and television facilities (for a total of 5 days in Montréal). This session will enable participants to learn more about the electronic media industry in North America while acquiring general management skills.

Session II consists of four modules on specific industry-related topics delivered at the AIBD premises by HEC Montréal professors, in collaboration with regional guest speakers. This session covers specific management topics adapted to the Asia-Pacific electronic media industry. The programme will commence in October 2008.

#### **1.6 Attachment scheme:**

Director, AIBD reported that the Korean Broadcasting Service (KBS) had agreed to second two Experts to AIBD for a period of one month in 2006. The two Korean Trainers assisted AIBD in matters related to engineering and TV drama production. The idea was to send KBS Experts to 2 countries within one month to share their know-how with broadcasters in least developed countries by conducting training workshops and advisory services. One of the trainers was an Expert in TV drama programme and the second one was an Engineer.

Mr. Mottaghi reported that AIBD will continue attaching potential staff from the international relations department in small countries to AIBD for a period of 3 months enabling them to work in an international environment. This project was successfully implemented in 2005 and will continue to be a mandate for AIBD in future. In 2006, Ms. Sangay Choden from Bhutan Broadcasting Service Corporation (BBS) was attached to AIBD. However, shortly after arriving, she was unable to stay on due to ill health.

Mr. Mottaghi mentioned that AIBD was requested by the UNESCO Beijing Office to facilitate a one-month training attachment for a cameraman from Mongolia National Public Radio And Television (MNPRT). The training attachment was done through Radio Television Malaysia (RTM). Mr Abdikerim Erkebulan, a young cameraman arrived in K.L. on 14 April '07 and started his training at RTM on 16 April 2007. During his training, he learnt how to properly use the camera, boom mike, lights, visual language, shot sizes and movement, white balance and color temperature, use of tripod, basic care and maintenance of camera and teamwork. He was also exposed to different types of professional cameras. Everyday he followed the crew for drama and news shooting. He also observed studio programme production and news. This attachment was made possible with support from the UNESCO Beijing Office.

## **2. International and Regional Media Dialogues**

Dr. Mottaghi referred to the long – term Strategic Plan and mentioned that AIBD's mission is to encourage regional dialogue and cooperation in electronic media policy in the Asia-Pacific region and to provide regional and international platform for dialogue in electronic media policies and development. He added that under its new strategic plan and along with the long - term Action Plan, which was drafted based on the outcome of the Bangkok Declaration, AIBD is playing a more assertive role as an international platform to encourage dialogue and cooperation in the electronic media policy. It has launched the Asia Media Summit since 2004, considered one of Asia's premiere communication events. The AMS among other themes hosted some 9 parallel pre-summit events such as Global Media Strategies on HIV & AIDS, Empowering Broadcasters through Training, Reforming and Enhancing regulatory Mechanisms, Connecting Communities through Community Radio and ICTs, World Television Awards and Open Space meeting on Asian Approach to Public Service Broadcasting.

Mr. Mottaghi informed members that 480 participants attended this year's AMS from 210 organizations in 53 countries, which was the highest number of participants. He added that running such a mega event by inviting 143 speakers and chairpersons for some 9 parallel Pre - Summit workshops with 300 high caliber participants followed by the AMS and several meetings parallel to the AMS, and two more workshops immediately after the Summit was a huge undertaking that required the teamwork from the Secretariat, all members and partners.

Mr. Mottaghi also mentioned that the live web casting of all AMS sessions helped promote the Asia Media Summit to a highly professional global media. He thanked all AMS partners and sponsors for making it possible. In particular, Dr. Mottaghi thanked the Friedrich Ebert Stiftung (FES) and the Institute of Institute of Strategic and International Studies (ISIS), Malaysia for the invaluable support they rendered to AIBD as the Principle Sponsors for the AMS 2007 (29 -31 May 2007).

## **3. 30<sup>th</sup> Anniversary of the Establishment of the AIBD**

The report related to the AIBD Book to Mark its 30<sup>th</sup> Anniversary has been reflected under agenda item 9.

## **4. Special World Television Award 2007 on: “The Best TV Documentary Contributing to Conflict Resolution”**

Director informed members that based on the Bangkok Declaration, AIBD has been organizing the World TV Award since 2004. This provides an opportunity for all broadcasters in Asia, Pacific, Europe, Africa, and North America from public, private sector and free lancers to participate in this unique Award. The award comprises a cash prize of USD 7000, a trophy and certificate to the winner. This year, the AIBD received 36 entries from 18 countries for the best TV documentary contributing to Conflict Resolution. Please refer to agenda item 10.1 for the full report.

## **5. Finance**

Dr. Mottaghi thanked all members who were prompt in paying their annual subscriptions during the first three quarter of each year as approved by the Governing Council. He also expressed his deep concern that the Institute has yet to receive a substantial amount from a number of member countries that are in arrears and said such delay in clearing the payment would definitely have a negative impact on AIBD and its activities.

Dr. Mottaghi reported that the Institute is currently having funds in the fixed deposit amounting to USD 1,158,177 as of 30 June 2007. The reserve fund at the end of June 2006 was USD 945,797. The reserve fund as of 31 December 2006 was USD 1,050,228. The total fixed deposit principal sum in Ringgit as of 30 June 2007 was RM 4,227,344. The US Dollar equivalent, by using the exchange rate of RM 3.65 is USD 1,158,177. However, if the April 2007 exchange rate of RM 3.42 is used, the total fixed deposit principal sum would be USD 1,236,065, which exceeds the above fixed deposit.

### **Vote of thanks**

Mr. Mottaghi concluded his report by expressing his sincere thanks and appreciation to all Member Countries, Affiliates and Partners for their active role in leading the Institute. He added that implementing a huge number of projects in the region was only possible due to the valuable support that AIBD has received from its members as well as supportive partners.

Mr. Mottaghi also thanked the Governments of Malaysia, France, Germany, Finland, Switzerland and Canada for their support. He also thanked the United Nations and the UNESCO Headquarters in Paris, and its offices in New Delhi, China, Tehran, Kabul, Bangkok, Almaty and Jakarta, the Friedrich Ebert Stiftung (FES), Deutsche Welle AKADEMIE, Centrum fur International Migration und Encwicklung (CIM), International Telecommunication Union (ITU), the Commonwealth Broadcasting Association (CBA) and the Thomson Foundation (TF), UN-ESCAP in Bangkok, UNICEF, UN AIDS, UNDP, Institute of Strategic and International Studies (ISIS) -Malaysia, Australian Broadcasting Corporation (ABC), the Arab States Broadcasting Union (ASBU) and its training center in Damascus, the Ohio University - United States, Radio France International (RFI), Canal France International (CFI), Institut National de l'audiovisuel (INA), International Federation of Television Archives (FIAT/IFTA) -France, the Asia - Europe Foundation (ASEF), ZDF, the HELP University College , BBC Trust, PRIX JEUNESSE International, Hosobunka Foundation (HBF), Islamic Republic of Iran Broadcasting (IRIB), Korean Broadcasting System (KBS), China Central Television (CCTV), SARFT Training Center in Beijing, Ministry of Information, Malaysia and Radio - Television of Malaysia (RTM), Islamic Development Bank (IDB), Tourism Malaysia, International Committee of the Red Cross (ICRC), ZDF German Television (Zweites Deutsches Fernsehen), Limkokwing University College of Creative Technology -Malaysia, Cihan News Agency -Turkey, GKP and GKIII -Third Global Knowledge Conference in Kuala Lumpur and Geneva, Malaysian Airlines System (MAS), European Broadcasting Union (EBU), World Radio and Television



Council (WRTVC), Radio France International (RFI), Radio Netherlands Worldwide (RNW) in Netherlands, RAI International / RAI - Radiotelevisione Italiana - Italy, the World Summit on Media for Information and Southern African Broadcasting Association (SABA).

Last but not least, Dr. Mottaghi placed on record his thanks and appreciation to his hard working colleagues at the AIBD Secretariat for their team work and sense of professionalism with which they handled their tasks.

	<b>Total Trainings /Workshops</b>	<b>Total Seminars</b>	<b>Total Participants</b>
January – June 2007	16 (246 participants)	10 (537 Participants)	773
July - December 2006	38 (629 Participants)	1 (29 Participants)	658
<b>Total: July 2006 to June 2007</b>	<b>54</b> (875 Participants)	<b>11</b> (543 Participants)	<b>1,431</b>

No of Activities : 65 activities

No of Participants : 1431 participants

No of Training days : 388 days

No of Participants-days: 6733

Average duration : 6.0625 days

In-country activities : 29 activities

Regional activities : 36 activities

In-country Participants : 503 participants

Regional Participants : 928 participants

No of Consultants : 51 consultants

No of Sponsors : 27 sponsors

No of countries with in-country activities : 16 countries

No of counties considered in Regional Activities: 55 countries

No of countries in Regional Activities > 2: 38 countries

No of subjects : 42 subjects

Activities on Management : 7 activities

Activities on Journalistic Skills	: 13 activities
Activities on Engineering subjects	: 5 activities
Activities on Archiving	: 4 activities
Activities on Gender Issues	: 2 activities
Activities on Peace and Conflict resolution	: 1 activities
Activities on PBC and Citizen Media	: 3 activities
Activities on Production Skills	: 5 activities
Activities on Children Issues	: 3 activities
Activities on Media Policies	: 5 activities
Activities on Audience Research and Marketing	: 2 activities
Activities on Training	: 3 activities
Activities on IT related subjects	: 2 activities
Activities on Health Issues	: 3 activities
Activities on Community Radio	: 1 activities
Activities on Cultural Diversity	: 5 activities

## **5. New AIBD Membership**

Mr. Mottaghi referred to the increase in the number of Affiliate Members as a success indicator and added that this shows the attractiveness of the benefits members derived from AIBD.

Director, AIBD informed members of the General Conference that up to July 2006, the Institute had 43 Affiliate Members.

The following 12 organizations applied for AIBD Affiliate Membership during the period of August 2006 to June 2007 and their applications have been approved by the member countries accordingly :-

1. WAQT Television -Pakistan
2. PerConsult -Germany
3. Roll'em Productions Palau, Inc. -Rep.of Palau, Micronesia
4. Media Niugini Limited (EMTV) - Papua New Guinea
5. Vanuatu Broadcasting & Television Corporation (VBTC)

6. Tanzania Broadcasting Services
7. South Asian Free Media Association (SAFMA) -Pakistan
8. Radio Television Hong Kong (RTHK)
9. Cihan News Agency -Turkey
10. RIA Novosti  
(The Russian News & Information Agency RIA Novosti) -Indonesia
11. Management Institute of Canada (MIC)
12. South African Broadcasting Corporation Limited (SABC)

Mr. Mottaghi informed the General Conference that with the above-mentioned applications, the number of AIBD Affiliate Members now stands at 55. In addition to the above-mentioned list, he presented the following **two new applications from two private channels in Maldives** that had been submitted to the AIBD Secretariat prior to the General Conference in Maldives :

1. Maldives Media Company (MMC)
2. Atoll Investment (Maldives) Pvt. Ltd.

The General Conference unanimously endorsed the said applications, which brought the number of Affiliate Members to 57 as of July 2007.

**6. Chairman's Report on the 17<sup>th</sup> Strategic Plan Team Meeting, held on 31<sup>st</sup> May 2007, Kuala Lumpur**

In the absence of Mr. Cao Yin, the Chairman of the AIBD Strategic Plan Team, Mr. Francis Herman had chaired the 17<sup>th</sup> SPT meeting last May in Kuala Lumpur. In the absence of Mr. Herman, Mrs. Susana Grey (Director of Information, Ministry of Information –Fiji) presented this report to the General Conference in Maldives.

The General Conference endorsed the report of the 17<sup>th</sup> Meeting of the AIBD Strategic Plan Team as was presented. The Report is at ANNEXE 4.b.

**7. Report on the projects: News and Journalism (refer to attachment - I)**

The report of the following projects was presented at the General Conference in Maldives. Copies are available in the enclosed CD.

**ATTACHMENT – I      Report of Projects -**

**News and Journalism**

**GC 007/6**

**(Regional)**

- 7.1      **AIBD/UNESCO/HELP University College Course on Certificate Broadcast Journalism - Television News**  
7 August - 31 October 2006, Kuala Lumpur, Malaysia
- 7.2      **AIBD/BBC Regional Workshop on TV News Production,**  
11 – 15 September 2006, Jakarta, Indonesia
- 7.3      **AIBD/French Government / CFI Regional Workshop on TV Newsroom Management (II),**  
7 – 9 September 2006, Paris, France
- 7.4      **AIBD/FES Regional Workshop on Media and Elections,**  
6 – 10 November 2006, Kuala Lumpur, Malaysia
- 7.5      **AIBD/FES Regional Workshop on Research and Ethics for Accurate Journalism,**  
20 – 24 November 2006, Jakarta, Indonesia
- 7.6      **AIBD/ABC (Radio) /CBA/NBT Regional Workshop on Radio News Production,**  
6 – 10 March 2007, Bangkok, Thailand
- 7.7      **AIBD/Thomson Foundation Workshop on TV News Management,**  
26 – 28 May 2007, Kuala Lumpur, Malaysia

**(In-Country)**

- 7.8      **AIBD/UNESCO/ABC/CBA In-Country Workshop on Radio News and Current Affairs,**  
25 July – 5 August 2006, Port Moresby, PNG
- 7.9      **AIBD/UNESCO/PBC In-Country Workshop on Radio News and Current Affairs,**  
26 November – 7 December 2006, Islamabad, Pakistan
- 7.10     **AIBD/UNESCO/CBA In-Country Workshop on Radio Production,**  
29 August – 9 September 2006, Port Moresby, PNG

**Programming**

**(Regional)**

- 7.11     **AIBD/HBF Regional Workshop on Infotainment Programmes for Children's Television,**  
18 – 21 September 2006, Kuala Lumpur, Malaysia
- 7.12     **AIBD/FES Regional Workshop on Gender and Programming (TV),**  
20 – 23 October 2006, Beijing, China

- 7.13 **AIBD/DW-AKADEMIE Regional Course on Programme Format Development for Children's TV Drama,**  
20 November – 01 December 2006, Kuala Lumpur, Malaysia
- 7.14 **UNESCO/UNDP/AIBD Sub-Regional Project : Young TV Producers Network in Asia on HIV/AIDS,**  
6 – 24 November 2006, Islamabad, Pakistan
- 7.15 **AIBD/FES Regional Workshop on Gender and Programming (TV),**  
11 – 15 December 2006, Hanoi, Vietnam
- 7.16 **IPDC-UNESCO / AIBD Training of Radio Journalists in Ethics, Strategies and Concepts for Public Service and Development Programming,**  
27 November – 01 December 2006, Phnom Penh, Cambodia  
11 – 16 December 2006, Islamabad, Pakistan  
22 – 26 January 2007, Bangkok, Thailand
- 7.17 **CANADA/AIBD International Seminar on Cultural Diversity**  
March 2007, Kuala Lumpur
- 7.18 **ARAB AND ASIA-PACIFIC Regional Seminar on TV Entertainment Programmes,**  
9 – 11 April 2007, ASBU Training Center, Damascus, Syria

**(In-Country)**

- 7.19 **Canada/AIBD In-Country Workshops on Broadcasting and Cultural Diversity,** 12 – 15 March 2007,  
Manila - Philippines, Jakarta – Indonesia and Bangkok –Thailand
- 7.20 **AIBD/UNESCO In-Country Workshop on Gender Equality and Advocacy through the Media (TV)**  
25 – 29 September 2006, Colombo, Sri Lanka
- 7.21 **AIBD/UNESCO In-Country Workshop on Researching and Writing for popularizing and reporting Science and Technology,**  
11 – 22 December 2006, Jakarta, Indonesia
- 7.22 **AIBD/PRIX JEUNESSEE Workshop on Children TV Production**  
- Mongolia
- 7.23 **AIBD/Deutsche Welle Regional Workshop on Radio Management, Programming, Marketing, Audience Research and Human Resource Management,**  
16 – 27 April 2007, Ho Chi Minh City, Vietnam
- 7.24 **AIBD/Thomson Foundation Projects on Broadcast Management for Middle Managers,**  
23 – 24 July 2006, Phuket, Thailand  
20 – 21 July 2006, Kuala Lumpur, Malaysia  
14 – 16 November 2006, New Delhi, India  
22 – 24 January 2007, Tehran, Iran  
24 – 25 May 2007, Islamabad, Pakistan and Maldives in July 2007

**8. Report of the Chairman of the AIBD Executive Board  
16 July, 2007 - Maldives**

Mrs. Pattareeya Sumano, the President of the AIBD GC who is also the Chairman of the Executive Board presented the report of her committee to the General Conference.

The General Conference endorsed the report of the Executive Board as was presented. The Report is at ANNEXE 5.

**9. 9.1 Report on the 30<sup>th</sup> Anniversary Book**

AIBD Book to Mark its 30<sup>th</sup> Anniversary.

Director, AIBD reported that AIBD has launched its anniversary book entitled “30 Years of Service to Broadcasting, -a snapshot of media development in Asia-Pacific”, in particular, issues and challenges related to broadcast training in the region. The book’s idea came from the AIBD’s Strategic Plan Team (SPT) at its meeting in Brunei in July 2005, which discussed preparations to celebrate AIBD’s 30<sup>th</sup> anniversary. The SPT members among other things believed that the Institute needs to articulate its journey towards building a training organization, which should include the Institute’s contributions to strengthening human resource development and the challenges that came in the way.

A mix of text, photos and charts, the book captures the evolution of AIBD’s emergence and growth as a training institute, highlighting strategies and policies in operation, finance, marketing, fund sourcing, recruitment and networking. It also features the Institute’s future challenges and insights from its stakeholders and partners who have witnessed the Institute’s growth through the years.

Mr. Mottaghi added that in the 225-page book, AIBD’s stakeholders provide a broad set of perspectives on how AIBD has pursued its mandate in a multicultural and multi-technological environment, and the future challenges it faces. Among them the creation of content of true quality, strengthening the value of public service broadcasting, innovation to boost competitiveness of the broadcast media, training in localized and interactive media, and the digital preservation of and access to broadcast archives. The book was launched at the 4<sup>th</sup> Asia Media Summit on 29 May 2007 in Kuala Lumpur.

**9.2 Report on the AIBD Publications**

As for the AIBD publications, Mr. Mottaghi informed the General Conference that the Asia Media Summit 2006 - Promoting Peace and Prosperity in a Globalized World was published in January 2007.

He added that subject to the availability of funds, AIBD will publish the publishing manuals:

- AIBD/CBA Handbook on Media and Elections
- AIBD/CBA Handbook on Code of Ethics for broadcasters

Hand book on News Television Reporting in collaboration with the Thomson Foundation.

## **10. Report on the Media Awards:**

### **10.1 The World TV Award for the Best Documentary Promoting Conflict Resolution**

Based on the Bangkok Declaration, AIBD has been organizing the World TV Award since 2004. This provides an opportunity for all broadcasters in Asia, Pacific, Europe, Africa, and North America from public, private sector and free lancers to participate in this unique Award. The award comprises a cash prize of USD 7000, a trophy and certificate to the winner.

This year, the AIBD received 36 entries from 18 countries for the best TV documentary contributing to Conflict Resolution. The judging took place on 26 and 27 May 2007 in Kuala Lumpur, Malaysia, where all programmes were assessed by a group of 5 jurors from various countries and organizations.

The winner of the World TV Award 2007 for the best documentary on conflict resolution is titled "TJIBAOU, THE RECONCILIATION", produced by Executive Producers Walles KOTRA & Gilles DAGNEAU of RFO (France).

The runner-up is "Children - Victims of War", a documentary directed by Suzana Hetrich, produced by Hrvoje Habekovic and broadcast on HRT 1 (Croatian TV). The winner will receive the Award – a trophy and USD 7,000, which will be divided equally between the producer and the broadcasting organisation – during the next AIBD General Conference to be held in Maldives on 16 July 2007.

The World Award 2007 received support from the following organizations: the Arab States Broadcasting Union (ASBU), Commonwealth Broadcasting Association (CBA), South African Broadcasting Association (SABA), Islamic Republic of Iran and Radio Television Malaysia (RTM).

An international Television Jury from Asia, Europe and USA judged the World TV Award. This year's Jury consisted of 5 members, chaired by Moneeza Hashmi from Pakistan. The Jury looked for a programme that effectively promoted conflict resolution on a world wide, regional or national basis. They represented an outstanding example dealing with conflicts, cultural differences with sensitivity, dignity and accuracy in a positive manner. It would strengthen culture of dialogue among various ethnic groups of society. Nonetheless, the programme should appear creative and innovative with the ability to capture the audience's attention and had excellent production values. Mr. Mottaghi thanked the jury members for their time and the sponsors for their financial support.

### **10.2 The AIBD Annual Awards in 2007**

#### **Best In-House Radio Public Service Spot**

There were 8 Entries from three countries for this category.

Winner: Female Infanticide  
Producer: Ms. Neelima Patwardhan  
Director: Sharad Bhonsale  
Broadcaster: All India Radio

**Description:** The 28 second -spot deals with the problem of infanticide. Thousands of girls in India face premature deaths every year before they reach their first birthday. Some of them are killed in the womb. Those who manage to survive face negative discrimination in terms of nutrition, health, childcare and eventually succumb to death in the early years of their lives. The media can play a big role in emphasizing that female infanticide is genocide.

**Jury's comments:**

The spot is straightforward and compact with dramatic production values that deliver the message strongly.

**Reinhard Keune's Memorial Award on the Best Programme Promoting Cultural Diversity.** There were 14 entries from 8 countries competing for this award.

**Winner:** " Multiculturalismo Canadiense" (Canadian Multiculturalism)

**Producer:** Chapman Leonora

**Broadcaster:** Radio Canada International

**Description:** The 55-minute public affairs programme discusses Canada's multicultural profile and experiences. It is produced in Spanish, a reflection of the multicultural profile of the country predominantly populated by English and French-speaking people. It features multi-cultural citizens, each one discussing how they have coped with the experiences of racism and discrimination. The interviewees recommend ways and policies to enhance diversity within society and how the media can play a crucial role in promoting cultural diversity.

**Jury's Comments:**

The programme provides down-to-earth experiences of ordinary people in dealing with their diversity in a predominantly English and French speaking people. It features a mix of immigrants with a different views on cultural diversity.

### **10.3 Asia-Pacific MDG Media Awards**

Director, AIBD reported that the UNESCAP, UNDP and ADB launched the MDGs Media Awards during the South Asia MDG Forum held from 11 - 12 October 2006 in Kathmandu Nepal. The Asia-Pacific Institute for Broadcasting Development (AIBD) served as the project secretariat. The competition was open to all print, online, radio and TV producers and journalists covering Asia and the Pacific. Entries were in English and in the local language. Each category had a separate international board of three jurors who spent two days in screening the entries.

A total of 102 entries from 23 countries were screened on 25 - 30 April 2007 in Kuala Lumpur and six winners were selected in the print, radio and TV categories. The winners traveled to Almaty, Kazakhstan on 22 May 2007 to



attend the awarding ceremony held in conjunction with the 63<sup>rd</sup> ESCAP Commission Session. In the print category, 52 entries including web-based articles were received. Adjudged first prizewinner was the Malaysian entry entitled: An Unhealthy State of Affairs, submitted by Ms. Chin Mui Yoon, a journalist from Star Publications in Kuala Lumpur. In the radio category, the Chinese entry entitled: A Life Changing Trip won first prize. It was written and produced by a team comprising He Fei, Wu Jia, Guan Juanjuan, Jin Zhao and all of China Radio International in Beijing. It was aired on 22 April 2007. A total of 20 entries from 11 countries joined the competition. A total of 34 entries from 12 countries were received for the TV category and the first prizewinner was the Chinese entry entitled Tent Schools on the Prairie. It was produced by Li Jiejun of China Central television in Beijing and aired on 22 April 2007.

#### **10.4 Awards for TV programmes and Radio sports on HIV and AIDS**

Control of the spreading of HIV infections has become a part of the global development agenda. To encourage good quality programming on the issues related to HIV AIDS, AIBD in partnership with the Asia-Pacific Leadership Forum of UNAIDS, UNESCO and ISIS announced a series of awards for radio and television.

Four categories of awards for radio and TV were announced in October, 2006.

1. Best TV programme to reduce discrimination against HIV positive
2. Best TV documentary on treatment of AIDS
3. Viewers' choice TV programme
4. Best Public Announcement on radio on HIV and AIDS

Implementation & content: The jury sitting was organised on 26<sup>th</sup> and 27<sup>th</sup> of May 2007. 45 TV programmes and 13 radio spots were received as entries.

The jury judged the programmes in three categories – Best TV programme to reduce discrimination against people living with HIV, Best TV documentary focusing on the issue of anti-retroviral treatment and Best public service Announcement / radio spot on AIDS issues.

Best Radio Spot on HIV and AIDS – Stella, Produced by Perry During for BBC World Service Trust Nigeria.

Best TV Programme on treatment for AIDS – Masindy's Story, Directed and produced by Sharon Farr of Shoot the Breeze Productions, South Africa

Best TV programme to reduce discrimination against people living with HIV - 'Let's Join Hands' directed by Anu Malhotra for BBC World Service Trust, India.

The programmes were made available for viewers around the world on the Internet. The visitors to the AIBD web pages had the opportunity to vote for the programmes that they considered good. The marking was on a five point scale. 58 valid votes were received. The award for the category Viewers' Choice went to Tell Me Why? Directed and produced by Perna Sharma, Doordarshan Kendra, Delhi.

### **Observations**

Of the programmes entered for the competition about one fourth were of excellent quality and would have a positive impact on the viewers and listeners. Half of the programmes did not make any impact on the Jury. About one fourth had serious flaws. Rather than helping, scientifically wrong information, use of ethically and socially unjust language manner of presenting facts pose a problem in the fight against AIDS. Considering that these programmes were entered for a competition, one could conclude that a large number of programmes which counter effect of media campaign are still being made.

### **Recommendations:**

The awards should be continued next year.

### **Financial Implications:**

The award was supported by APLF of UNAIDS

## **11. Report on the projects: ICT, Engineering and Technical Areas**

**-(refer to attachment - III)**

The report of the following projects were presented at the General Conference. Copies are available in the enclosed CD.

### **ATTACHMENT – III     ICT, Engineering and Technical Areas**

- 11.1     AIBD/CEMCA/French Ministry of Foreign Affairs /ITU Seminar on Digital Terrestrial Broadcasting : Asian Perspectives and Challenges, 3 – 5 July 2006, New Delhi, India**
- 11.2     AIBD/DWRTC Local Area Network Technologies, 11 – 19 September 2006, Kuala Lumpur, Malaysia**
- 11.3     AIBD In-Country Workshop on Sound Studio Technology and Operation, 14 – 18 August 2006, Phnom Penh, Cambodia**
- 11.4     AIBD In-Country Workshop on Modern Sound Archiving, 29 January to 7 February 2007, MBC, Forest Side, Mauritius**
- 11.5     Training & Consultancy in Modern Sound Archiving, 12 – 16 March 2007, TDM, Macau**
- 11.6     Course on Linux for Network Servers in Broadcasting Stations, 19 February to 02 March 2007, Kuala Lumpur, Malaysia**
- 11.7     AIBD/DW-Akademie Regional Course on Quality Audio Recording and Editing, 19 – 30 March 2007, Kuala Lumpur, Malaysia**
- 11.8     AIBD/DWRTC Workshop on Digital Audio-Visual Archiving Technologies, 11 – 22 June 2007, Kuala Lumpur, Malaysia**

**12. Chairman's Report on the 18<sup>th</sup> Meeting of the AIBD Strategic Plan Team, 16 July 2007 - Maldives**

In the absence of Mr. Cao Yin, the Chairman of the AIBD Strategic plan Team, **Mr. Zhang Chen Xiao**, Deputy Division Director - Intl. Cooperation Dept., State Administration of Radio, Film and TV (SARFT), China who was elected by the members as Acting Chair presented the report of the 18<sup>th</sup> Meeting of the SPT to the General Conference.

The General Conference endorsed the SPT report. The Report is at ANNEXE 4.

**13. Report on the projects: International and Regional Media Platform -(refer to attachment - IV)**

**2.1 Other International Media Dialogues:**

Director AIBD reported that the Institute would continue to emphasize on the importance of media dialogue at the national and international level. AIBD along with its partners will also conduct more programmes on how the media can deal with social development issues such as poverty alleviation, ethnic and cultural conflicts, and the empowerment of women, cultural minorities and disadvantaged groups through ICTs. The 1<sup>st</sup> Asia - Pacific and Europe Media Dialogue was successfully held at the UNESCO HQ from 11 - 13 September 2006. The inter- continental media dialogue will be continued with the following international gatherings :-

- ❑ The 2<sup>nd</sup> Asia-Pacific - Europe Media Dialogue, 3 - 5 September 2007 in Bonn, Germany.
- ❑ The Asia Media Summit 2008 27 - 28 May 2008 in Kuala Lumpur, Malaysia.
- ❑ The 3<sup>rd</sup> Asia-Pacific and Europe Media Dialogue, 2009, Amsterdam, in partnership with Radio Netherlands Worldwide (RNW) and other European partners.
- ❑ The 1<sup>st</sup> Conference of the Heads of States on Information and Broadcasting in the Asia-Pacific region, in 2010.

Mr. Mottaghi took the opportunity to thank all members, partners and sponsors for their invaluable contribution, which has enabled AIBD to implement such dialogues. In particular, he thanked the French Government for supporting the 2006 dialogue and Deutsche Welle (DW) in hosting the forthcoming Asia- Pacific and Europe Media Dialogue from 3- 5 September 2007 in Bonn.

**14. Chairman's Report on the 6<sup>th</sup> Meeting of the Asia-Pacific and Europe Partnership Committee Meeting held on 16<sup>th</sup> July 2007 in Maldives**

**GC 007/14**

**Ms. Min, Eun Kyung**, Head of International Relations Department, Korean Broadcasting System, Republic of Korea in her capacity as the Chairperson of the 6<sup>th</sup> Meeting of the Asia-Pacific and Europe Partnership Committee presented the report of the 6<sup>th</sup> Meeting of the APEC to the General Conference.

40 delegates from both continents attended the 6<sup>th</sup> meeting of the Asia-Pacific and Europe Partnership Committee on 16 July 2006 in Maldives. **Ms. Min Eun Kyung**, *Head of International Relations (Korean Broadcasting System -KBS)*, chaired the APEC Committee. Mrs. Adelheid Feilcke-Tiemann, *Director of International Relations, Deutsche Welle*, Germany is the Vice Chairman of the said committee.

The committee reviewed the details of the forthcoming Bonn Conference. The committee also invited all colleagues from Asia and the Pacific to actively participate in the Bonn Media Dialogue. The APEC commended DW for its outstanding work in hosting the 2<sup>nd</sup> Asia-Pacific and Europe Media Dialogue in Bonn.

The APEC was also briefed on the constructive cooperation that exists between CBA and AIBD. The following projects emerged from the APEC meeting :

- 1- Co-production on TV programme for Children titled: "I am."
- 2- Co-production TV programming on the "Sport a Peace Building tool".
- 3- Co-production on HIV & AIDS titled: "I am Positive".

The APEC endorsed the theme for the World Award in 2008 as the Best TV Documentary contributing to Religious Understanding.

The General Conference endorsed the said report.  
The Report is at ANNEXE 6.

## **15. Future AIBD Initiatives: (refer to attachment - V)**

Mr. Mottaghi reported that among other initiatives, AIBD will launch the following new projects in 2007/ 2008 :

HEC Montreal / AIBD Joint project on: Electronic Media Management Development Programme (EMMDP) three weeks in Montreal

Dr. Mottaghi reported that HEC Montréal and AIBD will jointly conduct an intensive 3-week executive management development program focusing on television, radio and the film industry. The objective of the Electronic Media Management Development Program is to enable participants to develop management skills and expertise, which will allow them to improve the profitability and efficiency of their projects and companies.

The EMMDP adopts an MBA-style generalist approach. It centers on the challenges managers and professionals in the electronic media face. The EMMDP delivered by HEC Montréal includes 6 modules and related conferences by guest speakers and representatives from the industry. The AIBD-HEC Montréal joint program customized for Asia-Pacific broadcasters includes core modules delivered from an international and regional (Asia-Pacific) perspective. Please refer to the AIBD web site for further information.

### **MBA programme for Electronic Media:**

This project will be launched in 2009 in collaboration with the Management Institute of Canada (MIC) - <http://www.micanada.org> and the HELP University College Sdn Bhd, Kuala Lumpur - <http://www.help.edu.my>. The project will accept students and media professionals for an MBA programme certified by a Canadian University for a period of 16 months.

### **16. "Professional Discussion Session I" on July 16, 2007 - (16:00- 17: 30)**

***Increasing Internet = decreasing listenership and viewership?  
How can broadcasters co-opt citizen producers?***

- List of participants :- **SESSION - 1**

**Professional Discussion**

- Chairperson:** **Mr Ali Khalid**  
Chief Executive Officer, Television Maldives (TVM)
- Speakers:**
1. **Ms. Min Eun Kyung**  
Head, International Relations, Korean Broadcasting System (KBS)
  2. **Mr Jean Larin**  
Director, Radio Canada International (RCI)
  3. **Ms Pam Hu**  
Director (Community & Int'l Relations)  
Media Development Authority (MDA)
  4. **Mr. Ian Morrison**  
Spokesperson, FRIENDS of Canadian Broadcasting
  5. **Prof. Drew MacDaniel**  
Director, Center for International Studies, Ohio University, USA
  6. **Mr. Mesake Nawari**  
Chief Executive Officer, Fiji TV

■ *Copies of Speakers' presentations are available in the enclosed CD.*

### **17. "Professional Discussion Session II" on July 18, 2007 - (0900 – 1030 hrs)**

***The Mass Media and ICT, Part of the Problem or Solution?  
Is media contributing to conflict, dialogue and peace?***

- List of participants :- **SESSION - 11**

**Professional Discussion**

- Chairperson:** **YBhg. Dato Jumat Engson**  
Regional Director -Sabah, Radio Television Malaysia (RTM)

- Speakers:**
1. **Mr. Rajendra P. Sharma**  
Deputy Executive Director, Radio Nepal
  2. **Ms. Susana Naisara Grey**  
Director of Information, Department of Information  
Office of the Prime Minister, Ministry of Home Affairs,  
Immigration and Information - Fiji
  3. **Mr. Mohammad Massoud Aboutalebi**  
Vice President, Education and Research,  
Islamic Republic of Iran Broadcasting (IRIB)
  4. *Mr. Hanh Tran*  
Chief Executive Office, Radio Australia, ABC
  5. **Mr. Bijaye Madhou**  
Director-General  
Mauritius Broadcasting Corporation (MBC)

■ *Copies of Speakers' presentations are available in the enclosed CD.*

**18. "Professional Discussion Session III" on July 18, 2007 - (1100 - 1230 hrs)**  
**Programming and Changing Media Landscape.**  
**How can media exploit new realities to improve bottomline?**

List of participants :- **SESSION - 111**

**Professional Discussion**

**Chairperson:** **H.E. Mr. Khieu Kanharith**  
Minister of Information, Ministry of Information, Cambodia

- Speakers:**
- 1 **Mrs. Pauline Couture**  
. President, PC Associates -Strategic Communications (Canada)
  - 2 **Mrs. Gerda Meuer**  
. *Director, Deutsche Welle Academy (DW), Germany*
  - 3 **Mr Philip Molefe**  
. General Manager, International Affairs  
South African Broadcasting Corporation Limited (SABC)
  - 4 *Mr. Badru Naseer*  
. **Director-General, Voice of Maldives**
  - 5 **Mr Nguyen Van Phuong**  
. Director-General, International Cooperation Department (VTV)  
-Vietnam Television

■ *Copies of Speakers' presentations are available in the enclosed CD.*

## **19. Election of the members of the Executive Board**

Dr. Mottaghi informed members that the General Conference at its 1<sup>st</sup> Meeting in Hanoi from 27 – 29 August 2002, endorsed the “Terms of Reference” for the Executive Board and established the Board to assist the General Conference and the Institute in matters related to its activities and development. This was done with reference to Article 8 of the Agreement Establishing the Institute.

According to the “Terms of Reference” of the Executive Board: Subject at all times to review by the General Conference, the member countries forming the Executive Board shall be elected from among the full members of the General Conference.

Associate members, Affiliates and partners could also be invited to attend the Executive Board on the recommendation of the Director and agreement of the President of the General Conference.

There shall be nine regular members of the Executive Board elected during the General Conference, and the Board shall take office at the beginning of the following year. The Executive Board shall serve for two years, and shall be subject at all times to the authority of the General Conference. The President of the General Conference, and Secretary/Director of AIBD shall be ex-officio members. The Executive Board shall elect its own Chairman at its first meeting, who will serve during the term of the Executive Board.

In order to allow more participation, no members of the General Conference shall be eligible for re-election to the Executive Board after having served two consecutive terms. However it can seek election after a break of one term.

Mr. Mottaghi added that the following nine countries are currently members of the Executive Board: China, France, Thailand, Korea, India, Iran, Maldives, Singapore and Malaysia. The following 4 members have one more year up to August 2008 to complete their term of office: Iran, Maldives, Singapore and Malaysia. The term of office for the following five member countries will expire on August 2007: China, France, Thailand, Korea and India.

Thereupon, Mr. Mottaghi invited members of the General Conference to elect from among the full members of the General Conference, five members to serve the Executive Board for a period of two years with effect from 1<sup>st</sup> of August 2007. He added that China, France, Thailand, Korea and India have been serving the Executive Board for the past two consecutive terms, i.e. 2004 & 2005 and 2006 & 2007. According to the “Terms of Reference” of the Executive Board, “ In order to allow more participation, no members of the General Conference shall be eligible for re-election to the Executive Board after having served two consecutive terms. However, China, France, Thailand, Korea and India could seek election after a break of one term.

Mr. Mottaghi also added that Brunei and Fiji have been serving the Executive Board for the two consecutive terms i.e. 2003 & 2004 and 2005 & 2006. According to the “Terms of Reference” of the Executive Board, they can seek election from 1<sup>st</sup> August 2008 onwards. Therefore, he invited the General Conference to elect among its full members, 5 new member countries to serve the Executive Board for a period of two years with effect from 1<sup>st</sup> of August 2007. Dr. Mottaghi informed the General

Conference that the membership of the Executive Board goes to the Governments and not to the organizations and individuals. The President of the General Conference and the Director are ex-officio members.

The following five countries were unanimously elected as new members of the Executive Board for a period of two years with effect from August 1, 2007:

- Indonesia, Cambodia, Nepal, Sri Lanka and Vietnam.
- Other members of the Board are Iran, Maldives, Singapore and Malaysia.

## **20. Future Meetings of the AIBD General Conference**

Dr. Mottaghi informed members that the AIBD General Conference and its Associated Meetings would be held from **21- 24 July 2008 in Bali**. He added that the Ministry of Communication and Information Technology, Indonesia along with AIBD members TVRI, RRI will be hosting this annual gathering.

Director, AIBD informed members that the AIBD GC in 2009 would be from **20 -23 July, 2009** and will be hosted by the Government of Fiji and AIBD's members in Fiji.

He added that the AIBD GC in 2010 will be hosted by the Teledifusao de Macau, S.A. – TDM, Macau – China **(dates to be decided)**.

## **21. Other matters**

### **Restructuring the General Conference:**

The New structure of the General Conference was successfully implemented in Maldives. As was designed by the AIBD Strategic Plan Team, some 8 sessions and meetings of the General Conference and its Associated Meetings were held in 3 days instead of 4 days.

**The delegate from UNESCO requested that the GC documents be circulated by e-mail to all participants before the GC while the hard copies could be handed over to delegates upon their arrival.**

### **Vote of thanks to Maldives:**

On behalf of the delegates, Mrs. Pam Hu - *Director (Community & Int'l Relations), Media Development Authority (MDA) from Singapore* expressed her sincere thanks and appreciation to the Government of the Republic of Maldives and the Ministry of Information and Arts, Maldives for their outstanding work, warm hospitality and excellent arrangements in hosting the 6<sup>th</sup> AIBD General Conference in the friendly environment of the Paradise Island Resort and Spa in Maldives. She also thanked AIBD for its outstanding work in organizing such a successful conference.

On behalf of all members and partners, Mrs. Pattarreeya Sumano (President of the AIBD General Conference) moved for a vote of thanks to be recorded to the Ministry of Information and Arts, the Voice of Maldives (VOM), Television of Maldives (TVM) and all hard working colleagues for the wonderful hospitality that was extended to all delegates. The General Conference endorsed this move with pleasure.



22. **Director's Brief Report on the 33<sup>rd</sup> Annual Gathering and 6<sup>th</sup> AIBD General Conference & Associated Meetings held from 16-19 July 2007 in Maldives.**  
Report is attached at ANNEXE 1.a.
  
23. **Financial Report**  
Report is attached at ANNEXE 8.

**Conference on Global Media Strategies for HIV and AIDS  
28 May 2007, Kuala Lumpur**

**Declaration**

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We the leaders of the Asia-Pacific broadcast media, assembled in Kuala Lumpur for the conference on **Global Media Strategies on HIV and AIDS** and pledged our commitment to support the **call for action of the Global Media AIDS Initiative** by expanding our response to HIV and AIDS, both within our own media companies and in collaboration with other media partners.

*Convinced* that the media has a crucial role to play in the fight against HIV and AIDS, we resolve to :

- to devote dedicated and substantial radio and television broadcast airtime for communicating to our audiences about issues related to HIV and AIDS;
- to develop innovative and creative approaches to HIV and AIDS messaging.

*Aware* that all sections of the society need to be reached, we resolve :

- to broadcast HIV and AIDS messages and programmes across the programming schedule, including during prime time;
- to produce and broadcast programmes related to HIV and AIDS in all genres and formats including news, Current affairs, documentaries, talk shows, game shows, dramas and other entertainment formats.

*Remarking* that HIV and AIDS are complex issues which need to be addressed accurately and sensitively, we resolve to :

- to consult with stakeholders, including people living with HIV, NGOs, medical personnel, the scientific community and the UN agencies, to ensure the content and tone of the programmes are relevant, accurate and culturally appropriate.

*Noting* that HIV and AIDS issues are multi-faceted, we resolve to :

- to produce and broadcast programmes focusing not only on high-risk behavior but also on related and contributing issues, such as gender relations, HIV in the workplace, HIV and economics, children living with HIV etc;
- to produce and broadcast high-quality programmes sensitive to the needs of HIV positive persons and people living with AIDS;
- to produce and broadcast programmes and public service announcements that encourage preventive behavior, connect audiences to local resources, including testing and counseling centers, and aim to reduce the stigma and discrimination associated with the disease.

**Cognizant** of the fact that HIV infections have become a global pandemic affecting people in their productive ages and that as such, poses a threat to the development of our societies, and the resources of broadcasters to run a sustained information campaign is limited. Therefore, we resolve :

- ❑ to offer and share programmes on HIV and AIDS with other broadcasters preferably free of copyrights;
- ❑ to collaborate with other broadcasting organizations and global partners and share resources for regional projects and co-productions in a manner which is transparent and accountable and goal oriented.

**Underscoring** the fact that we cannot be complacent in this campaign, we resolve :

- ❑ to monitor the duration, timing, quality of programmes that are broadcast;
- ❑ to undertake research to evaluate the programming related to HIV and AIDS with a view to continuously enhancing the impact on target audiences.

**Understanding** that the issues related to HIV and AIDS are constantly evolving and that there is a need to build the capacity of producers to deal with the issue, we resolve:

- ❑ to enhance the quality of HIV and AIDS programming by providing relevant exposure and training to producers.

Lastly, **recognizing** that strong and effective partnerships are the key to sustained media campaigns, we request all broadcasters in the Asia- Pacific region to join hands to form the Asia - Pacific Media AIDS Initiative (AMAI), a regional action arm of the Global Media AIDS Initiative with AIBD as its Secretariat in the region – with additional support and collaboration from its member countries, affiliates, partners such as UNESCO, UNAIDS; etc. and broadcasting unions and associations such as the Asia-Pacific Broadcasting Union (ABU) and Commonwealth Broadcasting Association (CBA) and to collectively develop a concrete collaborative work plan and timeline that is results-oriented, measurable and accountable to the Initiative's members. ■